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

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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

FLEISHMANHILLARD

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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
  - Pinterest
  - Reddit
  - Vimeo
  - Snapchat

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

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

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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?

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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.

Character/Persona		Tone	
Friendly	Playful	Personal	Honest
Warm	Authoritative	Humble	Direct
Inspiring	Professorial	Clinical	Scientific

Social Media Brand Voice

Language		Purpose	
Complex	Simple	Engage	Entertain
Savvy	Jargon-filled	Educate	Delight
Insider	Fun	Inform	Sell
Serious	Whimsical	Enable	Amplify

Copyright 2011, Stephanie Schwab

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Content: The Basics

- 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.

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|	TWITTER	FACEBOOK	LINKEDIN	GOOGLE+	INSTAGRAM	YOUTUBE
USER ROLE	MY NEWS FEED	MY FRIENDS	MY RESUME & ROLODEX	MY SOCIAL TOOLKIT	MY SCRAPBOOK	MY TV
BRAND OPPORTUNITY	CONNECTING TO INFLUENCER AND CONSUMER IN THE MOMENT	ONGOING RELATIONSHIP WITH CLOSEST FANS	CONNECTING TO BUSINESS GROUPS + CURRENT/POTENTIAL EMPLOYEES	UNIQUE OFFERINGS- HANGOUTS PHOTOS CIRCLES	COMPELLING VISUAL STORYTELLING	SHARABLE CONTENT THAT INSTILLS TRUST
AUDIENCE	PRIMARILY UNITED STATES	LARGEST GLOBALLY	BUSINESS PROFESSIONALS	TECH & PHOTOGRAPHY	MILLENIALS	EXTREMELY ENGAGED
POSTING FREQUENCY	35-70 POSTS A WEEK	7-14 POSTS A WEEK	5 POSTS A WEEK	7-10 POSTS A WEEK	7-14 POSTS A WEEK	1 POST A WEEK
POST HALF-LIFE	18 MINUTES	2-5 HOURS	24 HOURS	2-5 HOURS	2-3 HOURS	7-8 HOURS
CONSIDERATIONS	DON'T BE AFRAID TO POST FREQUENTLY TO REACH A WIDER AUDIENCE	FOCUS ON THE FEED, BE RELEVANT, AND RESPECTFUL	POST DURING THE WORK WEEK	MIMIC YOUR FACEBOOK SCHEDULE	THERE IS APPETITE FOR MORE POSTS IF YOU HAVE GREAT CONTENT	CREATE REGULAR CONTENT TO BOOST YOUR SEARCH-ABILITY

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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.

Daily **Weekly** Less often

FACEBOOK

	Daily	Weekly	Less often
Parents	75%	12%	12%
Non-parents	67	20	12

INSTAGRAM

	Daily	Weekly	Less often
Parents	39	26	35
Non-parents	54	24	22

TWITTER

	Daily	Weekly	Less often
Parents	36	26	37
Non-parents	36	22	41

PINTEREST

	Daily	Weekly	Less often
Parents	20	30	49
Non-parents	16	29	54

LINKEDIN

	Daily	Weekly	Less often
Parents	19	24	56
Non-parents	10	25	64

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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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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

Centers for Medicare & Medicaid Services Check out this exciting opportunity at CMS!!!!
https://lnkd.in/bnng5FE

Information Technology Specialist (Security)

usajobs.gov · CMS' effectiveness depends on the capabilities of a dedicated, professional staff that is committed to supporting these objectives. A career with CMS offers the opportunity to get involved on important national health care issues and be part of...

(CMS

Like (9) · Comment (1) · Share · 13 days ago

Mariana Shokry, Aramide Owolabi +7

Marisol Ventura Roger Moore!!!
12 days ago

Add a comment...

