Using Social Media to Amplify Back-to-School Outreach

Webinar:
September 23, 2020
2:00pm EST

InsureKidsNow.gov

Agenda

- Welcome

- Campaign Updates

  - Current Priorities

  - Latest Resources

- Social Media Outreach

- Questions
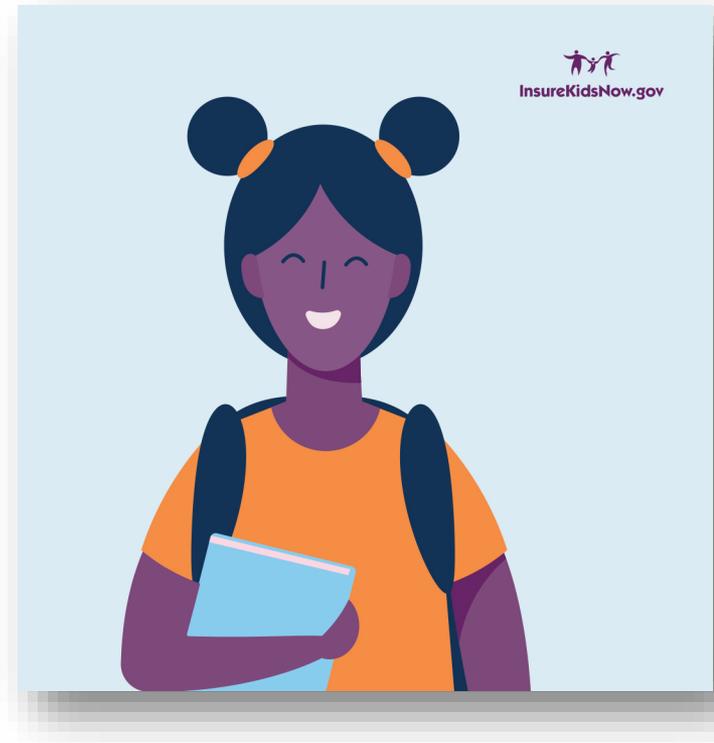
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Campaign Updates

Current Priorities

Back-to-School

Children with health coverage are better prepared to learn

Immunization/Flu & Routine Care
Getting the seasonal flu vaccine can help families stay healthy, protect others, and stop the spread

Peace of Mind

Reminder that Medicaid and CHIP provide access to essential medical care without jeopardizing financial security

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Current Priorities

Back-to-School

Children with health coverage are better prepared to learn

Keep your student healthy.

The classroom looks a little different, but free or low-cost health insurance from Medicaid and CHIP gives you peace of mind knowing they're covered this school year.

Learn More

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#Enroll365

Healthy kids are happy students.

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Current Priorities

Immunization/Flu & Routine Care

Getting the seasonal flu vaccine can help families stay healthy, protect others, and stop the spread

#Enroll365
Vacunas:
cubiertas.

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Even though school may look different this fall:
They're covered.

Rest assured Medicaid and CHIP offer free or low-cost health insurance for eligible kids up to 19.

Learn More

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Current Priorities

Peace of Mind

Reminder that Medicaid and CHIP provide access to essential medical care without jeopardizing financial security

Coverage for them.
Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Families of four earning up to nearly $50,000 may qualify (or even higher in some states). And you and your children may now be eligible, even if you have applied before.

Go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW (543-7669)** to speak with an enrollment specialist and to enroll today. Enrollment is open year round.

Paid for by the U.S. Department of Health & Human Services
CMS Product No. 12094   May 2020

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Ellos están seguros y cubiertos.
Una cosa menos de que preocuparse.

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You can rest easy.
Free or low-cost health insurance for kids and teens up to age 19. Enroll today for peace of mind.
InsureKidsNow.gov   **Learn More**

Even though school may look different this fall:
They're covered.
Rest assured Medicaid and CHIP offer free or low-cost health insurance for eligible kids up to 19.
Learn More
InsureKidsNow.gov

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Campaign Resources

- ✓ Customizable social media content and ready-to-use graphics for Twitter and Facebook

- ✓ Downloadable on website in Outreach Tool Library

- ✓ Available in English and Spanish

With health insurance, they'll be **more prepared** for whatever **the school year brings.**
#Enroll365

Con seguro médico, estarán **más preparados** para lo que sea que **traiga el año escolar.**
#Enroll365

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New Resource Spotlight

Social Media Toolkit

Overview and tips on how to reach key audiences on social media

- Best practices for each platform
  - Facebook, Twitter, and Instagram
- Sample posts
- Customization
- Evaluation and measurement
- Important dates

Connecting Kids to Coverage National Campaign
Partner Social Media Toolkit

Created: August 2020

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Social Media Outreach

Why Social Media?

