

SMP Spotlight: New York

Each month, the SMP National Resource Center Facebook page spotlights one SMP project. New York was featured in August 2017. Below are the posts, written by Victoria Thornton:

August 1 — Introduction

The NY SMP Facebook page is very new – we launched in February 2017. Nevertheless, we tried to hit the ground running. Although we are still working to build our followers, we are actively keeping the ones we have engaged and interested. A few items we found to be very helpful in developing our social media presence are: Plan ahead; use pictures, infographics, and videos as much as possible; tag, tag, tag; and be consistent with your posts!



August 3 - Plan Ahead

New York Facebook Page Success Tip

Success Tip : Plan Ahead

"Preparation is a vital part of our Facebook page.

We create all of our content one month in advance and utilize the Facebook publishing tool to schedule posts.

Planning this far in advance helps us to streamline our content and ensure that we are not being repetitive with our posts.

But most importantly, it takes the pressure off of us every day as we are never scrambling to find stuff to post!"

- Victoria Thornton, NY SMP

August 8 - Outreach

August is a really booming month in terms of outreach. We've been invited to participate in a Savvy Senior Expo, an Initiative for Women with Disabilities health and wellness fair, and several more health and resource fairs throughout the state that attract hundreds of seniors. In May, we began partnering with the Erie County RSVP through their University Express program, which utilizes 10 robust senior centers throughout the county to offer classes on a variety of subjects.

continued




ALWAYS WORKING ON BEHALF
OF MEDICARE BENEFICIARIES

NY Senior Medicare Patrol

August 10 - Be Consistent


Another trick we have found particularly helpful is to be consistent. Your followers need to stay engaged with your material, so setting a post schedule and sticking to it is vital! We are posting four to five times each week, which we have found both productive for our page and engaging for our followers.

SUCCESS TIP: BE CONSISTENT




YOUR FOLLOWERS NEED TO STAY ENGAGED WITH YOUR MATERIAL.


NEW YORK POSTS FOUR TO FIVE TIMES EACH WEEK, WHICH IS BOTH PRODUCTIVE FOR OUR PAGE AND ENGAGING FOR OUR FOLLOWERS.



SETTING A POST SCHEDULE AND STICKING TO IT IS VITAL!


- Victoria Thronton, NY SMP





August 14 - #MedicareMondays

In planning for the month, days of the week are very important. We have developed a few fun days that we keep in mind when creating content: Medicare Mondays – Here we post Medicare tips, updates, or fun facts! #MedicareMondays




#MEDICAREMONDAYS

OBSERVATION STATUS:

Did you know that if your hospital status is "Under Observation", you are receiving Outpatient Hospital services & you have not been formally admitted as a patient!

If you are not formally admitted as a patient you may not be eligible for certain Medicare coverage once discharged!



August 16 - #AskSeniorMedicarePatrol

Wednesdays is Ask Senior Medicare Patrol – Here New Yorkers can ask questions about Medicare, Medicare fraud, or SMP, and we provide answers! We typically put an in-depth answer in the comments section and a brief synopsis in the actual post. #AskSeniorMedicarePatrol

	#AskSeniorMedicarePatrol
	Dear Senior Medicare Patrol,
	I see a claim on my Medicare Summary Notice that I don't recognize, how can I file an appeal?
	Corey, Harlem, NY
	Check the comments for the answer!

continued

August 18 - #FraudAlertFriday

Fraud Alert Fridays – Here we post scams or fraud trends that we have been seeing in New York. #FraudAlertFridays

#FraudAlertFridays

Brought to you by: NY Senior Medicare Patrol

Beware of suppliers offering "FREE" or "DISCOUNTED" Diabetes supplies
You **MUST** have a Prescription from your doctor first, or else you **WILL** get stuck with the bill!



Call us for assistance (877) 678-4697

August 21 - Infographics

Facebook wants to be the primary social media outlet consumers use; therefore, they organically promote pictures and videos more than any other types of posts. Canva and Piktochart help to create graphics very easily and are FREE.. Pexels.com offers FREE stock images that are licensed for commercial usage. They are a good resource when choosing images for your graphics!

THREE STEPS TO PREVENT MEDICARE FRAUD

- 1 PROTECT:** NEVER give your Medicare number to an unfamiliar source
- 2 DETECT:** ALWAYS examine your Medicare Summary Notice to detect any errors
- 3 REPORT:** Report any errors and suspected fraud to SMP to get them resolved

For more information contact (877) 678-4697



KNOW HOW TO GET OUT OF A SCAM

NY SENIOR MEDICARE PATROL



Medicare reps **DO NOT** make unsolicited phone calls
NEVER give your Medicare number to an un-trusted source

Have you given your information out?
Learn your options (877) 678-4697

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August 24– Videos

Videos are the best type of post to have on your page, as Facebook prioritizes videos over all other post types! Even though we do not have any original videos of our own, we created a few video slideshows out of our pictures. We also continue to share videos from other pages whenever possible!



August 28 - Tag, Tag, Tag



Tagging people and organizations is an important piece to this puzzle. If you do not have many followers, as us, utilizing tags is a great way to get your posts a broader reach in the social media world. For instance, when we post a picture of a volunteer, we tag them in the picture and it brings our post to their entire network as well!

Also, we always ensure to tag organizations as much as possible in our posts. When sharing their content, or if they participated in an event with us, including them broadens our reach drastically.