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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

Timestamp of when user commented on status update

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

HealthCare.gov
January 7 at 6:01am ·

Think twice before rolling the dice. Sign up for health care today and protect yourself against the odds. Share this post with a friend who needs to #GetCovered http://go.hc.gov/1PLNDkv

DON'T PLAY GAMES WITH YOUR HEALTH

Health Care .gov

👍 Like   💬 Comment   ➡ Share

Jose Plaza, Nick Brandon, Brandy Wine Warren and 60 others like this.   Top Comments ▾

37 shares

Malika Holmes Isn't it too late to sign up? Isn't that the point of open enrollment? So I'm suffosed to tell my friends to wait till November? I miss the days when you could buy health insurance any month of the year. Government has limited our choices 🙁
👍 10 · January 7 at 8:31am

HealthCare.gov ✔ Malika, Open Enrollment for 2016 doesn't end until January 31.

13

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Anatomy of a YouTube Video

Button to let you subscribe to the YouTube channel that uploaded the video and total number of subscribers

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

Analytics for video, if available

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

Total Video views

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

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

Caption uploaded with the video by the channel

Ability to add this video to one of your own playlists

Social sharing function lives here

0:02 / 1:30

Connecting Kids to Coverage: We're Covered! Year-Round Enrollment in Medicaid and CHIP

CMSHHSgov

Subscribe 12,692

22,257

Add to   Share   ••• More   64   8

Published on May 8, 2014
To learn more about Medicaid and CHIP and how to enroll, visit HealthCare.gov or your state's Medicaid agency (https://www.healthcare.gov/do-i-quali...). Or call 1-877-KIDS-NOW (1-877-543-7669).
Watch this 90-second video and hear from "Sophia," a sassy young girl who's got health coverage and so do her friends – thanks to Medicaid

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Anatomy of an Instagram Post

Name and logo of page uploading content

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

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.

momsrising

FOLLOW

19 likes   2w

momsrising Momsrising's Gloria Pan is with Million Mom March founder Donna Dees at the @whitehouse today. They witnessed President Obama sign two commonsense executive orders standing up for the safety of families and communities. #StopGunViolence

MomsRising's Gloria Pan is with Donna Dees, founder of the Million Mom March, today at **The White House** for the signing of executive orders supporting commonsense gun safety.

Log in to like or comment.   ○○○

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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!

Anya Chatterjee @anyabelisle · 12h
Calling any "customer service" number is usually a nightmare. @HealthCareGov staffers were genuinely helpful and pleasant. Made me 😄!

♥ 1

HealthCare.gov @HealthCareGov · 43s
@anyabelisle Thank you for the kind words!

10:32 AM - 21 Jan 2016 · Details

InsureKidsNow.gov
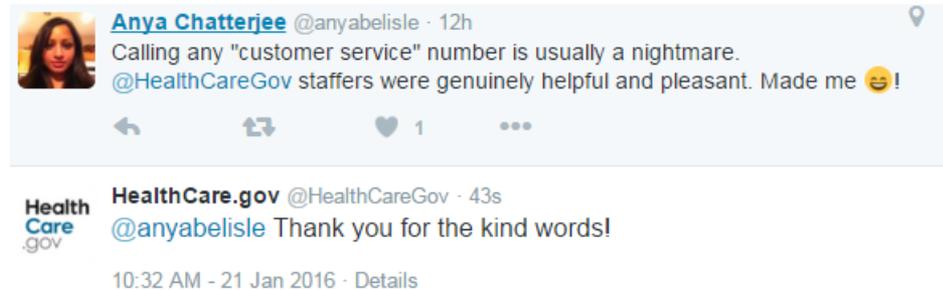
Keys to Hashtag Success

CMSGov @CMSGov · 23h
Don't forget, CMS has official resources to assist #providers in finding answers to their #ICD10 Questions:
go.cms.gov/1KBPnHu

HHS.gov @HHSGov · 20h
Getting health coverage = health security, & maybe a visit from @POTUS!? Let's #GetCoveredRichmond! #20Cities20Days

HEY, RICHMOND!
YOU'VE BEEN CHALLENGED AS ONE OF 20 CITIES SELECTED FOR THE HEALTHY COMMUNITY CHALLENGE.

HEALTHY COMMUNITIES CHALLENGE

Help folks in your hometown sign up for health coverage. The winning city gets a visit from President Obama.

