



## Planning an Effective Media Strategy for 2016

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### Connecting Kids to Coverage National Campaign

#### Webinar Transcript January 28, 2016

**Jessica Beauchemin:** Welcome everyone to our first webinar for 2016 for the Connecting Kids to Coverage National Campaign. We're excited to start the year off with this great topic about Planning an Effective Media Strategy for 2016 and also bringing our contractors who have been working with us on the campaign for the last three years, Fleishman Hillard and GMMB, to the call, and they've got some great experience that they're going to share with us. In addition, we have got representatives from Healthy Together in Pittsburgh, a National League of Cities grantee, who will be sharing their hands-on experience of implementing social media in their campaign. For today, we're going to be talking about tailoring a social media strategy to fit your needs, implementing a paid social media strategy, leveraging the power of social media. I'm going to share some information about our Connecting Kids to Coverage Campaign resources. And then we'll have a moment at the end for questions and answers. Various forms of media including but not limited to social and paid media can be used to bolster existing outreach efforts or help an organization reach new audiences. Different media can be managed with varying levels of effort. So for example, there are paid advertising tactics that are low cost and low effort. As I mentioned, our speakers are going to share tips, best practices, and things to consider when you're planning your media strategy for 2016. We're going to start off our webinar today with a poll question. What social media channels do you use? Please submit your vote by clicking on an answer that is on your screen. And with that, I'm going to turn over the mic to Jenna Carter, who is an Account Supervisor in Digital Practice at Fleishman Hillard. Jenna?

**Jenna Carter:** Hi, thank you, I'm really excited to be here today to talk a little bit more about how to come up with a social media strategy, how to put that into practice, and what kind of things you should be looking for just from a social media and content perspective. We're just waiting for a second to see all of the poll results come in. No surprise here, 91% of you are active on Facebook, followed by Twitter, Instagram, it looks like LinkedIn is a little above Instagram, and then Google+ to round out the list. I think we can skip straight ahead to the next slide. Okay. So I think we want to start by



talking about what we mean by social media overall. Really we're talking about places you can create content, places you can share content, and places online that you can engage in a real conversation with your audiences, whether those people are patients, schools, health care clinics, there is really a whole range of different options. So based on the poll question, I think we can talk a little bit more about Facebook, which is certainly the largest of all of these channels, and then talk a little bit also about Twitter and LinkedIn as different opportunities to reach different audiences based on your goals. So with that I think we can skip over to the next slide. Really where you want to start with your social media strategy is very similar to how you would approach your business goals, your marketing communication goals overall. So you want to first lay the groundwork to success. Think about who your audiences are. Are you trying primarily to reach patients? Are you trying primarily to reach health care providers? What kind of border do those audiences look like? So there are ways to reach both, but the tactics may end up being a little different. It's definitely important to think about who you want to reach first and who you might reach in the process. I think also what people often miss when they're starting out is really thinking about where your audiences are currently and what they're talking about. So do they have a lot of problems with customer service? Are they asking questions that you should be answering? Or are they really just looking for more information and more resources that you have available but that might not be promoted on social media channels? Then I think finally, one of the key questions to ask before you begin is to think about what success looks like for you. Obviously if you are a consumer brand or a very large company, success is going to look very different from being a community health organization or something along those lines. I think there is a lot of variety and a lot of ways to be successful on social media. You just have to be aware that these measures of success might look very different depending on your company. Skip to the next slide. After you have established those goals, established who your audiences are and what they are looking for, you really want to think about your social media brand voice. This can definitely change depending on the channel, but really think about who you are as a brand, as a company, or as an organization and how you can best reach your audiences, whether that is in a personal way, whether you are responding to people in first person, whether you are providing kind of an educational angle, or whether you are going into more scientific research or that kind of thing or certain policy issues. There is a whole variety of different ways to communicate with your audiences on the channel. So one thing you want to think about is what does that look like



