Planning an Effective Media Strategy for 2016
January 28, 2016 2:00 PM EST
Agenda

- Overview and Introductions
- Tailoring a Social Media Strategy to Fit Your Needs
- Implementing a Paid Social Media Strategy
- Leveraging the Power of Social Media
- Connecting Kids to Coverage Campaign Resources
- Questions and Answers
Poll Question: What social media channels do you use?

a. Facebook
b. Twitter
c. Instagram
d. LinkedIn
e. Google+
Tailoring a Social Media Strategy to Fit Your Needs

- Jenna Carter
  Account Supervisor, Digital Practice, FleishmanHillard
What We Mean by Social Media

Social media includes any online environments in which users can create and share content including:

- **SOCIAL NETWORKING PLATFORMS:**
  - Facebook
  - LinkedIn
  - WeChat
  - Google+
  - Online forums

- **BLOGGING AND MICRO-BLOGGING:**
  - Twitter
  - Personal/industry blogs
  - Tumblr

- **CONTENT SHARING SITES:**
  - YouTube
  - Pinterest
  - Flickr
  - Storify
  - Instagram
  - Slideshare
  - Reddit
  - Vimeo
  - Snapchat

- **SOCIAL BOOKMARKING SITES:**
  - Digg
  - StumbleUpon
  - Delicious

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1.49 BILLION Monthly active users
315 MILLION Monthly active users
97 MILLION Monthly active users

- 92% of marketers say that social media is important to their business
- 66% of marketers plan to increase their use of Twitter, YouTube and LinkedIn
- 78% of CMO’s think custom content is the future of marketing
- 83% of B2B marketers use LinkedIn for distributing content
Where to Start

Answering some simple questions can help lay the groundwork to social media success for your company. Think first about the following to help frame your strategy:

- Who are my audiences?
- Where are my audiences talking about topics I’m interested in?
- What does current conversation look like? What do my audiences want to know?
- What are my goals for social media? How do they relate to my business goals?
- What will success look like for me?
Finding Your Voice

- **Voice**: Your brand personality described in an adjective.
- **Tone**: A subset of your brand’s voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.

![Diagram of Brand Voice components:
- **Character/Persona**:
  - Friendly
  - Warm
  - Inspiring
  - Playful
  - Authoritative
  - Professioal
- **Tone**:
  - Personal
  - Humble
  - Clinical
  - Honest
  - Direct
  - Scientific
- **Language**:
  - Complex
  - Savvy
  - Insider
  - Serious
  - Simple
  - Jargon-filled
  - Fun
  - Whimsical
- **Purpose**:
  - Engage
  - Educate
  - Inform
  - Enable
  - Entertain
  - Delight
  - Sell
  - Amplify

Copyright 2011, Stephanie Schwab
After establishing your goals and determining how you will provide value to your audiences on social media, start thinking about your content objectives. Consider the following checklist before publishing a piece of content:

- What is the objective of this piece of content? Will it support my audience? Educate them? Inspire them?

- Who are the groups I’m talking to? In this case, am I aiming to reach a parent, a school, or another audience?

- Where will my content come from and how often will I publish content about each type? Content buckets might include “Helpful Tips,” “Updates from Healthcare.Gov” and others.

- And the fun part… how will you make content sing? A source should be able to point back to a content bucket, targeted at your core audiences and used to drive the objectives you have already defined.
Reaching Campaign Audiences

- 79% of parents who use social media agree that they get useful information via their networks.

- 72% of Internet users reported looking online for health information.

- 31% of cell phone owners and 52% of smartphone owners say they have used their phone to look up health or medical information.

- Health messages delivered to low-income parents must come from perceived experts and should be personalized to build credibility.
Anatomy of a Tweet

The user's Twitter avatar

Tweet text, 140 characters or fewer

Call to action + link directs audiences to learn more about your content

Images on Twitter take up 23 characters of the allowed 140 characters. If you include an image, keep your text short.

