2017 SMP/SHIP National Conference

JULY 10–13, 2017 AUSTIN, TX

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

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Social Media Practices

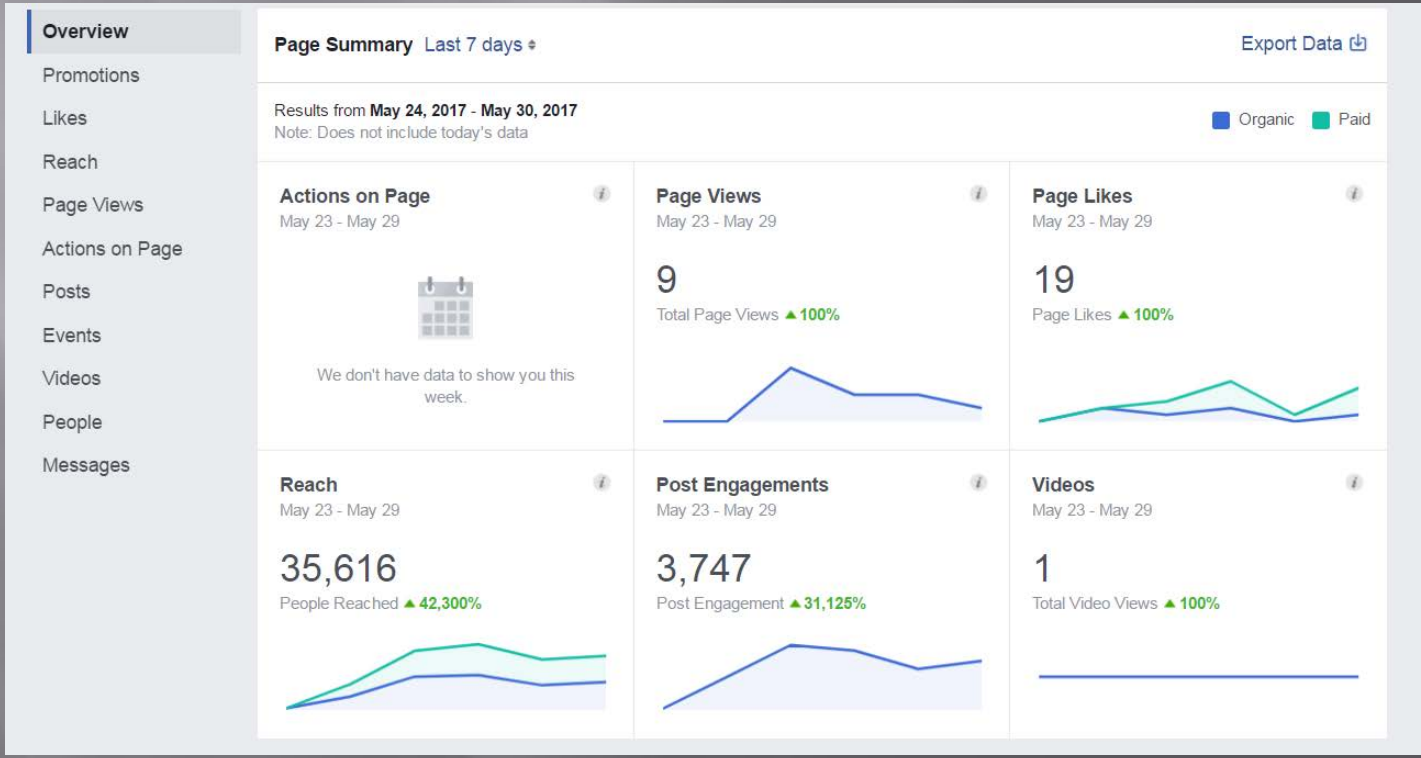
Facebook Definitions

Social Media Practices

Facebook Definitions

Social Media Practices

Facebook Definitions



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Social Media Practices

Facebook Definitions

Page vs. Post

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Social Media Practices

Facebook Definitions

Page vs. Post

Reach

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Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement

Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement
    Post Clicks

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Social Media Practices

Facebook Definitions

Page vs. Post
Reach
Post Engagement
    Post Clicks
    Reactions, Comments & Shares