depending on the channel. So on Facebook, for example, you might want to be a little bit more personal. Facebook is somewhere where people talk to their friends and family, they catch up on puppies and babies and all kinds of other things. To break through that noise, you really want to have that personal angle and talk to audiences in a way that is friendly and engaging. On LinkedIn, I think that is a place to be a little bit more professional. People coming to LinkedIn are looking for a place for information and for that kind of thought leadership resource. That is definitely something to think about. And then on Twitter, I think there is a whole variety of different ways to play your content and to reach your goals, whether that is more of a customer service feel where you are really talking to your audiences directly looking for conversations that they are already part of or what they are saying and responding to them that way, or whether you are taking a more proactive approach and really pushing out content that speaks to different resources, different news and updates. So I think there is a lot of different ways to go here, but hopefully that is a clear roadmap of different ways you can think about starting out and writing up what you think works best for each channel based on your own experience. After you have kind of established who you are, who your persona, who your personality is on social media and on those different channels, it's really time to start thinking about content. I think the first place to start is to really think about how you're providing value to your audiences. You've already established who those people are and what they are talking about and what they really need, and from that it makes it much easier to think through different content options. Really, no matter what, you really need an objective for each piece of content. Whether that is to educate, whether that is to help someone individually or to help a specific group, whether that is to inspire your audience overall, you know, not everything has to have a very direct angle, you could be posting something a little more general. But the key here is to think about what your objective is and how that relates back to your goals. I think we see a lot on social media, and I'm sure you all have experience with that as well, content is just everywhere. There is so much stuff out there online, and finding that piece of content that is valuable that you and your audiences really resonate with is the main key to success when you're talking about content. I think another helpful way to kind of set up your roadmap and break this down into a simpler overall look at what your calendar will look like, what your content will look like, is to think about where the content comes from. Thinking about both content that you'll be creating and content that you can draw on from other sources, keep that engine going. I think a lot of people are often overwhelmed by the nature of social media and that it is always on. I think



one way to look at that is to really see what other people are doing in this industry. Think about what other organizations have found success, and that is something we are going to talk about a little later is how other people and how similar organizations have found success with communities and with audiences that you are trying to reach. Lastly, I think this is the fun part, and this is where creativity really comes into play, and there are a lot of different ways to do this, is to think about how will you make your content sing. Whether that is creating an animated gif, whether that is using a popular internet meme, or playing on some other type of content. Or whether that is really drilling down into different trends and different opportunities that you are seeing online as you are creating this content. This is the way to make your channel fun and really make this something that people not only find valuable but that they find entertaining as well. Here we have an overall look at different ways channels are used. After you have come up with your overall content colors, what you want to talk about, and those different audiences, you can really start to get very granular in who you are trying to reach and what you are trying to say, and importantly, how frequently you are trying to say that. This is a top level look at what makes each channel the most successful. I think again, here this really depends on who you are as an organization and what you are trying to achieve. So if you are really talking to parents specifically for example, I think Facebook is a way to best reach them. Parents are very active on Facebook, they have that personal connection to the platform they may not find on Twitter or Google+ for example. If you are trying to reach professionals in a health care organization, LinkedIn might be the perfect place for you. Really thinking about how you can tailor your content and what you are saying to best fit each of these different platforms. So this is just a great resource to think about how people are using each of these channels right now and how you can find different ways to get involved with them as well. Again here, I know I talked a little bit about Facebook already and different ways that your audiences are using each of these channels. But I wanted to give a little more of a specific breakdown. So one key stat that I thought was really interesting that 79% of parents who use social media agree that they get useful information from these networks. The key here is that in some way, whether you are talking on Twitter, whether you are posting a photo to Facebook or whether you are creating videos for YouTube, there are a variety of different ways to reach parents, but the key here is that they are using social media and I think this will only continue to grow. I think the other key here is the last bullet on this slide, health messages specifically delivered to low income parents must come from



