

# SMP Spotlight: Promoting SMP

Each month, the SMP National Resource Center Facebook page spotlights one SMP project or topic. The topic of promoting SMP was featured in May 2018. Below are the posts, written by SMPs from Iowa, Louisiana, Mississippi, Florida, and Vermont.

## May 1 – Introduction

SMP National Resource Center

All 53 SMP projects operate in a nonprofit capacity versus a traditional for-profit business. An area that is so essential to the non-profit sector is how to successfully promote and market your project. Any effort made to promote SMP is vital in furthering the progress of the SMP mission. This month, we will spotlight the topic of promoting the Senior Medicare Patrol (SMP).



## May 8 – Iowa

Sue Pleggenkuhle, coordinator of volunteers and training

Not only does Iowa SMP have over 1,500 followers on Facebook, but we also tag the promoters of the event and/or the location of the event, in hopes that it will help draw even more attendees to hear our message.

We hope that adding the “FREE Personal Healthcare Journal if you come to our exhibit” will encourage even more people to stop and see what these are and hear more about our program.

We always post Iowa SMP programs, which are open to the public, on our Facebook page, to help promote Iowa SMP and bring more attendees to the event and ultimately the Iowa SMP table.

This was a well-attended event and feel it brought more awareness to the Senior Medicare Patrol Program.



continued



## May 15 – Louisiana

Sonja Landry, SMP director

One of our most successful outreach interventions has been Medicare Fraud Bingo. It has proven to be an entertaining, interactive and effective method of educating beneficiaries. We feel that posting photos from our bingo events as well as other events helps create an interest not just in these types of outreach events but in the SMP program in general.

## May 17 – Mississippi

Sonja Landry, SMP director

In addition to generating interest in the SMP program, a secondary goal of our Facebook posts is to acknowledge our partners and the facilities that provide opportunities for us to reach our audience. We also think it is important to include the “Protect, Detect & Report” message as often as we can.



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## May 22— Florida

Sonja Landry, SMP director

We like to post photos of our volunteers at various events to really promote our program. This is a good way to develop interest in volunteering with SMP and to recognize the efforts of our volunteers. We know that our posts are effective because of Facebook's ability to track the number of people reached and engagement with a post. Also, we are able to track the traffic to our website from Facebook.



## May 25— Vermont

Anita Hoy, SMP director

The Burlington Vermont Maturity 50+ Expo is the largest senior event in Vermont with roughly 125 vendors and an estimated 2,800 attendees. Attending the expo each year provides us with direct contact to other organizations/businesses that serve those over 50 years of age. Posting pictures on Facebook lets folks know how we are involved in community events....lets folks become familiar with the faces of SMP staff. At the table, staff/volunteers are able to talk to attendees directly about issues they are facing, concerns they have, discuss volunteerism and to provide materials that may address their needs. Certainly, attendees are informed about SMP and provided our newsletter, tip sheets and brochures to help them keep us in mind if they would like to learn more or decide to volunteer with this program. We provide hundreds of handouts at this expo and the conversations are ongoing with attendees. The Vermont Maturity Expo is the one single worthwhile event that we attend annually, specifically to make direct contact with the people we serve.

The Vermont Senior Medicare Patrol - SMP added 2 new photos.  
February 3 · 🌐

A busy day at the 50+ Expo....lots of great vendors and programs....#13 for me but the first for Marichel and Mike...



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