Popular hashtag allows users looking for content on this topic to find your tweet

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Over 70% of ppl pick the Silver plan. See if u can save on out-of-pocket costs: go.hc.gov/1S74QHa #GetCovered
Anatomy of a LinkedIn Post

- LinkedIn page that posted the update
- Photo that accompanies link
- Place for users to Like, Comment or Share the update on their own LinkedIn page
- The timestamp of when the LinkedIn user commented on the update always appears whenever you share a post or update
- Space for users to add comments
- Personal statement accompanying link
- Thumbnail automatically populates with image and description. Edit the description before sharing by clicking on it
- Number and names of people who have "liked" the post
- Comment from a LinkedIn user. Clicking on the user’s name will take you to his/her LinkedIn profile
Anatomy of a Facebook Post

Facebook page that posted the update

Facebook page avatar

Though Facebook status updates can be more than 60,000 characters, it is a best practice to keep updates short. Write updates with clear calls-to-action or questions that invite conversation.

Place where a user can “Like,” “Comment,” or “Share,” the status update by clicking on the corresponding word

Users can “like” or reply to other comments on the status update

How many users have “liked” this comment

Photos are some of the most engaging updates on Facebook and should be used frequently to accompany posts

Number and names of people who have “liked” the post

Number of shares the post has received

Timestamp of when user commented on status update

Timestamp of when user commented on status update
Anatomy of a YouTube Video

Title of YouTube video. Title should be short, accurately describe the video, and of interest to your audience.

Buttons for likes and dislikes. You must be signed into your account to like or dislike a video.

Channel logo and name of channel alongside how many total videos have been uploaded by the channel.

Caption uploaded with the video by the channel.

Social sharing function lives here.

Uploaded video. By default you are able to upload videos that are up to 15 minutes long.

Analytics for video, if available.

Total Video views.

Buttons for likes and dislikes. You must be signed into your account to like or dislike a video.

Ability to add this video to one of your own playlists.
Anatomy of an Instagram Post

Image uploaded to the post. Compelling photography rules on Instagram even more so than on any other channel.

Name and logo of page uploading content

Button a user can click to follow the page

Number of likes posts received and time stamp of when the post was uploaded

Caption that accompanies photo. On Instagram it is common to add five or more hashtags to posts to engage in larger conversations on the platform.

Location where users can add comments to photos.
Joining the Conversation

- Engagement and responding to comments is key to social media success, and doesn’t have to be as overwhelming as it seems!

- Be personal:
  - Address the question/comment.
  - Use their name (if possible).

- Be polite:
  - The customer is always right!

- Take the conversation offline:
  - It’s not uncommon to ask the user to DM you or private message you for more information – no one wants to share their account number publicly!
Keys to Hashtag Success


Don’t forget, CMS has official resources to assist #providers in finding answers to their #ICD10 Questions: go.cms.gov/1KBPnHu

Getting health coverage = health security, & maybe a visit from @POTUS! Let’s #GetCoveredRichmond! #20Cities20Days

We’re here to help you #GETCOVERED
Call 1-800-318-2596 or visit LocalHelp.HealthCare.gov

#GetCovered

U.S. Department of Health and Human Services
Free? ✓ Confidential? ✓ 24/7? ✓
We’re hereto help you enroll for 2016 health coverage. Just pick up the phone. 1-800-318-2596. #GetCovered

Healthy Communities Challenge
Hey, Richmond! You’ve been challenged as one of 20 cities selected for the Healthy Community Challenge. Help folks in your hometown sign up for health coverage. The winning city gets a visit from President Obama. #GETCOVEREDRICHMOND

HHS.gov @HHSgov · 20h

HHS.gov @HHSgov · 20h

CMSgov @CMSgov · 23h
Hashtags: Twitter

- Hashtags are used as a search feature, allowing you to explore other tweets marked with the same hashtag.
- Use hashtags only on Tweets relevant to the topic.
- Tweets with one or two hashtags have 21% higher engagement than those with three or more.
- Tweets that use more than two hashtags actually show a 17% drop in engagement.