experts and really be personalized to build that level of credibility. There is so much information out there, and finding those key messages that really talk to your audience will be very important to success. So I think here we want to talk a little bit about, and I'm just going to run through each of these slides, we have different examples per channel, what the most successful types of content looks like on each channel. So here we have a tweet. It obviously has to be less than 140 characters. Images work extremely well on Twitter. So whether you are pulling a stock image or have a photo from an event or something that you are using from a different channel or from your website, images really make things pop and your audiences are going to be much more likely to click through and pay attention to what you are saying. The other key here that we're going to talk about a little bit more in detail later is hashtags. So looking for what people are already talking about, the hashtags that are popular with them already, and what kind of content will work with each hashtag is very important to making sure that your content is out there and people will really search to find it. The last point here is that if you are talking to someone in particular and you want to @tag their handle, for example if you are CMS for example and you want to talk to healthcare.gov, you just put a period before their handle and that ensures that everyone can see that message rather than just that person. Here we have a good example of a LinkedIn post. Again, photos are key here. They can be a large image, they can be a small thumbnail image as you see here. And these really again make the content pop out a little more. People tend to skip over text based content. Images are really key to breaking through all of the noise that is out there. Here, moving on to Facebook. Facebook, in addition to Twitter, is a great place to respond to comments and to talk to your audiences based on the questions they may have. With Facebook, I'm sure you've all seen, you get a lot of comments, often questions, and it's really important to be aware of what people are saying and to formulate a response that might work for you, whether that is providing them with more information on a website, whether that is just letting them know dates and times and that kind of thing, or kind of a surprise and delight type tactic of just thanking them for commenting and directing them to the right information. YouTube is fairly self-explanatory. Again, YouTube is the second largest search engine after Google, so definitely a very important place if you have videos to upload them there. People are more likely to find them on YouTube than if they are looking through a website or that kind of thing. Again, a very nice visual way to tell your story that you can also use on other channels. Instagram, again, a very visual way to talk to your audiences. I think this also resonates very



well with consumers, so that might be a nice way to talk directly to communities as well. As we've already discussed a little bit, engagement is really key here to all social media channels. So whether you are responding to a certain person because they've talked to you directly or whether you are looking for specific conversations around a hashtag or around a keyword that you can search on Twitter or Facebook, making sure that you are part of those conversations and taking a proactive part in what people are talking about. As I mentioned, hashtags are also key to success here. They are really often an opportunity to expand your reach both within your audiences and beyond; so whether that's earned media, whether that's other partners or again directly with your audiences, the way to join a conversation and also drive the conversation forward. Hashtags are an option now on Facebook, Google+, Twitter, and Instagram, so they are also a great way to search; people look for specific hashtags to find out more information. So if you are out there with that content using the correct hashtag that is an awesome way to get ahead of yourself. These just go into a little more detail of the way that people use hashtags on Twitter and Facebook, so I definitely recommend looking through some of these stats later as they are very helpful. I have some quick do's and don'ts, when in doubt or if you are thinking through certain opportunities on social and are not sure where to go from here I strongly recommend just looking at these. I think the key overall is that the information you post is public. Thinking through everything as though it is something that you would say to a friend or a colleague and something that you are comfortable being out there online is really the golden rule of social media. Thanks so much.

**Jessica Beauchemin:** Thank you very much Jenna, we really appreciate you sharing all these tips and information with us. Digital media has made it possible for anyone to purchase an advertisement, which is great because you don't have to necessarily rely on a third party to help you make your purchases and put your advertising strategy in play. So we have another poll question here: have you ever used paid social media? Please submit your vote by clicking on an answer that is on your screen, and we'll give everyone just a second to submit their response and I will also turn it over to Kelly Vingelis who is with GMMB.

**Kelly Vingelis:** Hey there. My name is Kelly Vingelis, and I work at GMMB on our Digital Media Team. We run a lot of campaigns for a variety of clients. A lot of them are smaller health care organizations like many of you on the call. So today I'm going to be talking through some of the platforms that we regularly recommend and the pros and cons of different platforms and the



