Using Social Media to Amplify Back-to-School Outreach

Webinar:
September 23, 2020
2:00pm EST
Agenda

• Welcome
• Campaign Updates
  • Current Priorities
  • Latest Resources
• Social Media Outreach
• Questions
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
Current Priorities

Back-to-School
Children with health coverage are better prepared to learn
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.

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
Current Priorities

Peace of Mind
Reminder that Medicaid and CHIP provide access to essential medical care without jeopardizing financial security
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
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
Social Media Outreach
Why Social Media?

Meet your audience where they already are.

• 72% of U.S. adults are on social media¹

• Social media allows users to quickly receive and share information

• 80% of U.S. Internet users have searched for health information online²

• Nearly 70% of U.S. health care organizations use social media to increase visibility, communicate with communities, and provide resources and education³

1. Pew Research Center
2. National Institutes of Health
3. National Institutes of Health
Platforms & Their Purpose
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

Best for: Longer form content, events

1. Pew Research Center
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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1. Business of Apps
Instagram

Who will you reach?
• Young adults
  • 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

Best for: Visual content
Anatomy of a Social Post

One main message that aligns with the organization’s goals

A short statement encouraging the desired action

Engage with other users and/or pages

Message

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/3aeIQsc

@IKNGov @CDCgov @CDCflu

Hashtags

Find other related content around specific topic

Call to Action

Direct users to resources or more information

User Handles

Image or Video

Relevant image that aligns with the message of the post
Best Practices For Social Posts

- Have a positive tone
- Use a consistent voice
- Shares messages that align with your mission
- Use visual content to complement message
- Have a clear call to action
- Provide links to additional information or resources
Hashtags

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

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

Kids with health coverage are more likely to complete high school & college than their peers who don’t have access to care. With the new school year around the corner, remind parents that #Medicaid and #CHIP offer health insurance for kids up to age 19: go.hc.gov/31mTMA9

With health insurance, they’ll be more prepared for whatever the school year brings. #Enroll365
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
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
How do people see your content?

Users that follow your account on Twitter, Facebook, or Instagram will see your posts in their feed.
Best Practices for Community Engagement

- Establish a protocol
- Respond to direct messages
- Engage with public comments
- Tag other organizations
- Stay informed
Evaluation and Measurement

To know whether your outreach is working, routinely assess:

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

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<td>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]</td>
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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
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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[InsureKidsNow.gov]
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
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”