

SMP Spotlight: Mississippi

Each month, the SMP National Resource Center Facebook page spotlights one SMP project. Mississippi was featured in January 2018. Below are the posts, written by Keith Havins, SMP Community Outreach Specialist:

January 3 – Introduction

We began our Mississippi Facebook page in January of 2016. We used it primarily to let people know of upcoming events and Medicare news reports. Unfortunately, we found it difficult to build a following and therefore the reach of our posts was very small. Most of our posts only reached a handful of people. Toward the end of 2016, we decided to update our website, stopmedicarefraud.org, and also created a YouTube channel to help drive traffic.



January 9 - Boosted Posts



We recognized the need to increase traffic to our website and YouTube channel to help spread our message. Believing that Facebook could be a powerful traffic-generating tool, we decided to try “boosting” selected posts beginning in February of 2017. Our first boosted post was informing people of the opportunity to volunteer for Senior Medicare Patrol. The boost was very successful as we had a total reach of almost 10,000 people.

January 11 - Videos

We created a [video](#) warning beneficiaries not to become victims of various scams concerning the upcoming new Medicare cards and wanted to use Facebook to drive traffic to watch our video.

The response to our boosted post about the video was phenomenal. The total reach of the post was over 75,000 people in Mississippi due to the amount of sharing and reaction to the post. Over 8,000 people watched the video on our website.

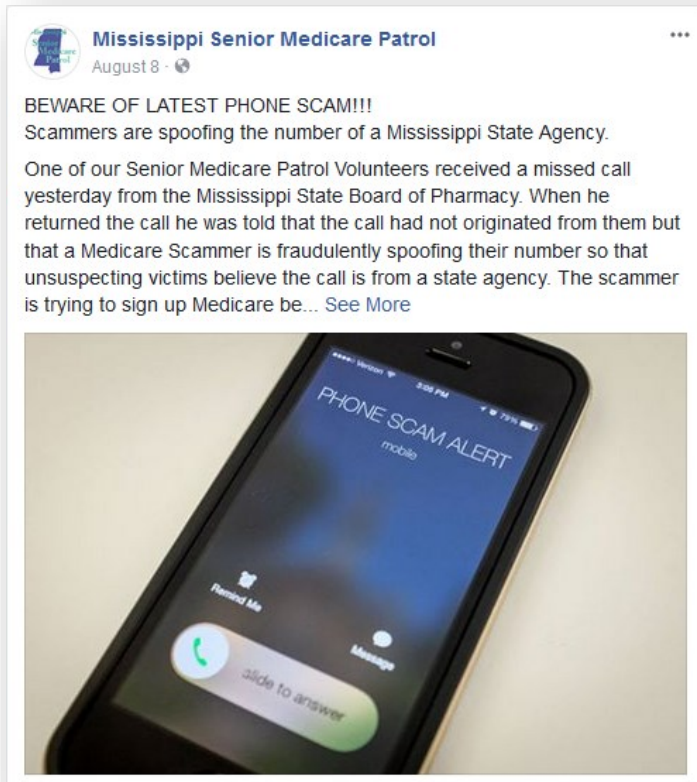




January 17 - Outreach Events

Of course, we continue to post photos from events and let people know of upcoming events.





January 23 - Content

The posts that get the biggest response and have the highest organic reach (people sharing and reacting) are our scam alerts. This post alerted people in our state of a scammer who was “spoofing” the number of a state agency – attempting to sign up beneficiaries for a “free” back or knee brace. This alert was initiated by a call that one of our volunteers received.

January 29 - Cost-effective Reach

We have found that Facebook not only is great for generating traffic to our website but it is very cost-effective in getting a message out directly to our constituents. We continue to look for new ways to utilize Facebook to reach our audience in Mississippi.

Please follow the Mississippi SMP page to learn more!