different advertisements that you can do on those platforms. So it looks like some people have done paid advertising, but a majority of you have not. So this will hopefully be really helpful for you today to figure out more about where you can advertise and what the best platform would be for you. Why would you want to use paid social media? Getting on social media is great because you are meeting people where they are. So you're not tracking them down on random websites across the internet, but you're going to the places where people choose to spend their free time. People go to Facebook, they go to Twitter, they go to LinkedIn when they have the time. So it is a great opportunity to connect with people. It is easier to drive results with smaller budgets. You don't need to be spending thousands of dollars on advertising. You can even just spend a few hundred dollars and you can still drive really quality traffic and get great engagement. What's great about social media is that a lot of the platforms have really advanced targeting, stuff that might seem a little weird at first but it's really great how you're able to connect with people who have very distinct qualities that you want to find. And finally, most of these platforms are user friendly and fairly easy to set up. Next slide. These are some of the platforms that we regularly advertise on with our clients. We have Facebook, Twitter, LinkedIn, YouTube, Instagram, and Snapchat. All of these platforms offer advertising, but one of the things that it is important to remind yourself of during a campaign is what your goal is and who your audiences are. So I think it's best to think of the way that you personally use each platform. If you're like me you go to Twitter for real time news updates, you go to LinkedIn to update yourself on your industry and professional relationships, and Facebook is used most often to connect with friends and family. Think of your mindset when you are looking through each of these platforms. When you are on Facebook, you are thinking of your children or your nieces, nephews, stuff like that. So when an organization can connect with you and say that your child may need health care and we can help you, that is when a real connection can be made. Each platform has a different audience and requires different levels of budget and time to implement and monitor a campaign. For the purposes of this presentation, we are going to briefly cover LinkedIn and Twitter advertising and take a deeper dive into Facebook. Something that a lot of people also ask about is search advertising, which you'll see on Google or Bing. That is also an option when your budget is more restricted, but it can take time to implement and is not as accessible as some of the social media platforms. But at the end of the presentation, we'll provide you with a resource to look into social media advertising. First we have LinkedIn. One of the great things about LinkedIn



is that you can narrowly target people by their job title, their industry, or their seniority in a position. Because when you are building your LinkedIn profile, you are supplying all of this information to LinkedIn, so they can go back and then use that to target. When people are going to LinkedIn, they are looking for news about their industry or something related to their career. So it is best to advertise here when your message is related to their career. One of the examples we have here is a campaign we did for UW Medicine, which is a hospital in Washington state. They were looking for people who worked for Boeing, because those people qualified for a certain health care initiative. So we were able to target those people and send sponsored updates to them telling them they qualified for this special health care. So again, this message applied to their career, so when they were on LinkedIn looking for updates about their industry we hit them with this messaging and were able to help them sign up for health care. LinkedIn is also really good for connecting with partners and other stakeholders and is not necessarily the best consumer reaching platform. So you'll only want to be here on certain occasions. Next we have Twitter. Twitter is good for raising general awareness of your organization and connecting with people, but it may not be your best option when you are looking to target families and individual consumers. One of the pros of Twitter is that you are driving conversation and promoting awareness. You can insert your message into relevant conversations and connect with other organizations using hashtags and targeting certain handles. There are three main types of advertisements that are the easiest to use on Twitter. The first one is going to be promoted tweets, and there your goal is just to drive engagement. So you want people to see your message, you want them to engage with your organization. You can encourage them to retweet your message; you can encourage them to reply and let your organization know what their thoughts are, something along the lines of that. The next is promoted accounts. So if you are just taking off your Twitter and you want to quickly gain some quality followers, you can run a promoted account campaign and find people across the US who are interested in health care who are looking for coverage or anything like that. And the final thing is promoted video. If you have a great video that you want people to see you can push it out on Twitter, and it is great for raising awareness of your organization. Now we're going to take a deeper dive into Facebook. One of the great things about Facebook is that they have really advanced targeting capabilities. It is the best way to drive traffic to a website with a smaller budget, and the great thing about Facebook is it is fairly easy to set up and maintain. So how targeting works on Facebook is that they build segments off of the data that you have already provided, just





