

SMP Spotlight: Indiana

Each month, the SMP National Resource Center Facebook page spotlights one SMP project. Indiana was featured in December 2017. Below are the posts, written by Nancy Moore, SMP program director:

December 1 — Introduction

The Indiana SMP program at Indiana Association of Area Agencies on Aging launched its Facebook page in 2012 with the goal of raising the awareness of the program, providing educational tips on healthcare and consumer fraud, promoting our events and trainings, and reaching areas of the state not supported by a contracted Volunteer Host Organization (VHO) or other outreach modalities.



December 5 - Page Management & Content Calendar

SMP Social Media Content Calendar						
File Edit View Insert Format Data Tools Add-ons Help Last edit was made on October 16 by anonymous						
face SMP Social Media						
1	Date	Offline Event	Category	Topic	Content	Approved [Enter Initials]
2						Date Posted
3	2/9/2017		ACA/General	ACA provisions that affect Medicare	Learn more about how the Affordable Care Act impacts your Medicare benefits. As Congress makes decisions about whether to make changes to the ACA, we will provide updates on how those changes may affect your coverage and what to look for on your Medicare Summary Notices. https://www.medicare.gov/about-us/affordable-care-act/affordable-care-act.html	ngm
4	2/10/2017		Medicare Fraud	DME Fraud	SCAM ALERT! Unscrupulous Durable Medical Equipment (DME) providers target Medicare recipients by offering so-called "free" medical equipment, like knee and back braces. Seniors can prevent this type of Medicare fraud by following a few simple tips: 1. Don't order medical items or services over the phone, unless your physician advised it. If anyone other than your physician's office requests you to provide your Medicare information, hang up! 2. Never accept "free" medical equipment or services in exchange for your Medicare number. Nothing is ever free. 3. Review your Medicare Summary Notices or Explanation of Benefits paperwork for items that appear that you did not order or receive and report any discrepancies immediately. If you suspect fraud has occurred, report it immediately by calling SMP at 800-986-3505. Learn more about Medicare Fraud and Abuse here: http://www.iaaaa.org/assets/documents/Medicare_Fraud_and_Abuse.pdf	ngm
5	2/13/2017		Engagement	Request a speaker	Are you responsible for organizing your community center's activities? Indiana SMP offers free presentations to educate seniors on identifying and responding to Medicare fraud and other scams. Request a speaker today! http://www.iaaaa.org/senior-me...request-a-free-presentation/	ngm
6	2/14/2017		Engagement	Volunteer	Happy Valentine's Day! If you are looking for a way to give back to your community, we'd love to have you consider volunteering with us! Click here to learn more about the volunteer opportunities with the Indiana Senior Medicare Patrol: http://www.iaaaa.org/take-action/volunteer-interest-form Link to corresponding image: http://tricityabc.org/images/home/ve-love-volunteers.jpg	ngm

The IN SMP has mostly managed the Facebook page on our own, with some assistance from our communications consultant. Last year, the consultant created a calendar of posts, helping us to maintain consistent messaging and determine categories of posts, such as Medicare Fraud, Engagement (which includes SMP event promotion, inviting people to "Like" our page, volunteer engagement, Happy Older Americans Month promos, etc.), Consumer Fraud, Group Outreach & Education (event thank-yous and speaker requests) and General posts. The communications consultant creates the draft of scheduled content on a Google doc and posts after receiving approval from the SMP program director.

Since the digital ad campaign does not post to IN SMP's Facebook page, we have engaged our communications consultant to continue to create a social media calendar and create new posts – in the same fashion of the advertised posts. IN SMP staff also acts as administrators of the Facebook page and post any current news that is relevant to share.

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December 7 - Types of Posts



We often don't create our own posts, but rather share posts regarding consumer fraud from reputable local media, like the Indianapolis Star, or trusted national partners, like the OIG, concerning national healthcare fraud (see examples below). We have found that the more local the news story is, the more reaction and engagement we get. And photos or graphics are a must!