InsureKidsNow.gov @IKNGov - 15 Sep 2015
Thanks 4 today’s #SaludTues chat, @SaludToday - be sure to visit InsureKidsNow.gov for #Medicaid & #CHIP info!

#Enroll35
With health coverage, she can soar to new heights.
Hashtags: Facebook

- Although Facebook’s Trending Topics can have spaces, hashtags cannot.
- There are two types of effective hashtags on Facebook: Event and Topic
  - Event is in the moment, i.e. #WorldCup
  - Topic can be searched year-round, i.e. #Recipe
- Click on the hashtag to get redirected to its feed. You can also click on hashtags that originate on other services, such as Instagram.
- Every hashtag on Facebook has its own unique URL.
When in doubt, think back to the following...

**Do**
- Use social media to listen and gather information
- Give proper credit and attribution
- Respond quickly
- Clearly state that the views you share are yours alone
- Use strong, different passwords across your accounts
- Regularly review your privacy settings

**Don’t**
- Assume that you are anonymous
- Post information that is secret or confidential
Thank you!

Jenna Carter
Account Supervisor
Digital Practice
FleishmanHillard
Poll Question: Have you ever used paid social media?

a. Yes
b. No
c. I would like to learn more about paid social media.
d. I don’t have the budget to use paid social media.
Implementing a Paid Social Media Strategy

Kelly Vingelis
Digital Media Associate
GMMB
Why Use Paid Social Media?

- Meeting people where they are
- Easier to drive results with small budgets
- Most platforms offer advanced targeting
- User-friendly & easy to set up
Paid Social Media Opportunities
LinkedIn

- Narrowly target people by their job title, industry, seniority, etc.
- People go to LinkedIn to follow news about their industry.
- Best to advertise here when your message is related to their career.
Types of Ads:
- Promoted Tweets: drive engagement
- Promoted Accounts: gain followers
- Promoted Video: raise awareness

Pros:
- Drive conversation and promote awareness
- Insert your message into relevant conversations and connect with other key organizations by #keyword and @handle targeting
  - Medicaid, CHIP, @IKNgov, @HealthCareGov, #Enroll365, etc.
Facebook

- Advanced targeting capabilities:
  - Build targeting segments off of data provided in profile (age, school, family members, etc.)
  - Partnering with 3rd party data providers
  - Ability to target families of certain income levels and their parental status
Setting it Up

CTA: Choose your objective

Choose the objective for your campaign

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
Facebook Ads

- Most effective in driving traffic through Click to Website ads
  - Standard Click-through Rate is 0.75%-1%
- Sees over 3 billion video views a day so you can promote your message and raise awareness through video with the same effective targeting
  - Standard completion rate is 1%-3%.
Resources

- Facebook Ads Guide
- Twitter Product Guide
- LinkedIn Marketing Solutions
- Google AdWords – How to Set Up Search Engine Marketing
Thank you!

Kelly Vingelis
Digital Media Associate
GMMB
Leveraging the Power of Social Media

“Effective engagement is inspired by the empathy that develops simply by being human.” – Brian Solis

Betty Cruz
Deputy Chief, Special Initiatives

Sarah Mayer
partner + co-founder

SHIFT COLLABORATIVE
DEVELOPING THE BRAND
THE AUDIENCE

+ A primary caregiver
+ Most likely to be female
+ Most likely to be a minority
+ Specific neighborhoods with the greatest need were identified
  *(effective when advertising)*

+ 77% of active users are female
+ 67% of Online African Americans
+ 75% of Hispanics use FB.

+ Popular among Internet users living in urban areas
+ 28% of Online African Americans
+ 28% of Hispanics use Twitter.
• Stories and narrative that engage the audience

• Images and video

• Participate in discussions

• Responsives to questions

• Connect with influencers who will share our posts
WHAT WE POST - FACEBOOK

Live Well Pittsburgh
Published by Sarah Mayer [?]: September 2, 2015

It’s #WellnessWednesday, so why is Enroll-o-Bot sad?