like LinkedIn. So when you are creating your Facebook profile, you are putting your birthday, you are putting in who your family members are, you are liking certain pages that show what you are interested in. So if I wanted to go and find women in a certain city who make a certain level of income and have children, Facebook can allow you to do that. Another great thing about Facebook is they partner with third party data providers, so these targeting segments are built off the information that you are putting into your profile, but also they are getting data from third parties who can combine that with their data and then build a more advanced profile of you. Again, you are able to target certain families with low income levels or their parental status. With Facebook advertising, you are not reaching just your followers, but over the 1 billion daily active users. So the audience is huge on Facebook. We get a lot of questions about where do you even start with Facebook. How to set it up is fairly easy. It is going to take some time to get comfortable with setting up a Facebook campaign, but the first thing that you are going to want to do is determine at the end of the day what is your goal. Do you want to get people to like your page? Then you are going to want to run a Page Likes campaign. Are you interested in driving traffic to a website, getting people to the sign up form online? You are going to want to run a Click to Website campaign. It is really important to think through, what is your KPI or Key Performance Indicator, and then from there you choose what kind of campaign you want and what your creative will look like. Next we have some examples of the kind of Facebook ad we can run. The one on the left is what a standard Click to Website ad looks like. This is when you want to drive traffic to a website. I'm sure many of you have seen these in your newsfeed before. They live in the newsfeed and they run on desktops or mobile. The Standard Click-through Rate is going 0.75%-1%. So when you think about it, that might seem kind of small, but you are reaching over 1 billion, or have the potential to reach over 1 billion people, so you are seeing a really high amount of clicks. For example, if you had maybe a budget of \$500, you could drive over 1,000 clicks to your website, because on Facebook you are only paying for what you want. So if you only want to pay for a click, that is what you are going to end up paying for. And it's cost per click if you are running the campaign right and optimizing and continually looking for improvements, you can get a cost per click for as low as 40 cents. It is really cost efficient. On the left is what a Facebook video ad looks like. Facebook is only second or third to some of the larger video platforms in the amount of video views they see a day. So it is a great platform, again, if you have a video asset, you want to raise awareness and promote your message or promote your organization. The standard



completion rate on a 30 second video is going to be between 1-3%. Along with Click to Website ads and video ads you can also promote an event. So if you have an event going on in your community, you create the event on Facebook and then you can go in and promote it with the same targeting that we set up in the beginning to moms in your community. And you can also just promote a standard post. So if you have a funny image or message that you want to get out and get people to see and engage with, you can just promote that and encourage people to like, share, or comment on it. The takeaway here is at the end of the day, there are a variety of options when you are looking at social media advertising, but you have to keep in mind your limitations and ultimately what your goal is. As someone who works in social media every day, I see real value in Facebook because of their rich targeting and the fact that you can see the results at an effective cost. Finally, this is just a few links to some resources that you can take time to look through later on. We have a Facebook Ads Guide, which just goes through different products and what they look like and different image sizes, stuff like that. We also have the Twitter Product Guide, the LinkedIn Marketing Guide, and finally if you are interested in running search advertising there is a link to Google AdWords, which is going to be the easiest way to set up a search advertising campaign. Thank you.

**Jessica Beauchemin:** Thank you very much Kelly for providing insights on how organizations of all sizes can leverage paid media in their outreach efforts. We have one final presentation. Our final presenters are Betty Cruz and Sarah Mayer, and they will discuss how Healthy Together in Pittsburgh used social media and digital paid advertising to increase awareness of the city's health initiative. Betty and Sarah?

**Betty Cruz:** Hi there. This is Betty Cruz, I'm here with Sarah. Before we jump into our strategy, I will state the obvious here, that it's really about having a solid and engaging campaign, and really then from there building on that to use important levers like social media to reach our constituents. The Mayor's office, when we were selected by the National League of Cities to receive and implement this grant, it was from the planning phase to the implementation phase and onward. It's been about building collaborations and partnerships. We work closely with many non-profit partners, and I say that because I'm going to speak to some of the points that were made earlier about authentically engaging with the community. We try, as we go through the slides you'll see that we also try to make sure we're being culturally appropriate and again just really engaging with the community in a way that's going to resonate. Next slide.



**Sarah Mayer:** This is Sarah. We were brought on by the Mayor's office and I worked with Betty to develop the Healthy Together brand. As she mentioned, it was really important to build the images around photos that would resonate with the audience, that were relevant and that were appropriate culturally. Additionally, the brand itself, the Healthy Together logo, we coined the tagline, "Get enrolled. Stay enrolled." Both extremely important aspects of the campaign, not just about being enrolled but also re-enrolling and staying covered. So that tagline, we meant it also to be expandable or adaptable so that we could have versions of this logo where it said "Dial 211 for help," or we can also put in other taglines depending on its use and where it's going to show up. Additionally, we created, as Betty said it was really important to create authentic ways to engage with not only parents but with children as well. The organization and the committee was going to a lot of outreach events and tabling events, so we created Enroll-o-bot, and he is a robot that helps families get enrolled in health insurance and health coverage. So he is used throughout the campaign and a lot in social media because he increases engagement with the brand.