→ Meet your audience where they already are.

- 72% of U.S. adults are on social media[1]

- Social media allows users to quickly receive and share information

- 80% of U.S. Internet users have searched for health information online[2]

- Nearly 70% of U.S. health care organizations use social media to increase visibility, communicate with communities, and provide resources and education[3]

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1. Pew Research Center
2. National Institutes of Health
3. National Institutes of Health

Platforms & Their Purpose

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Facebook

Who will you reach?

- Parents
  - 3 out of 4 use Facebook[1]
  - 81% mothers; 66% fathers[1]

Best Practices

- Post photos
- Include context to links or photos
- Invite engagement
- Avoid hashtags

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No matter where schooling takes place, kids who have health coverage are better prepared to learn and less likely to miss school. Help kids focus on learning by getting them enrolled in free or low-cost insurance with #Medicaid and #CHIP. #Enroll365

With health insurance, they'll be **more prepared** for whatever **the school year brings.**
#Enroll365

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⚠ Best for: Longer form content, events

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1. Pew Research Center
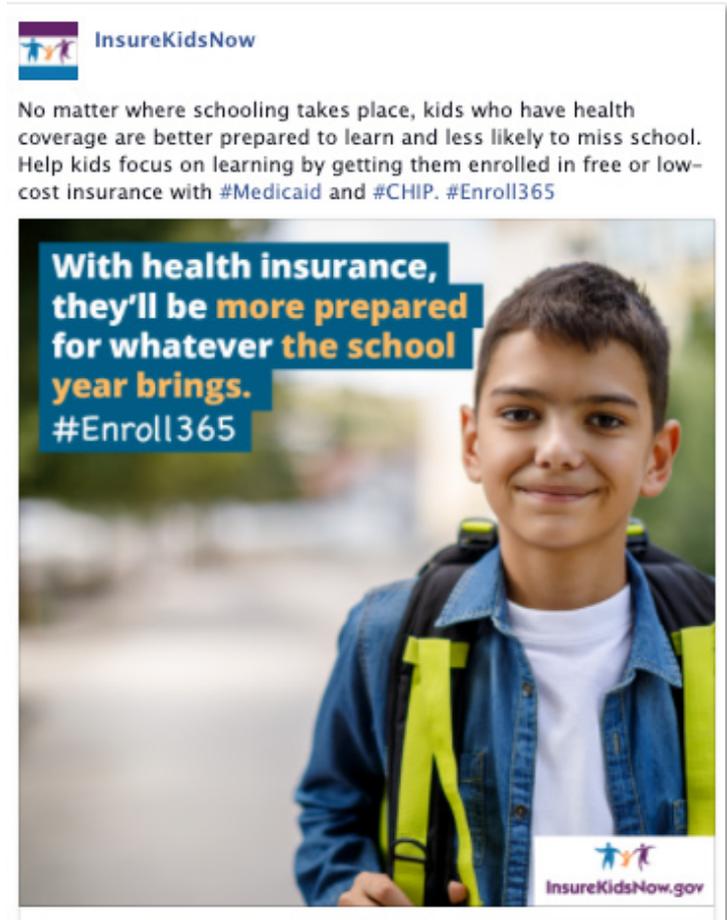
Twitter

Who will you reach?
- Young Adults
  - 3 out of 4 users are between the ages of 18-29[1]
- Health care professionals, community organizations, associations, and media

Best Practices
- Post pictures
- Use relevant hashtags
- Simplify links
- Retweet others

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@IKNGov

Kids who have health coverage are better prepared to learn and are less likely to miss school, whether that is in the classroom or at home. Help connect eligible families to #Medicaid and #CHIP as school starts again in the fall: bit.ly/2WInhk5 #Enroll365

#Enroll365
Healthy kids are ready to learn.

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⚠ Best for: Short messages, additional resources

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1. _Business of Apps_

Instagram

Who will you reach?
- Young adults[1]
  - 67% of US adults 18-29
  - 47% of US adults 30-49

Best Practices
- Show, don't tell
- Keep captions short
- Use relevant hashtags
- Include links in account bio

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InsureKidsNow With the new school year around the corner, remind parents that #Medicaid and #CHIP offer health insurance.

