Reaching Out Online

Lessons Learned from Targeted Social Media to Older Adults
Agenda

• How I Learned to Stop Worrying and
  – Brenda Melara & Keith Havins

• The Story Behind CLAIM’s Social Media –
  Judy Keseman

• The Third Time’s the Charm: Using Paid
  Facebook Advertising to Reach Older Adults –
  Brandy Bauer
Social Media Practices

Facebook Definitions

How to Take Great Photos for Your Page Posts
Get 8 tips for taking photos that will help people notice your Page posts and engage with your content.

Protect Detect Report

Florida Senior Medicare Patrol
Social Media Practices

Facebook Definitions
Social Media Practices

Facebook Definitions

Overview
- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Messages

Page Summary: Last 7 days
Results from May 24, 2017 - May 30, 2017
Note: Does not include today’s data

Actions on Page: May 23 - May 29
We don’t have data to show you this week.

Page Views: May 23 - May 29
9
Total Page Views ▲100%

Page Likes: May 23 - May 29
19
Page Likes ▲100%

Reach: May 23 - May 29
35,616
People Reached ▲42,300%

Post Engagements: May 23 - May 29
3,747
Post Engagement ▲31,125%

Videos: May 23 - May 29
1
Total Video Views ▲100%
Social Media Practices

Facebook Definitions

Page vs. Post
Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement
Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement
Post Clicks
Facebook Definitions

Page vs. Post
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Post Engagement
Post Clicks
Reactions, Comments & Shares
Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement
  Post Clicks
Reactions, Comments & Shares
Organic vs. Paid
Facebook Stats January

<table>
<thead>
<tr>
<th>State</th>
<th>Engagement</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Florida</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>Louis</td>
<td>76</td>
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<tr>
<td>Missi</td>
<td>57</td>
<td>916</td>
</tr>
<tr>
<td>Wisc</td>
<td>57</td>
<td>426</td>
</tr>
</tbody>
</table>

Legend:
- Yellow: Engagement
- Green: Reach
Social Media Practices

January Engagement Ratio

Engagement Ratio %

- Florida: 23%
- Louisiana: 8.3%
- Mississippi: 59%
- Wisconsin: 13.4%
Social Media Practices

Website Stats January

January

544

145

Unique Visitors
What is a FB Boost?
Social Media Practices

Volunteer Boost Stats

- Florida: 515
- Louisiana: 291
- Mississippi: 162
- Wisconsin: 746
- Post Clicks: 663
- R C & S: 513
Social Media Practices

Volunteer Boost Stats

Engagement Ratio %

Florida: 3.04
Louisiana: 3.03
Mississippi: 3.8
Wisconsin: 3.09
Volunteer Boost Stats

Cost Per Engagement

- Florida: $0.52
- Louisiana: $1.05
- Mississippi: $0.41
- Wisconsin: $0.69
Social Media Practices

Volunteer Boost (Website)

Volunteer Page Views

January: 22
February: 97
March: 311
April: 27
May: 26
Mississippi Senior Medicare Patrol
Published by William Havins (PI) - March 3

***PHONE SCAM ALERT***
The U.S. Department of Health and Human Services (HHS) Office of Inspector General (OIG) recently confirmed that the HHS OIG Hotline telephone number is being used as part of a telephone spoofing scam targeting individuals throughout the country.
The HHS OIG states that it will never make outgoing calls using the Hotline number 1-800-HHS-TIPS (1-800-447-8477).
https://stopmedicarefraud.org/scam-alert/... See More
Social Media Practices

Hotline Scam Boost

Florida: 20,153 Paid, 9,969 Organic
Louisiana: 24,004 Paid, 12,878 Organic
Mississippi: 24,441 Paid, 18,581 Organic
Wisconsin: 24,442 Paid, 770 Organic

Paid
Organic
Social Media Practices

Hotline Scam Boost

Florida: 1306 RC & S, 2758 Post Clicks
Louis: 1112 RC & S, 3379 Post Clicks
Missi: 1072 RC & S, 3267 Post Clicks
Wisc: 442 RC & S, 1400 Post Clicks
Social Media Practices
Hotline Scam Boost

Engagement Ratio %

Florida: 9.16%
Louisiana: 9.16%
Mississippi: 7.59%
Wisconsin: 5.55%
Social Media Practices