#GETCOVEREDRICHMOND

U.S. Department of Health and Human Services
16 hrs ·

Free? ✓
Confidential? ✓
24/7? ✓

We're #heretohelp you enroll for 2016 health coverage. Just pick up the phone. 1-800-318-2596. #GetCovered

WE'RE HERE TO HELP YOU
#GETCOVERED

Call 1-800-318-2596
or visit
LocalHelp.HealthCare.gov

Health Care.gov

#GetCovered

Expand your reach. Join the conversation. Post Across Platforms.

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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!

#Enroll365
With health coverage, she can soar to new heights.

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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.

Health Care .gov **HealthCare.gov**
January 5 at 6:55am ·

Think you can't afford health insurance? Get wise and check out HealthCareGov and #GetCovered today! Visit: http://go.hc.gov/1JfBAw7

WISE UP & GET COVERED

InsureKidsNow.gov

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

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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

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Paid Social Media Opportunities

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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.

Twitter Ads

Types of Ads:

- Promoted Tweets: drive engagement
- Promoted Accounts: gain followers
- Promoted Video: raise awareness

OVAC
@OVACInfo

RT to thank Congress for revitalizing efforts to end #cancer by increasing #NIH research funding. #CancerVoice

More funding today.
More hope for tomorrow.

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.

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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

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Setting it Up

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%.

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Resources

- [Facebook Ads Guide](#)

- [Twitter Product Guide](#)

- [LinkedIn Marketing Solutions](#)

- [Google AdWords](#) – How to Set Up Search Engine Marketing

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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

S H I F T
C O L L A B
O R A T I V E

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.

S H I F T
C O L L A B
O R A T I V E

- Stories and narrative that engage the audience

- Images and video

- Participate in discussions

- Responsives to questions

- Connect with influencers who will share our posts

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

657 people reached   Boost Post

3 Likes 2 Shares

👍 Like   💬 Comment   ➤ Share

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   Boost Post

3 Likes 2 Shares

👍 Like   💬 Comment   ➤ Share

S H I F T
C O L L A B
O R A T I V E

Reach - is similar to impressions, the number of people that see the post

Engagements - likes, shares, clicks of the media/article, etc.

SHIFT COLLABORATIVE

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

S H I F T
C O L L A B
O R A T I V E

FACEBOOK AUDIENCE GROWTH
Feb 2015-Dec 31, 2015

0 - 408 FOLLOWERS

80% of fans are female in the 25-34 age range

Total Page Likes
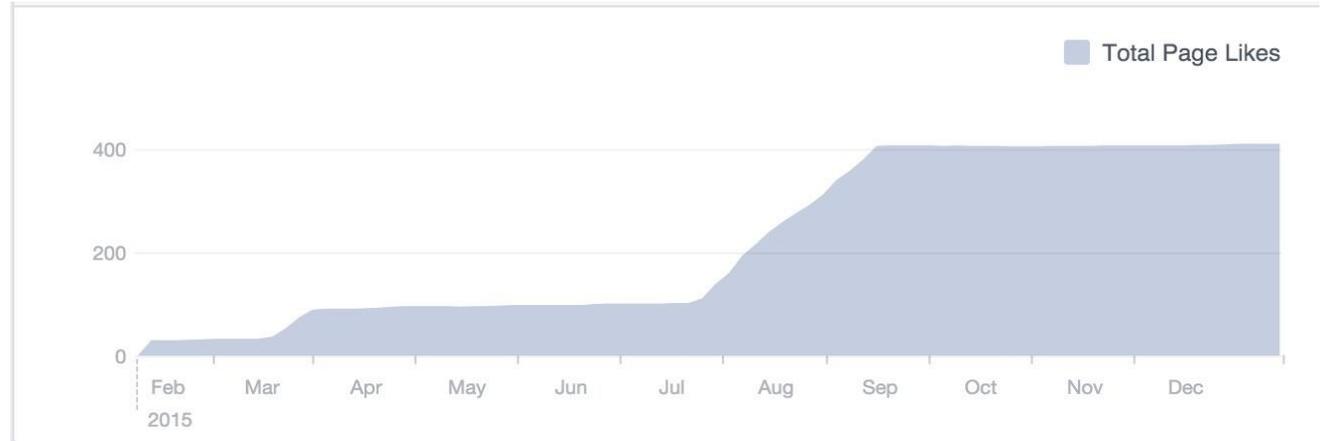
TWITTER AUDIENCE GROWTH
Oct 2015 - present