♥ 923 likes
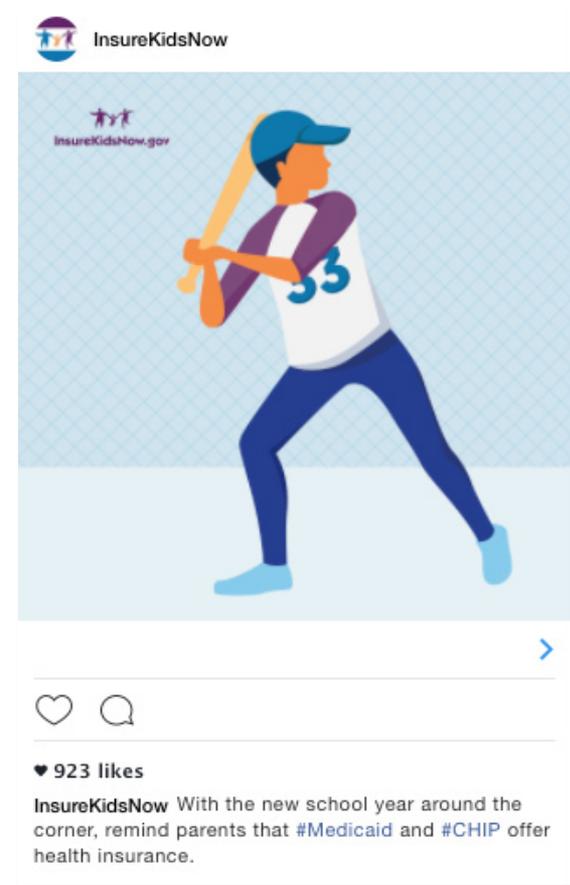
⚠ Best for: Visual content

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1. Sprout Social

Anatomy of a Social Post

Message

One main message that aligns with the organization's goals

A short statement encouraging the desired action

Call to Action

Engage with other users and/or pages

User Handles

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Getting the annual flu shot can prevent serious complications for many. Routine shots, including the #flu vaccine, are covered under #Medicaid and #CHIP. Learn More: https://bit.ly/3aelQsc @CDCgov @CDCflu

Hashtags

Find other related content around specific topic

Link

Direct users to resources or more information

Knowing they're covered – that's peace of mind.

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Image or Video

Relevant image that aligns with the message of the post

10:00 AM · Sep 1, 2020

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Best Practices For Social Posts

☑ **Have a positive tone**

☑ **Use visual content to complement message**

☑ **Use a consistent voice**

☑ **Have a clear call to action**

☑ **Shares messages that align with your mission**

☑ **Provide links to additional information or resources**

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Hashtags

On Twitter and Instagram, hashtags can accompany the post and let users find other related content around a topic:

- #Enroll365
- #Medicaid
- #CHIP
- #EnrollKidsNow

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User Handles

Other users and pages can be added to posts so that their profiles receive notifications, making them more likely to engage. For example:

- @IKNgov
- @HealthCareGov
- @CuidadoDeSalud

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@IKNGov

The National Preparedness Month, help eligible families be ready for the expected and unexpected with free or low-cost health insurance from #Medicaid and #CHIP. Give parents peace of mind: https://bit.ly/3it0Xh1 #Enroll365 @cdcemergency #NatlPrep

They're covered.
That's peace of mind.

12:00 PM · Sep 1, 2020

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Images and Videos

- When posting photos on social media, consider your target audience
  - Users are more likely to engage with photos they can relate to
- Ensure alignment between visuals and post copy

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Social Media Practices

Edit Posts:

- Live posts can be edited on Facebook or Instagram
- Edited posts are marked with a note

Stay Informed:

- See what's trending in your community
- Build lists of similar organizations

Delete

Turn Off Translations

View edit history

Save video

Edit Post

Turn off notifications for this post

Embed

Refresh share attachment

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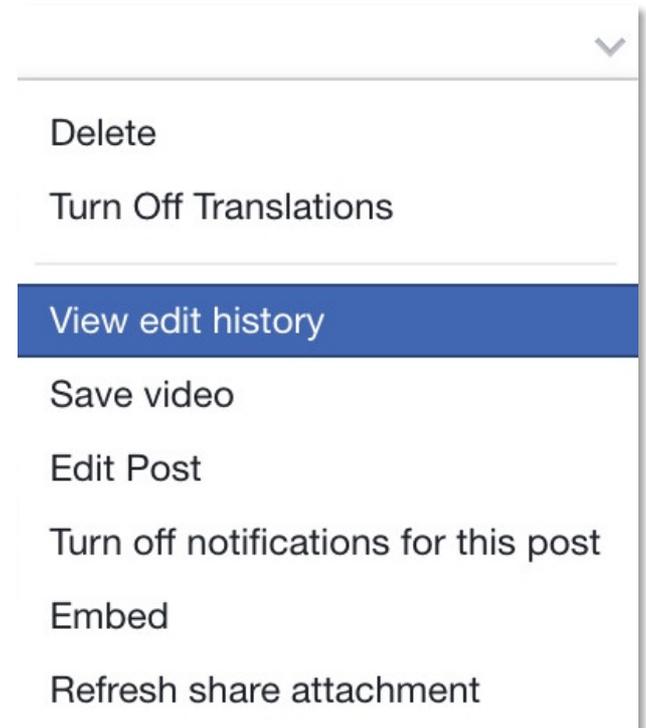
Social Media Tips

Social Media does not have to be daunting

- ☑ Plan ahead
- ☑ Schedule posts
- ☑ Monitor and respond
- ☑ Look at data

- ☑ Use template resources
- ☑ Be consistent
- ☑ Know what's going on

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How do people see your content?

Users that follow your account on Twitter, Facebook, or Instagram will see your posts in their feed.

@IKNgov Post

Follower A

Follower B

Follower C

Shares Post

Follower 1

Follower 2

Follower 1

Follower 2

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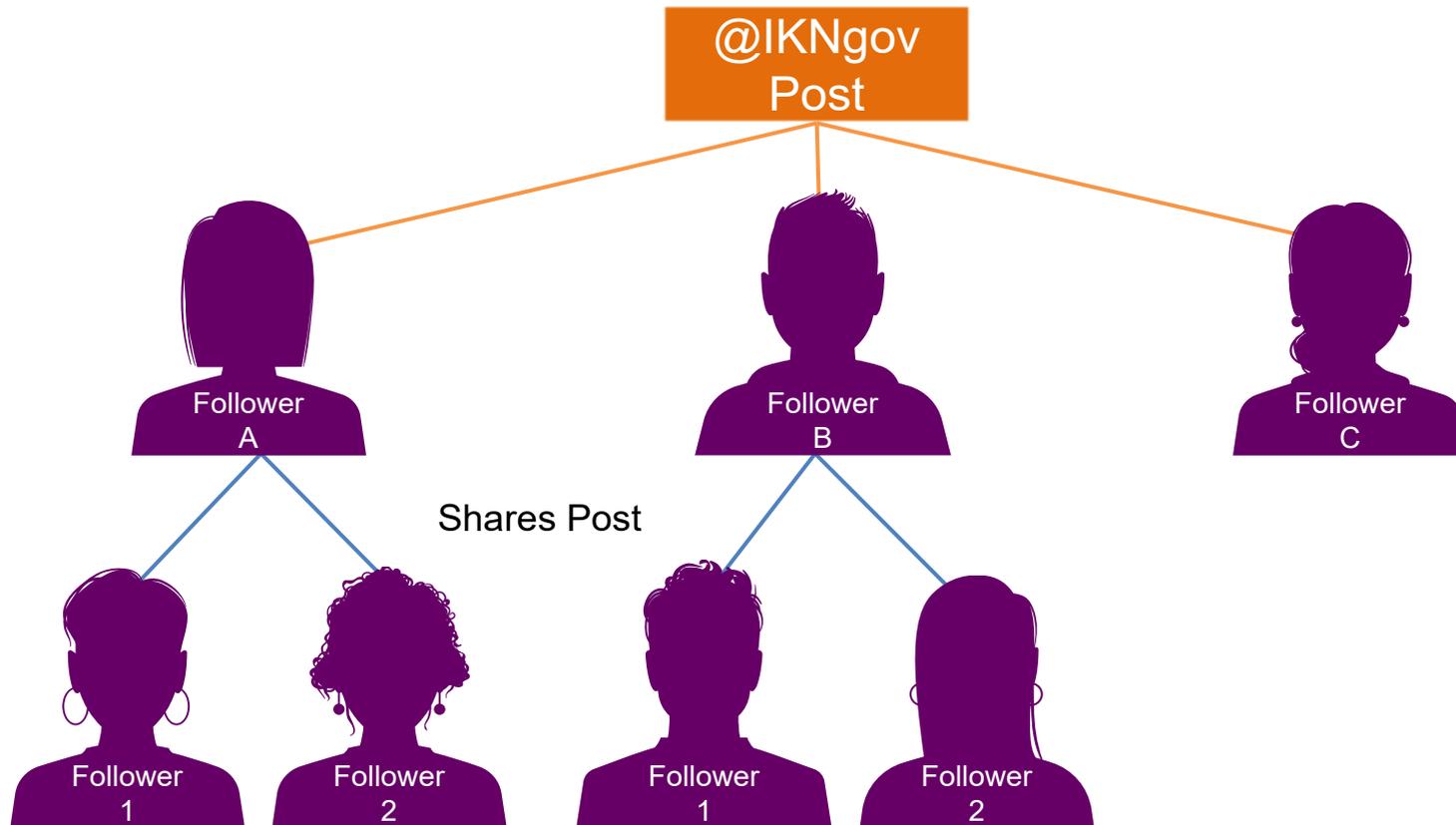
Best Practices for Community Engagement

