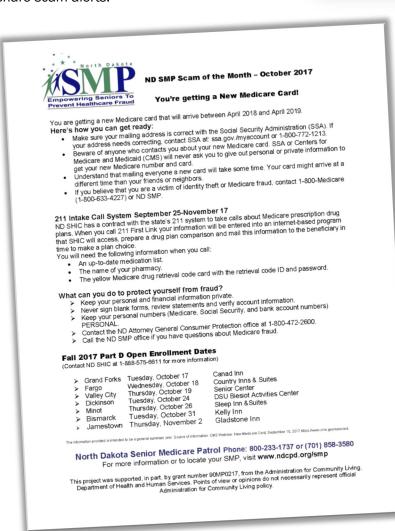
SMP Spotlight: North Dakota

each month, the SMP National Resource Center Facebook page spotlights one SMP project. North Dakota was featured in November 2017. Below are the posts, written by Linda Madsen, SMP project director:

November 1 — Introduction

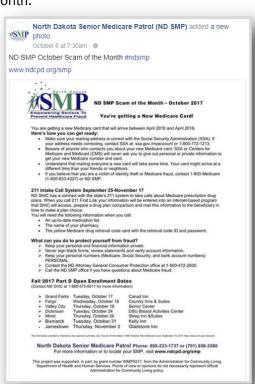
The North Dakota Senior Medicare Patrol Facebook page was created in 2011. At that time, ND SMP recognized the importance of social media; however, we didn't do an effective job of managing the page. In July 2017, we recruited a volunteer to take over this daunting task! We are now working to increase our followers and to keep our current followers engaged. To meet this objective, we have found it important to post a minimum of one time per day. Our Facebook page is used primarily to inform beneficiaries of upcoming group education events and share scam alerts.





November 7 — Engagement

We have found the most activity on our page is when we share the Scam of the Month.





November 8 — Volunteers

North Dakota SMP values our volunteers and their commitment. They are always ready and willing to help deliver the message about Medicare fraud. We rely on them to educate beneficiaries, especially those in the rural areas of our state.

November 13 — Event Pictures and Tagging





Sharing pictures from events and tagging the volunteers and the organization sponsoring the event also promotes activity on the page.



November 21 — Recent Happenings — Presentation

We give a monthly presentation at a low-income senior housing facility.

This is one of our volunteers presenting scam information while performing a "ghoulish dance."



November 27 — Post Frequency

In order to post every day, we have found that sharing posts created by others is very helpful! We share scam alert posts and videos from partners such as AARP, Independent Living Centers, and local and state news.

https://www.facebook.com/fraudwatchnetwork/videos/1447803528667311/?hc_ref=ARSJxy4HQo2G5p-LS3bkljqHt6-6-AJ9HdpOLUzrfa9pHOwsHP6PGqE_OdYxQhsUFA