67 NEW FOLLOWERS IN LAST 90 DAYS

OVERVIEW	DEMOGRAPHICS	LIFESTYLE	MOBILE FOOTPRINT
Top interest	Top language	Top interest type	Top wireless carrier
Business and news	English	Business and news	Verizon

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
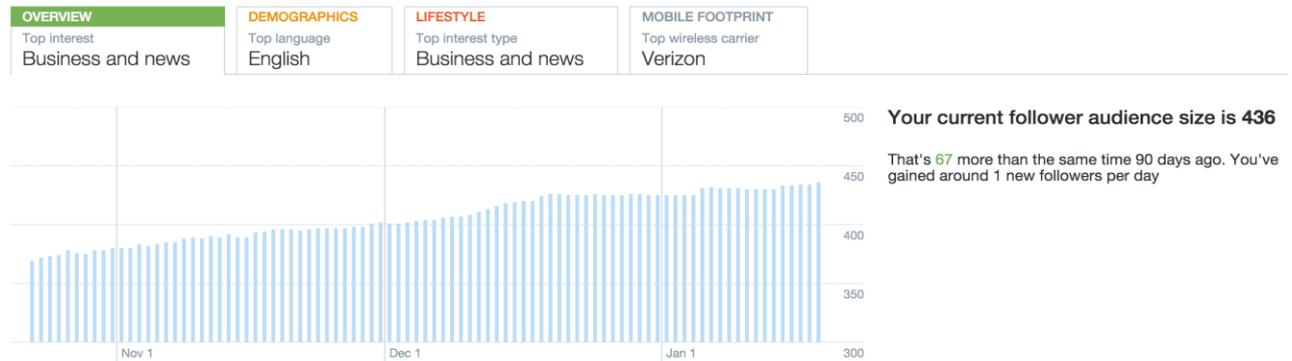
📊 **Performance**   👥 Audience   🗐 Placement

283
Results: Page Likes

283 Results: Page Likes   **$1.84 Cost per Result**   **0.46% Result Rate**

17,663
People Reached

$519.89
Amount Spent

Jul 5   Jul 12   Jul 19   Jul 26   Aug 2   Aug 9   Aug 16   Aug 23   Aug 30   Sep 6