**Betty Cruz:** And our reach, we were also again prioritizing running articles or running ads I should say in neighborhood papers—working with community associations as well and others and getting them to circulate it through their social networks. So giving them sample tweets, giving them the blurb that they can include in their newsletter.

**Sarah Mayer:** Much like you've already heard from the other presenters, when we look at the channels that we chose, Facebook made a lot of sense. Obviously, there is a huge mass of humans on Facebook. But the primary audience that we're seeking to engage with is on Facebook. We also did some research and found that they were also on Twitter. We didn't explore really additional channels because we wanted to make this scalable for the team. We didn't want to put up a bunch of channels that then would be abandoned after the campaign when maybe resources weren't available. We wanted to keep it really manageable and not explore four or five different channels. So we kept it to the two that made most sense for engagement with our particular audience.

**Betty Cruz:** And I'll add to that, that we had the benefit of having AmeriCorps Vistas serve in the Mayor's office. We didn't have paid staff that could do this work, but we had a fantastic Vista who helped me build capacity and was able with the right coaching to really run with it. That is a tremendous resource that we were lucky to have.



**Sarah Mayer:** So what did we post and what did we find that did well? Stories and narrative are going to always be great ways to engage the audience, but specifically images and video did really, really well. You'll see in the next couple of slides in particular what kinds of images and video. Participating in discussions is really important, not to let a comment hang there but to respond to somebody immediately if they had a question. Then additionally, connecting with influencers around this issue who are also involved in and had touch with our audience. As Betty said earlier, we would create sample posts that they could share on their own social media channels and in their newsletters and wherever it is that they wanted to share the message. But we packaged that for them so that it was easy to have them participate.

**Betty Cruz:** That was a combination, as I was saying before, of the community partners but also internally. Our Community Affairs team or across the hall our city council members always want to know what resources are in the community when they are meeting with their constituents, and certainly this being a campaign of the mayor being able to say what's happening, that it's a resource and something that they can give and share out is always appreciated. The next slide here is just a couple of examples from our page, a little video that we had put together and then shared during one of our community outreaches, that's Enroll-o-bot right there with children who love him. And then, an article that we pushed out. So it's really a combination of news that we're getting coverage on, yesterday we had an open enrollment event at City Hall so we pushed that out and you'll see that on another slide. But as was said before, any time that we can use images or video to be more engaging it tends to resonate most.

**Sarah Mayer:** The other thing that's in this slide is a particular hashtag, #WellnessWednesday. As was said earlier, researching, creating your own hashtags can be very useful but there are a lot of preexisting hashtags that you can use to extend your messaging beyond.

**Betty Cruz:** To that point, I would say throughout the campaign we tried to have some presence at least a few days a week where we are posting, sometimes more aggressively multiple times a day. Probably not going more than two or three times a day to not oversaturate folks, but #WellnessWednesday is one that we're typically trying to keep an eye out, re-tweeting or posting fresh content.



**Sarah Mayer:** This is some of our Twitter posts that had a lot of high engagement. You can see that a lot of the photos are around Enroll-o-bot and a mini-campaign inside of Healthy Together that we did called March Pittsburgh that we'll talk about later on. But we are using a mix of pictures, and then you'll also see two text tweets that are using hashtags and that are informational and helpful for getting the news out in a quick way. Next slide. This is an example of a series of images that we created to tell a story about Enroll-o-bot's life and how he lives his life healthfully and contributes to different things. We used it on Facebook and Twitter. We have him in different places outside of the campaign. We have him visiting a farmer's market and him making a smoothie and him doing exercise, and we really just wanted to give Enroll-o-bot a little backstory and expand him beyond just health care.

**Betty Cruz:** The Healthy Together campaign is part of a larger umbrella initiative called Live Well Pittsburgh. As the brand was being developed, also Healthy Together starting to focus as an enrollment campaign, but thinking about how this can grow over time to encompass other areas. We also have separate campaign called Step Up that also helps us to build out. So looking at how Enroll-o-bot and the brand itself can go beyond health care enrollment even though that's where we started.