Hotline Scam Boost

Cost Per Engagement

Florida: $0.20
Louisiana: $0.22
Mississippi: $0.27
Wisconsin: $0.22
Social Media Practices

Hotline Scam (Website)

Scam Alert! Views

January: 6
February: 2
March: 198
April: 4
Social Media Practices

New Medicare Card Scam

***DON'T BE FooLED***
Beware of a new Medicare Scam. Medicare will begin issuing new Medicare cards in April of 2018 that do not contain your Social Security number. Scammers are already calling beneficiaries informing them that they must verify information or reapply in order to receive their new cards and continue receiving benefits. This is FALSE! You will not need to reapply nor will Medicare ever call you requesting to verify your information.
https://stopmedicarefraud.... See More

Don't Be Fooled – New Medicare Card Scam
Medicare will begin issuing new Medicare cards beginning in April of 2018 that do not contain your Social Security number. However, scammers are calling beneficiaries claiming to be from Medicare.
STOPMEDICAREFRAUD.ORG

57,447 people reached
Social Media Practices

New Medicare Card Scam

Florida: 48485 (55148), Louisiana: 38164 (41577), Mississippi: 33508 (43218), Wisconsin: 42770 (62243)

- Paid
- Organic
New Medicare Card Scam

Engagement Ratio %

- Florida: 8.2%
- Louisiana: 6.4%
- Mississippi: 7.8%
- Wisconsin: 7.7%
Social Media Practices

New Medicare Card Scam

Cost Per Engagement

Florida: $0.06
Louisiana: $0.10
Mississippi: $0.08
Wisconsin: $0.06
New Medicare Card Scam (Website)

- **January**: Unique Visitors - 145
- **February**: Unique Visitors - 544
- **March**: Unique Visitors - 516, Page Views - 690
- **April**: Unique Visitors - 179, Page Views - 528
- **May**: Unique Visitors - 175, Page Views - 5554
- **June**: Unique Visitors - 3358, Page Views - 3966

Legend:
- **Unique Visitors**
- **Page Views**
Social Media Practices

New Medicare Card Scam (Website)

Video Views

May: 4913
June: 3366
Social Media Practices

No Boosts – April

- Flori...: 160 (Post Engagement), 189 (Reach)
- Loui...: 134 (Post Engagement), 189 (Reach)
- Miss...: 290 (Post Engagement), 78 (Reach), 372 (Post Engagement)
- Wisc...: 78 (Post Engagement), 78 (Reach), 261 (Post Engagement)
How to Boost

Create a Post

Headline
“See More”
Call To Action
Image
Video
Link to Website
***DON'T BE FooLED***

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STOPMEDICAREFRAUD.ORG

57,447 people reached

View Results
Social Media Practices

Boost Post

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends

Create New Audience

BUDGET AND DURATION

Total budget

$3.00

Estimated People Reached

450 - 1,200 people

of 1,100,000

Refine your audience or add budget to reach more of the people that matter to you.

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

DESKTOP NEWS FEED

Mississippi Senior Medicare Patrol
Sponsored

**In the news...**

Eye doc Melgen guilty in one of nation's biggest Medicare fraud cases

Chalking up one of the biggest health-care fraud convictions in the nation, a federal jury on Friday...

PALMBEACHPOST.COM

MOBILE NEWS FEED

Like Page
Social Media Practices

Traditional Media vs Facebook

Newspaper

**LA - Jambalaya News**

Half-page Ad - $300 month (35,000)

**El Tiempo New Orleans**

Full-page Ad - $800 month (35,000)

**FL - Conexion**

Half-page Ad - $480 (12,000)
Press Release

<table>
<thead>
<tr>
<th>State</th>
<th>Cost</th>
<th>Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>FL</td>
<td>$135</td>
<td>160 papers</td>
</tr>
<tr>
<td>LA</td>
<td>$130</td>
<td></td>
</tr>
<tr>
<td>MS</td>
<td>$ 75</td>
<td>100 papers</td>
</tr>
<tr>
<td>WI</td>
<td>$100</td>
<td>222 papers</td>
</tr>
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</table>

Only state with tracking service
Social Media Practices

Traditional Media vs Facebook

Television Advertising

| MS | $2,510 | 86 – 30 Second Spots |
Social Media Practices

Proven Practices

Facebook Algorithm
Maximize Post Engagement
Video
Beware of Diminishing Returns
THE STORY BEHIND OUR SOCIAL MEDIA

STRATEGIES AND LESSONS LEARNED FROM OUR EXPERIENCES ON SOCIAL MEDIA
In June of 2014, CLAIM established a Social Media Strategy as part of CLAIM’s outreach program. This strategy was designed to increase awareness of and access to CLAIM services; expand knowledge of Medicare and available benefit programs; publicize events; and promote prevention and wellness.