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Social Media Practices

Facebook Definitions

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

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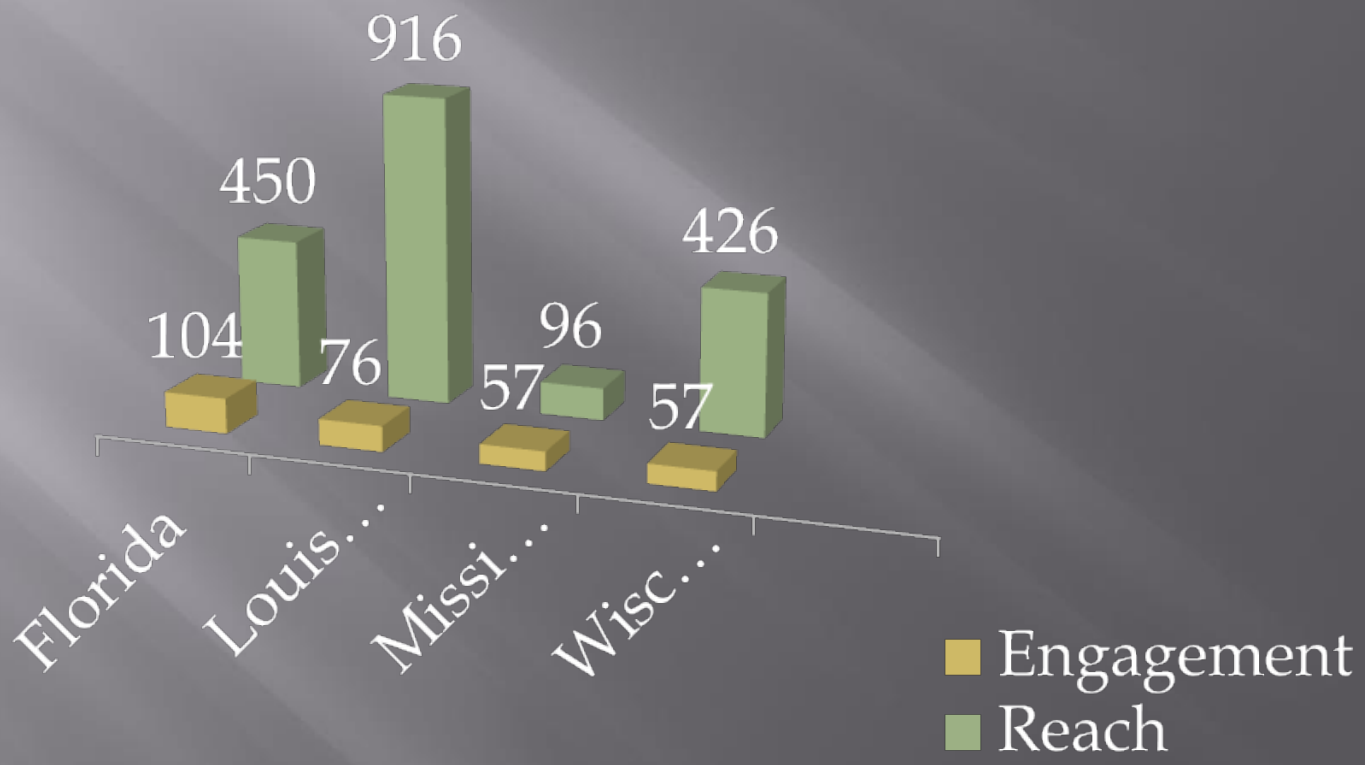
Social Media Practices

Facebook Stats January



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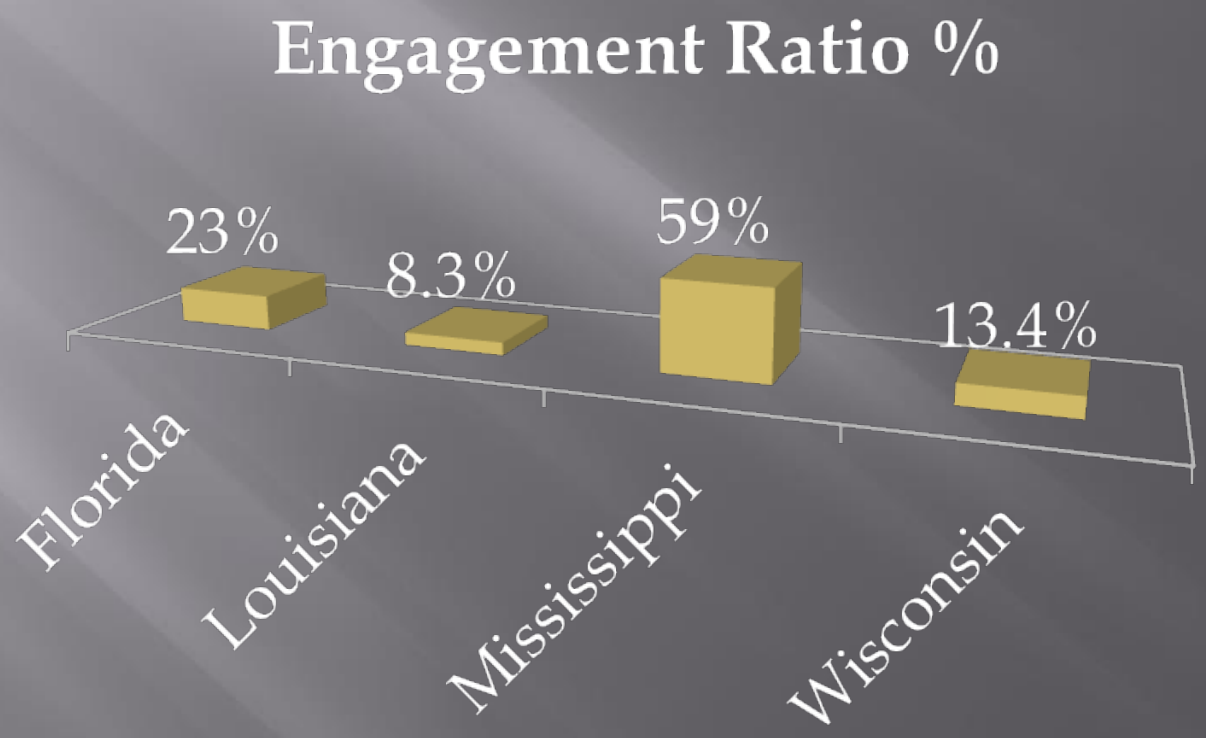
January Engagement Ratio