**Sarah Mayer:** The next few slides are just taking us through both the organic results of particular posts and then some of our paid results. I think that this particular post did well. It had two elements, sort of best practices. One, it is using a hashtag, actually three things it's doing really well. It's using a hashtag, it's using images to engage, and we had the people that were in the image to extend the reach beyond just our audience. Those are tips on how you can get a little bit more exposure for your posts. This particular tweet here is showing a good level of engagement. We are tagging elected in here, so our council members are tagged in here and another local organization that focuses on youth. So it had a good one, the one on the left. Then these two in the middle are related to, both of them are related to the March Pittsburgh event that we did, and they had pretty high level engagement as well. Early on, to initially kick start or jump start the Facebook audience, because I would say we focused a lot of our effort initially on Facebook growth. Twitter, we really didn't do any advertising in Twitter to grow the audience, it grew organically. Facebook, we wanted to make sure that the majority of the followers there were in our target audience so we did a campaign to grow that, which I'll talk about on the next slide I believe. But we have about 408 followers. The majority of those



fans are female and they are in the 25-34 age range. With Twitter, as I mentioned it is a lot of organic growth, and we get about one new follower per day on Twitter. That goes to show that we're doing some of the right things, or Betty and her team are doing a lot of the right things to post relevant content that people are interested in getting.

**Betty Cruz:** One thing we didn't mention yet I don't think that helped to grow the numbers and build awareness is we had a tweet chat or Twitter party with our public health director. She was taking questions; our county health director was taking questions for one hour in the middle of the day, raising awareness around this issue and answering questions which was really engaging.

**Sarah Mayer:** I think we also did that on a #WellnessWednesday. So we were able to use a hashtag to extend the coverage on that. This slide is showing the Likes Campaign we did. We were able to drive 283 likes to the page, so over half of the likes came through an ad campaign and it reflects what the general audience of the page is. It's more heavily focused on females, 80% of our fans are female, and they fall into the 25-44 age range which is really right where we want to be. We also did, in addition to doing a Likes campaign, we did some promoted posts. These are just two examples. We did an event, we promoted that event and then there was a particular post that we promoted. The responses and the people who are interacting with this is again heavily female, that is how we are targeting our advertising to make sure that we are getting the right audience there, the things that are important for them to see that we're doing. This is some of the creative that we did around the tweet chat. We pushed this out on Twitter and on Facebook and we also sent invites to lots of different organizations, we had an email invite that included the same creative. We created a special landing page on the website so that people could submit their questions early on or the morning of the event. We tried to hit it from all aspects.

**Betty Cruz:** I will say one of the things that was mentioned earlier is, what is the purpose, what is your brand and what does that look like and feel like, but what is your end goal. Our end goal around this campaign has been prioritizing health care enrollment. So getting that message out and really lifting up our community partners who are the experts and do this work. So as much as we are able to get others to share on their Twitter or on their social media pages or to reach the community, that's what's most important for us. We were able to work with Mom Bloggers and other networks. Maybe



it wasn't coming from our Twitter page, but again the end goal for us is really to get others building awareness so that our partners who offer free help in the community are connected and get the help that they need.

**Sarah Mayer:** The March Pittsburgh event, just to go back one slide real quickly. I want to focus those, it was a series of ten marches we were able to get sponsorships from one of our major providers here, which helped us to do the event, but really the goal of that event was to have true engagement in the community and be able to give people the opportunity to have their questions answered by our partners as Betty just mentioned. So each of these marches were paired with a community event where we had a table. So we marched around with Enroll-o-bot and a band, very New Orleans style parading, and it was a lot of fun through the summer months. It really was a key engagement tool to reach directly into the community with the campaign. I think that's all we have.