The people who like your Page

Women

■ **80%**
Your Fans

Men

■ **19%**
Your Fans
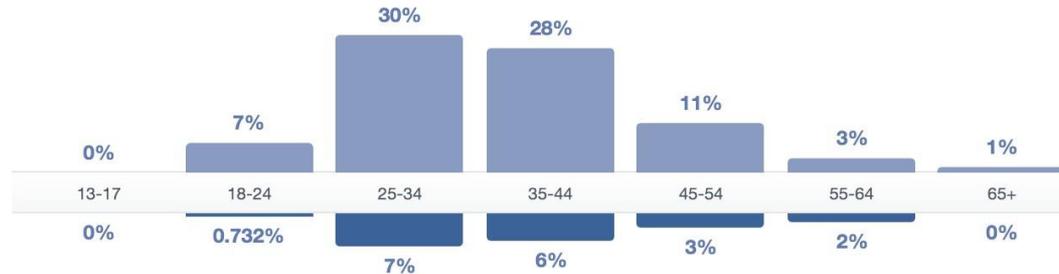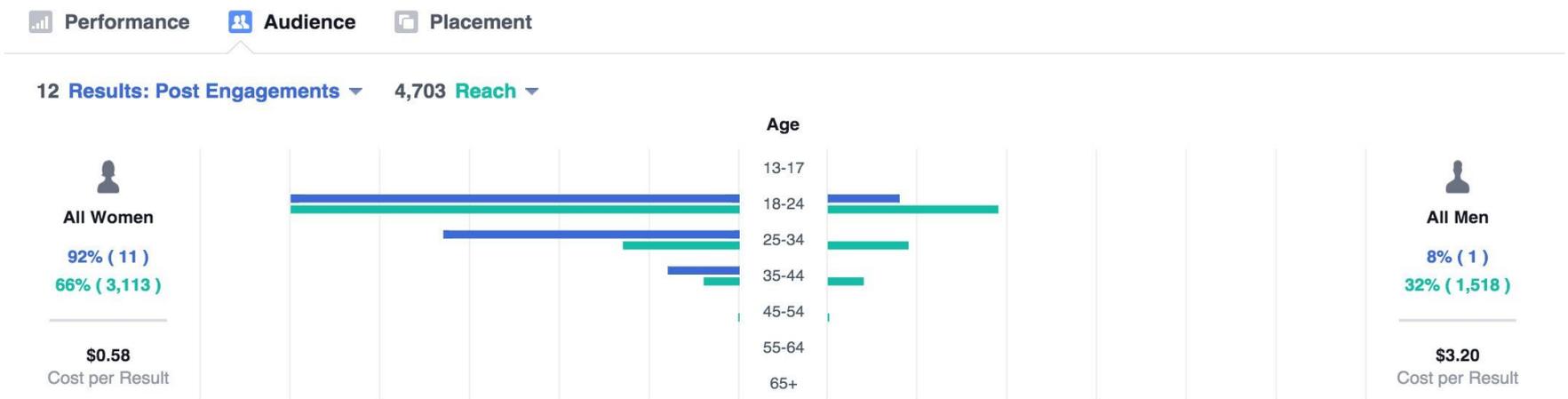
Women: 0% (13-17), 7% (18-24), 30% (25-34), 28% (35-44), 11% (45-54), 3% (55-64), 1% (65+)

Men: 0% (13-17), 0.732% (18-24), 7% (25-34), 6% (35-44), 3% (45-54), 2% (55-64), 0% (65+)

Performance **Audience** **Placement**

4 Results: Event Responses **14,408 Reach**

Age

13-17
18-24
25-34
35-44
45-54
55-64
65+

All Women
75% (3)
64% (9,253)
$6.55
Cost per Result

All Men
25% (1)
35% (5,010)
$10.07
Cost per Result

Performance **Audience** **Placement**

12 Results: Post Engagements **4,703 Reach**

Age

13-17
18-24
25-34
35-44
45-54
55-64
65+

All Women
92% (11)
66% (3,113)
$0.58
Cost per Result

All Men
8% (1)
32% (1,518)
$3.20
Cost per Result

Thank you!

HEALTHY TOGETHER PITTSBURGH

Sarah Mayer
Partner + Co-founder
Shift Collaborative

Betty Cruz
Deputy of Special Initiatives
Office of Mayor William Peduto
City of Pittsburgh