Specifically, CLAIM seeks to …

1. Promote **CLAIM services and available access options** increasing the number of calls to the Call Center and subsequent referrals to CLAIM counselors.

2. Increase public interest in volunteer opportunities through online recruitment opportunities.

3. Establish and maintain website event calendar, to continuously inform the public of events occurring throughout the state (booths, presentations, AEP).

4. Promote & provide community education addressing features of the Medicare program, federal and state benefit options, and prevention and wellness.
DEVELOPING OUR SOCIAL MEDIA
DESIGN & DEVELOPMENT PROCESS

01

KNOW YOUR AUDIENCE
SET YOUR TARGET
EXECUTE THE PLAN
MEASURE AND REPEAT
THE DATA INSIDE
SOCIAL MEDIA
According to data generated from Facebook, the majority of CLAIM fans are online during the business day.
A SINGLE $500 FACEBOOK CAMPAIGN CAN HELP EXPAND REACH.

GROWTH RATE OVER 4 MONTHS

SEPTEMBER 98
OCTOBER 101
NOVEMBER 105
DECEMBER 432

311% GROWTH IN ONE MONTH
HOW ARE THEY ARRIVING?

ONLINE TRAFFIC BY DEVICES

75% OF FOLLOWERS ARE WOMEN, 25% ARE MEN

77% OF OUR FOLLOWERS ARE 55 YEARS OLD OR OLDER
SOCIAL MEDIA PORTFOLIO

FACEBOOK PAGE

The CLAIM Facebook page includes a means to contact CLAIM, links to the CLAIM website, useful news and community education, as well as information about upcoming events.

**Easy to learn.** Facebook’s support services help to lessen the learning curve.

**Use photos, videos and hashtags.** These can help increase engagement with your audience.

**Responsive Design.** Page is able to be accessed easily and efficiently from any device.
CLAIM WEBSITE
A WordPress-developed site created in-house and hosted via Caledon Virtual

The Missouri CLAIM offers information about the program, a way to reach a CLAIM counselor, upcoming events, community education and volunteer information.

**Complete Control.** The fact that CLAIM owns the site makes adding and removing information less cumbersome.

**Technical Support.** Site hosted by vendor augments in-house expertise with advanced support.
2015 AWARENESS CAMPAIGN

DATES: NOVEMBER 4 TO DECEMBER 7, 2015

Designed to help boost awareness of CLAIM and its mission, this campaign was one of the first deployments of our Social Media advertising campaign.

381 LIKES GENERATED

OVER 4,900 PEOPLE REACHED

$1.31 PER LIKE

LIKES INCREASED BY MORE THAN 311%

TOTAL BUDGET $500.00
2016 AWARENESS CAMPAIGN

DATES: AUGUST 22 TO DECEMBER 7, 2016

Designed to help boost awareness of CLAIM and its mission, this campaign is similar to last year’s campaign. However, for 2016, we lengthened the campaign and revised the ads.

PEOPLE REACHED 7,328

NEW PAGE LIKES 417

TOTAL BUDGET $500.00

PER LIKE $1.20

As of December, 2016
**SOCIAL MEDIA PORTFOLIO**

**AMERICORPS RECRUITMENT CAMPAIGN**

**DATES: MARCH 13 TO APRIL 30, 2016**

This campaign was designed to help CLAIM recruit volunteer Medicare counselors in a three-county area in Mid-Missouri.

- **6 LEADS** GENERATED BY CAMPAIGN
- **$500.00** TOTAL BUDGET
- **OVER 50%** OF THE TARGET POPULATION IN A THREE-COUNTY AREA SAW THIS CAMPAIGN.
- **5,900 PEOPLE** WERE REACHED PER DAY THROUGH THIS VOLUNTEER RECRUITMENT CAMPAIGN.