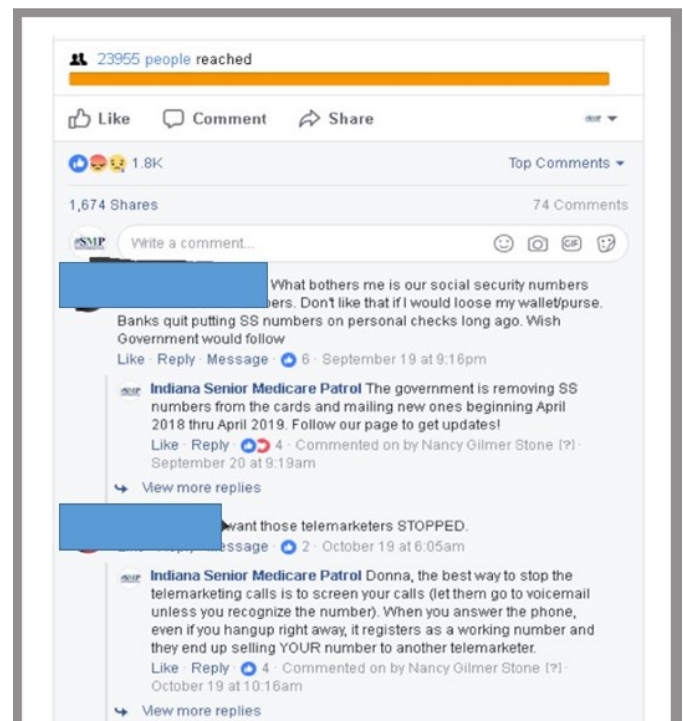
December 11 - Successful Posts

The most successful posts we create contain an educational element, along with some type of appealing photo or graphic. Recently we customized the ACL new Medicare card flyer and shared it. We had over 1,200 people reached with 11 shares.



December 13 - Engagement

The most important goal of our Facebook page and any advertisement is getting engagement from Indiana residents. The ads placed via Facebook are producing a lot of engagement from our constituents, and some require responses. We have received a couple of complex interaction calls via the Indiana SMP Facebook page. This one post listed below has received 74 comments thus far, and as you can see, 1.8K "reactions"!



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December 19 - Education Materials

The IN SMP also uses Facebook to share educational materials created by ourselves or our partners; for example, the videos we produced last year:

1. "Who We Are" and
2. "Volunteer Recruitment."

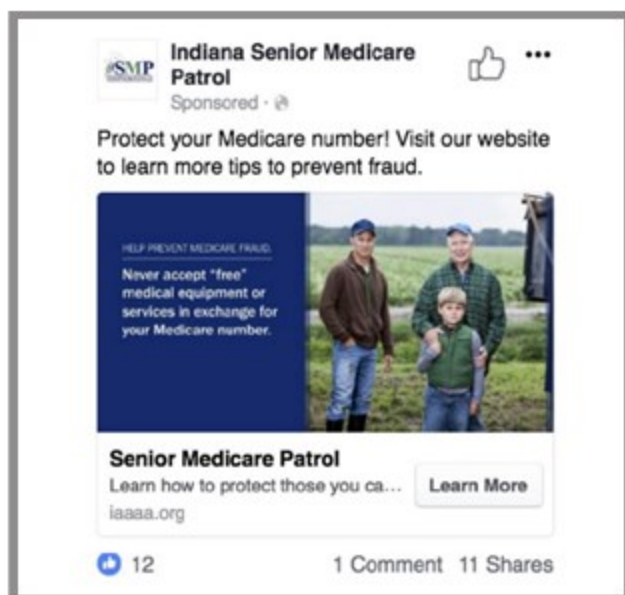
We repost the videos from time to time and also keep them under the Videos section of our page.



December 21 - Digital Ad Campaign

We launched a digital ad campaign in September 2017 with help from Raidious, a digital advertising firm. The results have been remarkable! Pictured below are the most successful ads via the categories of Engagement, Link Clicks and Page Likes, as of the end of October 2017.

Raidious continually adjusts the ads, the time of day and day of the week to optimize performance. We targeted the ads to be placed in areas of the state that we don't have a Volunteer Host Organization as well as Indianapolis/Marion County. Since the ads don't appear on the IN SMP Facebook page, Raidious shared the ads so we could post them on our page.



The SMP director resides in the targeted demographic area, so the Sponsored posts (ads) often appear on her personal Facebook page, and she shares them to the IN SMP page. Facebook limits the reach of brand pages through complicated algorithms, to as little as 3% of people who "Like" the page receiving the content, so digital advertising is necessary to reach the target audience and ensure the effectiveness of the campaign.

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December 27 - Page Likes


We had very few page “Likes” when we started the program, and we increased our likes to around 500 by doing some boosted posts. In September 2017 we launched our digital ad campaign and have increased our likes from approximately 500 to the current 3,250 (and counting)!

Our page likes have significantly increased since the beginning of the Raidious ad campaign. Likes increased from 573 at the end of August 2017 to 3,345 as of November 14, 2017.

Please like and follow the Indiana SMP page to learn more!





Indiana Senior
Medicare Patrol
@INSMP




Social Service in Indianapolis, Indiana

Community

 [Invite your friends](#) to like this Page

 3,746 people like this

 3,748 people follow this