Why is Enroll-O-Bot so sad? #MarchPittsburgh
VIMEO.COM/getenrollbot.com/march-pittsburgh

657 people reached
3 Likes 2 Shares

Live Well Pittsburgh
Published by Betty Cruz [?]: October 31, 2015

Appreciate the recognition for Mayor Peduto’s GrubUp campaign by the Post Gazette Editorial Board! Many thanks to our wonderful partners Just Harvest, Greater Pittsburgh Community Food Bank, & our CItiparks team. Read on.

Family safety net: An expanded city meals program helps children
Sixteen million American children live in households that are “food insecure,” with pantries and refrigerators that are alternately stocked and empty because of their...
WWW.POST-GAZETTE.COM

631 people reached
3 Likes 2 Shares
WHAT WE POST - TWITTER

Live Well Pittsburgh @LiveWellPgh · 9 Nov 2015
#ICYMI Number of uninsured Pa. kids declined slightly last year, study finds post-gazette.com/news/health/20... via @pittsburghpg

Live Well Pittsburgh @LiveWellPgh · Jan 26
Stop by the City County Building on Wed 1-5p for free #healthcare #enrollment help from @CHCPGH. pittsburghpa.gov/mayor/release?… #ACA #EnrolloBot

Joe DeStio @JoeDeStio · 21 Oct 2015
#MarchPittsburgh thru downtown to register kids for health insurance. More @KDKARadio
What We Post - Twitter/Facebook

1. **Healthy Together**
   - Lots of healthy food and I'm supporting local farmers.

2. **Healthy Together**
   - A delicious nutritious way for a robot to start the day.

3. **Healthy Together**
   - I'll go with fresh greens they keep my robot figure lean.

4. **Healthy Together**
   - Kids love jumping rope to stay fit, so do robots!
Reach - is similar to impressions, the number of people that see the post

Engagements - likes, shares, clicks of the media/article, etc.
Impressions - number of Twitter users that saw the tweet

Engagements - number of interactions with the tweet: includes clicks on the tweet, the hashtag, retweets, favorites

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Top Tweets</th>
<th>Tweets and replies</th>
<th>Promoted</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Well Pittsburgh @LiveWellPgh</td>
<td>Have your marching shoes on? Join us Downtown for a New Orleans style 2nd line today! 1PM, Katz Plaza</td>
<td></td>
<td></td>
<td>4,883</td>
<td>33</td>
<td>0.7%</td>
</tr>
<tr>
<td>@DowntownPitt @CulturalTrust #NLCPGH View Tweet activity</td>
<td></td>
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</tr>
<tr>
<td>Live Well Pittsburgh @LiveWellPgh</td>
<td>We are banging our drums and marching for #healthcare for all children in the City and beyond. @billpeduto</td>
<td></td>
<td></td>
<td>4,033</td>
<td>118</td>
<td>2.9%</td>
</tr>
<tr>
<td>View Tweet activity</td>
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</tbody>
</table>

- Impressions: 1,201
- Total engagements: 39
- Media engagements: 26
- Detail expands: 4
- Retweets: 3
- Likes: 3
- Profile clicks: 3
FACEBOOK AUDIENCE GROWTH
Feb 2015 - Dec 31, 2015
0 - 408 FOLLOWERS
80% of fans are female in the 25-34 age range

TWITTER AUDIENCE GROWTH
Oct 2015 - present
67 NEW FOLLOWERS IN LAST 90 DAYS

Your current follower audience size is 436
That’s 67 more than the same time 90 days ago. You’ve gained around 1 new followers per day
283 Results: Page Likes