THIS CLAIM AD CAMPAIGN WAS HONORED WITH AN AWARD OF EXCELLENCE IN THE 2016 AMERICAN INHOUSE DESIGN COMPETITION.
WE DON’T HAVE A CHOICE ON WHETHER WE DO SOCIAL MEDIA, THE QUESTION IS HOW WELL WE DO IT.

ERIK QUALMAN
THANKS FOR WATCHING!

Contact us:
- 200 N. Keene Street, Suite 101
  Columbia, Missouri 65201
- (800) 390-3330

Follow us on:
- facebook.com/missouriclaim
- jkeseman@primaris.org
- www.missouriclaim.org
The Third Time’s the Charm:
3 Examples of Using Paid Facebook Advertising to Reach Older Adults
NCOA’s Social Media Outreach Goals

• Education about programs available to low-income older adults to save money on Medicare, food, & other costs

• Connect potentially eligible seniors to resources to help them screen/apply for these programs
  – BenefitsCheckUp.org
  – Local SHIP/Benefits Enrollment Center
Background on Facebook Ads

• Ads appear in individuals’ feeds
  – Don’t appear on your organization’s Facebook page
  – Way to reach people who don’t necessarily know about you

• Can set budget however high/low you want

• Can target ads by audience: e.g., age, zip code, gender, income, preferences
Background on Facebook Ads

[Image of Facebook Ads settings interface showing locations, age, and gender filters.]

2017 SMP/SHIP National Conference
Effort #1 (2015)

• Paid money (~$50-$100/week) to place ads for Extra Help & Medicare Savings Programs in 10 states that had high numbers of seniors likely eligible but not enrolled (based on CMS/duals enrollment data)
  – Directed users to BenefitsCheckUp.org and Extra Help application (which goes directly to Social Security)
Examples of First Facebook Ads
Effort #1 - Testing

- Consumer testing revealed that ads that had pictures of older women holding money, with a message about putting $104.90 back into their monthly budget (Part B premium in 2015) got the most clicks.
Outcomes from Effort #1

• Facebook stopped running the ads a few weeks later
  – Said the ads violated their policy about “misleading content” for saving money

• We sent information about the specific federal benefits programs to Facebook authorities to try and convince them that this was not fraudulent, nor marketing a paid service, but their ban on the ads stood
Next Steps...

- NCOA’s Center for Benefits Access was able to use some MIPPA Resource Center funding to engage a marketing/research firm (M+R) to:
  - Research which messages resonated with older adults re: saving money (mid-2016)
    - National telephone survey with over 1,000 low-income adults aged 60+
    - Focus groups in four cities
  - Launch pilot testing of new marketing campaign (early 2017)
Effort #2 (2017)

- M+R helped develop and test Facebook ads based on the research findings re: messaging
- First ads sent users directly to BenefitsCheckUp® screening tool
Outcomes from Effort #2

• Overall cost per click (i.e., person clicking the ad and going through to the site) is $0.39
  – 61% of those who clicked on the ad completed the short questionnaire to get basic info on benefits
  – Only about 1% went on to complete the full BenefitsCheckUp® screening
Effort #3 (2017)

• M+R helped implement Facebook ads in conjunction with six local pilot sites
  – When user clicked on ad, they are sent to pre-screening form
  – Pilot site (SHIP/BEC) receives form data daily and follows up via phone & email
Outcomes from Effort #3

• Average of about 30 “leads” (form completions) each day ad runs
• Several pilot sites said ads brought new people to them that had no knowledge of their organization
• Challenges
  – Caregivers filling out form on behalf of loved one
  – Person doesn’t remember filling out form/skeptical when contacted by SHIP/BEC
  – Needing to turn ads on/off based on resource needs
Looking Ahead...

• Toolkit explaining how to implement your own Facebook campaign available at www.ncoa.org/centerforbenefits
  – Tools include tested messages and graphics, how-to guide to implement ads
Key Lessons

• Be sure to always check Facebook’s advertising rules

• Ads were more successful when timed to run on weekends
  – More likely to be filled out by older adult themselves (vs. caregiver)

• Be prepared to have resources (staff/volunteers) to accommodate additional clients

• Follow up quickly to ensure respondents remember contacting you
Questions?

• Brandy Bauer
  brandy.bauer@ncoa.org

• Look for our toolkit at
  www.ncoa.org/centerforbenefits