**Betty Cruz:** Thank you.

**Jessica Beauchemin:** Great, thank you very much Sarah and Betty for explaining how Healthy Together was able to increase its social media following and reach more families in Pittsburgh. We appreciate all that you shared with us. I know we're coming up close to the end of the hour here, but we've got one more poll question. What type of resources would be helpful in your outreach efforts? If you can please answer the poll question that would be really helpful for us. Just submit your vote by clicking on an answer that is on your screen. And I am just going to briefly talk about some of the Connecting Kids to Coverage Campaign resources that we have, and I want to make sure that we leave some time for questions as well. I am going to cover this pretty quickly. The Connecting Kids to Coverage National Campaign has a number of online communications tools on InsureKidsNow.gov. We've got web banners and buttons, social media graphics, posts for Facebook and Twitter, we've participated in blog carnivals, we're going to be participating in a Twitter chat next month with some of our partners. But we've got tools on InsureKidsNow.gov that you can look at. We also have a step by step guide for how you can share the Facebook and Twitter posts. That is on our website as well. Our webinars, we have an archive of webinars available on Insure Kids Now, and we also have a video library of different organizations that we've worked with that are engaging in outreach and enrollment efforts and showcasing some best practices. If you'd like to keep in touch with the campaign, sign up for our eNewsletter, there is a link here for that. And you are always welcome to



email us at [connectingkids@cms.hhs.gov](mailto:connectingkids@cms.hhs.gov). You can follow us @IKNGov, and we've been using the hashtag #Enroll365 for the last couple of years. That is a great way to engage with the campaign on social media as well as using the hashtags #Medicaid and #CHIP. I'm going to turn this over to Erin again, she's going to talk through the questions that we've received so far.

**Erin Seidler:** Thank you Jessica. We've been monitoring your questions throughout the webinar, and I want to take the opportunity to address some of these questions. And thank you all for your responses to the poll questions, that's very helpful to help make sure we have the best content to help you all do your jobs. So just a reminder, if you do have a question please type it in the question section because we do just have a few minutes, so if we don't get to your question on the webinar today we will make sure to follow up in the chat panel. I want to go ahead and get started with two questions on paid media. I'm going to ask Kelly, and then Sarah and Betty, if you'd like to jump in here as well that would be great. I'll combine two of the questions. One is, please define a smaller budget. And what does that ROI, that return on investment look like for social media advertising?

**Kelly Vingelis:** Sure. This is Kelly. A smaller budget can really be whatever you want it to be. One of the great things about advertising on Facebook is that you can choose to spend per day. So if you want to spend \$20 a day on advertising you can set it up that way so you can continually monitor and make sure that you are getting that good return on investment. It can be hard with social media to figure out what your hard return on investment is, but it's important to take a lot of different factors into play. You want to look at the cost per click if you are running a Click to Website campaign or cost per view and making sure that it is the most efficient cost for you. You also want to look at the engagement that you get on some of the posts, because even if people are maybe not clicking through on it, they might be engaging with your content, liking, commenting, so you are getting more value out of a post other than just the click or the video view. Again, social media advertising is a great supplement to other outreach efforts. It shouldn't be your only way of interacting, your organization's only way of interacting with others, but it is a great complement to other outreach efforts.

**Erin Seidler:** Thank you Kelly, so one additional question on paid media. I think this is a good question for the whole group, this is the target audience we're trying to reach. What is the best way to target people on Facebook





under the \$30,000 income? The third party does not show lower income as target options on Facebook ads.

**Sarah Mayer:** Unfortunately that is one of the drawbacks of Facebook, is that you can't target people who make under \$30K annually. The lowest you can go is that \$30K-\$40K bracket. There are ways you could get around that by targeting by interests or behavior that people do. Because beyond the demographical targeting that you can do there is also interest targeting. So people who are interested in certain pages or who are continually looking for a certain kind of content on Facebook, you can just start typing in keywords and you can see what interests come up. There is also behavioral targeting you can do, so what are the behaviors of people online. Are they frequently shopping online or something like that. There are other ways around that, but again with Facebook they do have certain privacy restrictions so targeting people under \$30K is not possible now.

**Betty Cruz:** Sarah, I would just add that for our campaign, we identified particular neighborhoods that had the greatest need, so we could hone our advertising then to those particular zip codes. So we were making sure that in addition to all the other great things that Kelly said that we could geographically focus to the areas that we knew had need.

**Jessica Kahn:** Great, thank you both, and thank you everyone for submitting your questions. For the questions that we didn't get to today, we will be addressing those in the question panel. Please follow up if you do have any additional questions following the presentation today. Thank you for joining us. Remember there are campaign resources available for download and to customize on the InsureKidsNow.gov website. A recording of the webinar will be available on the website in two weeks. If you've missed any past webinars, check out the webinar archive on InsureKidsNow.gov. Thank you again and please have a great afternoon.