☑ Establish a protocol

☑ Respond to direct messages

☑ Engage with public comments

☑ Tag other organizations

☑ Stay informed

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Evaluation and Measurement

To know whether your outreach is working, routinely assess:

- Engagements, likes, comments, shares, views
- Number of Followers

Post	Date & time	Likes	Replies	Retweets	Video Views
Families can enroll in #Medicaid or #CHIP at any time of the year. Learn how you can apply today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365	08/01/2020 03:35 PM ET	142	23	65	452
As children grow, their health care needs grow as well. Medicaid and CHIP offer free or low-cost coverage for eligible kids, including doctor visits, routine check-ups, immunizations, and prescriptions. Learn more about coverage in your state: [YOUR ORGANIZATION'S PAGE LINK]	08/03/2020 09:20 AM ET	154	17	81	270
Campaign Averages	-	**148**	**20**	**73**	**361**
Campaign Totals	-	**296**	**40**	**146**	**722**

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Recap

Social media can be an effective way to reach parents with eligible children.

→ Meet your audience where they are

→ Tailor your content

→ Enforce best practices

→ Engage with followers

→ Evaluate impact

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Leverage Dates Throughout the Year

September
- Baby Safety Awareness Month
- National Suicide Prevention Week
- National Preparedness Month

October
- National Health Education Week
- Children's Health Month
- National Primary Care Week

November
- World Diabetes Day (11/14)
- National Rural Health Day (11/19)
- Thanksgiving
- National Diabetes Month

December
- National Influenza Vaccination Week
- New Year's Eve (12/31)

January
- New Year's Day (1/1)

February
- National Children's Dental Health Month
- American Heart Month
- Give Kids a Smile Day (2/2)

March
- National Doctor's Day (3/30)
- Save Your Vision Month
- National Nutrition Month

April
- World Health Day (4/7)
- National Public Health Week
- Every Kid Healthy Week
- National Infant Immunization Week
- National Minority Health Month

May
- Mother's Day
- National Asthma and Allergy Awareness Month
- Safety & Health Week
- Children's Mental Health Awareness Week

June
- National Safety Month
- Father's Day

July
- National Youth Sports Week
- Independence Day (7/4)

August
- National Immunization Awareness Month
- Children's Eye Health & Safety Month

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Additional Resources

- Available in the [Outreach Tool Library](#) on InsureKidsNow.gov

- Resources include:
  - Sample social media and graphics
  - Customizable print materials
  - Print-ready posters, palm cards, mailers and tear sheets
  - Initiative toolkits

Reminder: Material Customization

- Free of charge

- Up to 5 resources per month

- Available in 13 different languages

- Customization and delivery of print-ready files typically within 2 weeks

- Email request to: MultimediaServices@cms.hhs.gov
  - Guidelines for submitting requests available on InsureKidsNow.gov

Coverage for them. Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Families of four earning up to nearly $50,000 may qualify (or even higher in some states). And you and your children may now be eligible, even if you have applied before.

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Logos

CMS Product No. 12093
May 2020

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Questions?

Keep in Touch

Interested in learning more about the Campaign and its resources?

- Email us: ConnectingKids@cms.hhs.gov

- Follow us on Twitter: @IKNgov

- eNewsletter sign up: "Campaign Notes"

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