InsureKidsNow.gov
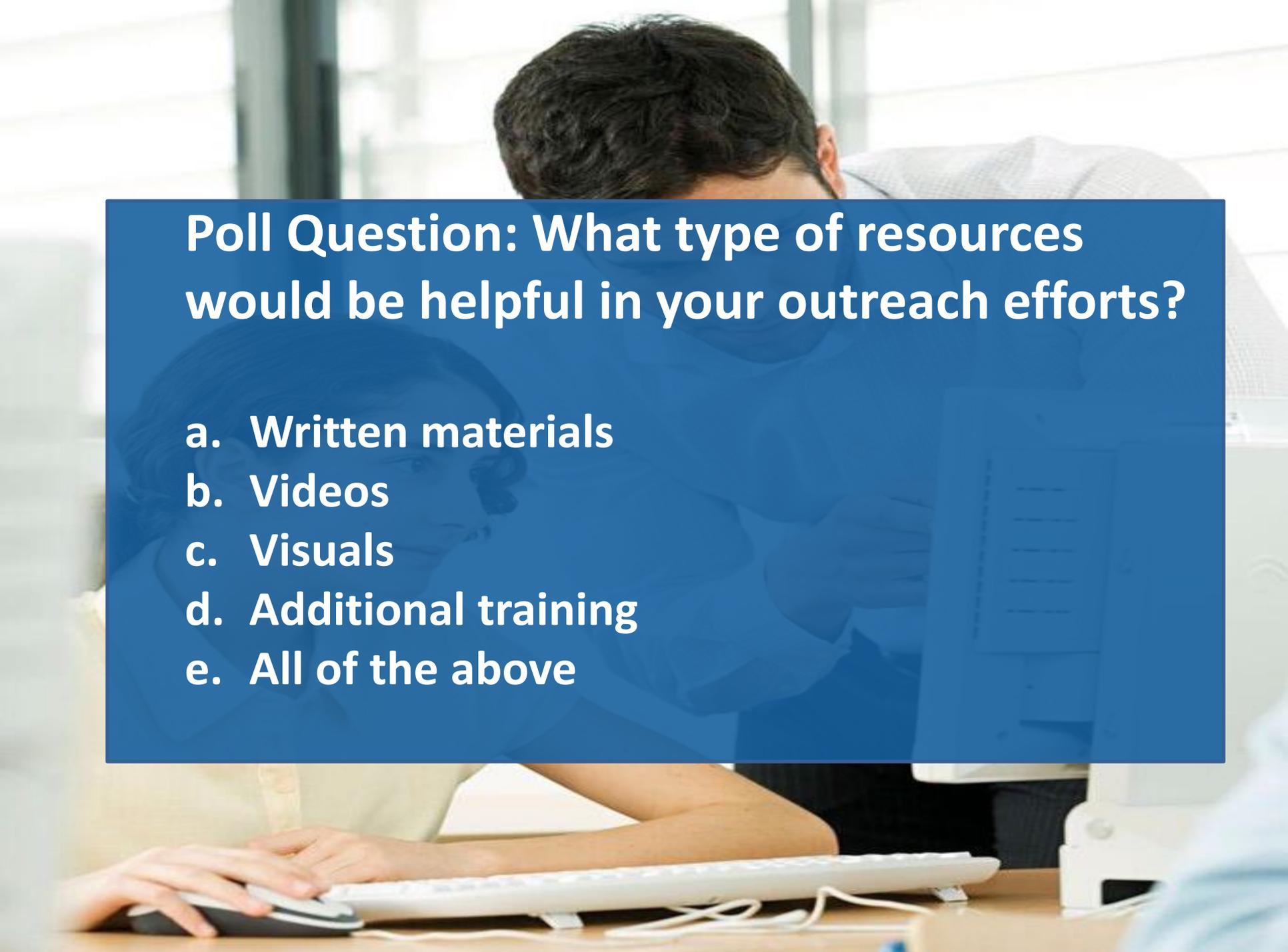
Poll Question: What type of resources would be helpful in your outreach efforts?

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

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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
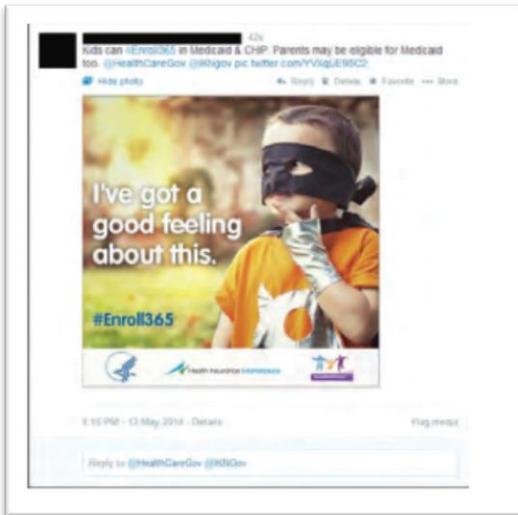
Sample Tweets

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

URL: http://www.insurekidsnow.gov/downloads/socialmediasharinggraphicguide-english.pdf

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Outreach and Enrollment Best Practices

- All webinars available online
  http://www.insurekidsnow.gov/professionals/webinars/index.html

- Outreach Video Library
  http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html

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

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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

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Questions & Answers

Thanks!