SMP Spotlight: Kentucky

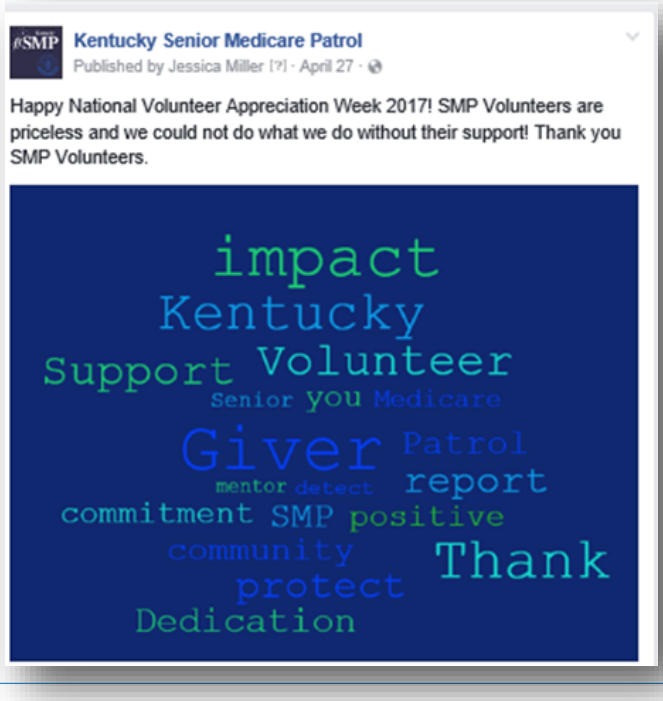
Each month, the SMP National Resource Center Facebook page spotlights one SMP project. Kentucky was featured in September 2017. Below are the posts, written by Jessica Miller, coordinator of volunteers and outreach.

September 1 — Introduction

The Kentucky Senior Medicare Patrol Facebook page began in May 2012 and to date has 92 followers. One of our goals this summer is to reach 100 followers (hint, hint). Most recently, the Kentucky SMP Facebook page has been used to: reach out for SMP group education and community events that we attend; build and maintain partnerships; and share news, Medicare updates and Scam Alerts.

September 6 - Outreach and "Check-ins"

We reach out to seniors and encourage them to attend our group education or community events. It helps to "check in" at a location, tag any partners and share a vivid photo from the event.



September 11- Engagement

We often also use national holidays, senior health information and volunteer engagement in our Facebook outreach also.

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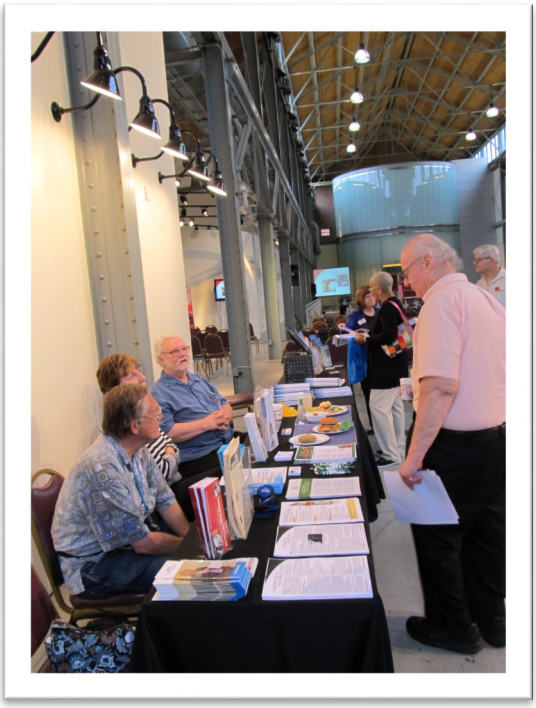
September 13 - Volunteer Recruitment

Kentucky SMP engages our Facebook followers with a Call to Action by recruiting for volunteers. Volunteers can use their knowledge and skills or learn something new by joining our team!



September 21– Partnerships

We build and maintain partnerships by sharing posts and videos from our partners. For example, the Office of Attorney General's page educates citizens about potential fraud through "Scam Alerts." Often scam alerts are about health care fraud and we share that information with our followers.

continued

September 25 - Content

We share local and national news with our followers. Videos and articles quickly engage Facebook followers. Local and national news sources often have information on Medicare and health care fraud and abuse. By tagging news sources when posting an article or video, we can increase our reach and share some very relevant information.

September 27 - Current Happenings in Kentucky's SMP Project

In September, you will find posts regarding the Kentucky SMP education and Medicare bingo to a group of seniors September 8th and the SMP staff attending Kentucky Senior Summit at the Attorney General's Office on September 26th. To find out more, follow us today: https://www.facebook.com/KentuckySMP/