$1.84 Cost per Result

0.46% Result Rate

17,663 People Reached

$519.89 Amount Spent

The people who like your Page

Women
- 80% Your Fans
- 30% 25-34
- 28% 35-44
- 11% 45-54

Men
- 19% Your Fans
- 7% 25-34
- 6% 35-44
- 3% 45-54
- 2% 55-64
- 1% 65+

Performance

Audience

Placement

ADVERTISING RESULTS - LIKES CAMPAIGN
ADVERTISING RESULTS - PROMOTED POSTS

**Performance**  
**Audience**  
**Placement**

### Results: Event Responses
- **14,408 Reach**
- **4 Results**
- **All Women**
  - 75% (3)
  - 64% (9,253)
- **All Men**
  - 25% (1)
  - 35% (5,010)
- **Cost per Result**
  - $6.55
  - $10.07

### Results: Post Engagements
- **4,703 Reach**
- **12 Results**
- **All Women**
  - 92% (11)
  - 66% (3,113)
- **All Men**
  - 8% (1)
  - 32% (1,518)
- **Cost per Result**
  - $0.58
  - $3.20
Presented by: UPMC Health Plan

Tweet CHAT
GET YOUR HEALTH CARE QUESTIONS ANSWERED
LIVE MARCH 18 AT NOON

Tweet CHAT
GET YOUR HEALTH CARE QUESTIONS ANSWERED
LIVE MARCH 18 AT NOON

MARCH PITTSBURGH
Healthy Together
Get Enrolled. Stay Enrolled.
Thank you!

Sarah Mayer
Partner + Co-founder
Shift Collaborative

Betty Cruz
Deputy of Special Initiatives
Office of Mayor William Peduto
City of Pittsburgh
Poll Question: What type of resources would be helpful in your outreach efforts?

a. Written materials
b. Videos
c. Visuals
d. Additional training
e. All of the above
Connecting Kids to Coverage Campaign Resources
Online Communications Tools

Web banners and buttons
Social Media Graphics
Language for Facebook and Twitter posts
Social Media Webinars
Blog Carnivals

URL: http://www.insurekidsnow.gov/professionals/communication-tools/index.html
Step-by-Step Social Media Campaign Guide

Sample Facebook Posts

Note: Facebook doesn’t have a character limit for posts.

Option 1 (includes language about parents eligible for Medicaid)
Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. And more parents than ever before may be eligible for Medicaid too. Enroll any day of the year, but why wait? Visit HealthCare.gov or call 1-877-KIDS-NOW (1-877-543-7669). #Enroll365 @HealthCare.Gov

Option 2
Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. Enroll any day of the year, but why wait? Visit HealthCare.gov or call 1-877-KIDS-NOW (1-877-543-7669). #Enroll365 @HealthCare.Gov

Sample Tweets

Note: While Twitter has a 140-character limit for posts, the social media graphic will load as a link in the tweet, meaning the tweet (including punctuation, spaces and special characters) should be no longer than 109 characters. The following tweets were developed to fit within Twitter guidelines; use of other tweets CMS has posted on InsureKidsNow.gov may require editing to fit requirements.

Option 1 (includes language about parents eligible for Medicaid)
Kids can #Enroll365 in Medicaid & CHIP. More parents than ever before may be eligible for Medicaid too. @HealthCareGov @IKNGov

Option 2
Kids can #Enroll365 in Medicaid/CHIP. Free/low-cost coverage. Enroll Now. Why Wait? @HealthCareGov @IKNGov

Outreach and Enrollment Best Practices

- All webinars available online

- Outreach Video Library
Keep in Touch With the CKC Campaign

- Sign up for eNewsletters here:
  - public.govdelivery.com/accounts/USCMS/subscriber/new

- Email us at:
  - ConnectingKids@cms.hhs.gov
Join the Conversation

- Follow the Campaign:
  - Twitter: @IKNGov

- Engage with the Campaign on social media
  - Retweet and share messages using the hashtags #Enroll365, #Medicaid and #CHIP
Questions & Answers
Thanks!