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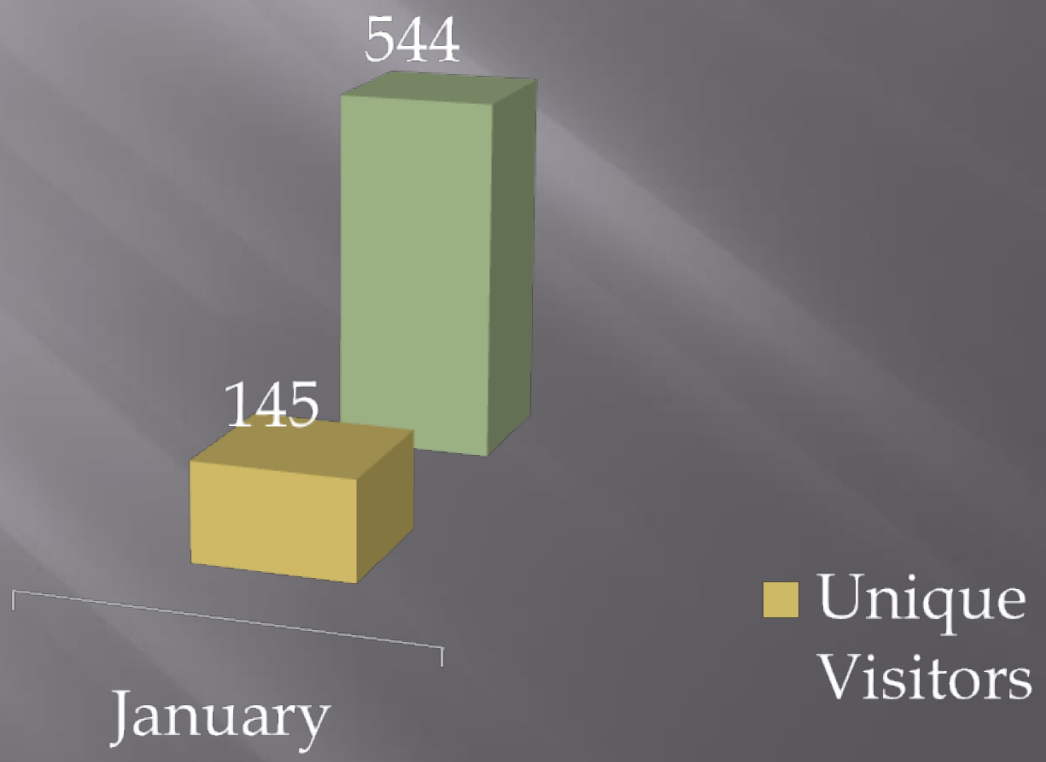
Website Stats January



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Social Media Practices

What is a FB Boost?

Liked · Following · Share · ··· · + Add a Button

SMP
owering Seniors To
ent Healthcare Fraud

Senior Medicare Patrol
@SeniorMedicarePatrol

- Home
- About
- Photos
- Events
- Reviews
- Likes
- Videos
- Join My List
- Posts
- Services
- Shop
- Groups

BATON ROUGE, LA - Attorney General Jeff Landry's national award-winning Medicaid Fraud Control Unit has arrested two South Louisiana women.

AG.STATE.LA.US

22 people reached · Boost Post

Like · Comment · Share

Senior Medicare Patrol
Published by Sonja Landry [?] · February 23 ·

** Volunteers Needed!

Help empower Seniors to prevent, detect and report healthcare fraud. Medicare loses an estimated $60 billion each year to fraud, waste and abuse. Educated seniors are our best front line of defense against Medicare fraud.

SMP is looking for volunteers to spread our important Medicare fraud prevention and education message.... See More

Volunteer

Volunteer Opportunities The SMP program provides an opportunity for seniors to step up and make an impact in the fight against fraud. The dedicated corps of SMP volunteers makes a difference. Since...

STOPMEDICAREFRAUD.ORG

5,409 people reached · View Results

Like · Comment · Share

Page Tips · See All

Write a Post to Connect With Your Page Visitors
Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.

How Do Facebook Ads Work?
Reach all the right people where they're active and engaged.

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

See All Page Tips 5

0% response rate, day or more to respond
Respond faster to turn on the badge

198 likes +40 this week

196 follows

See Pages Feed
Posts from Pages you've liked as your Page

69,146 post reach this week

Community · Chat

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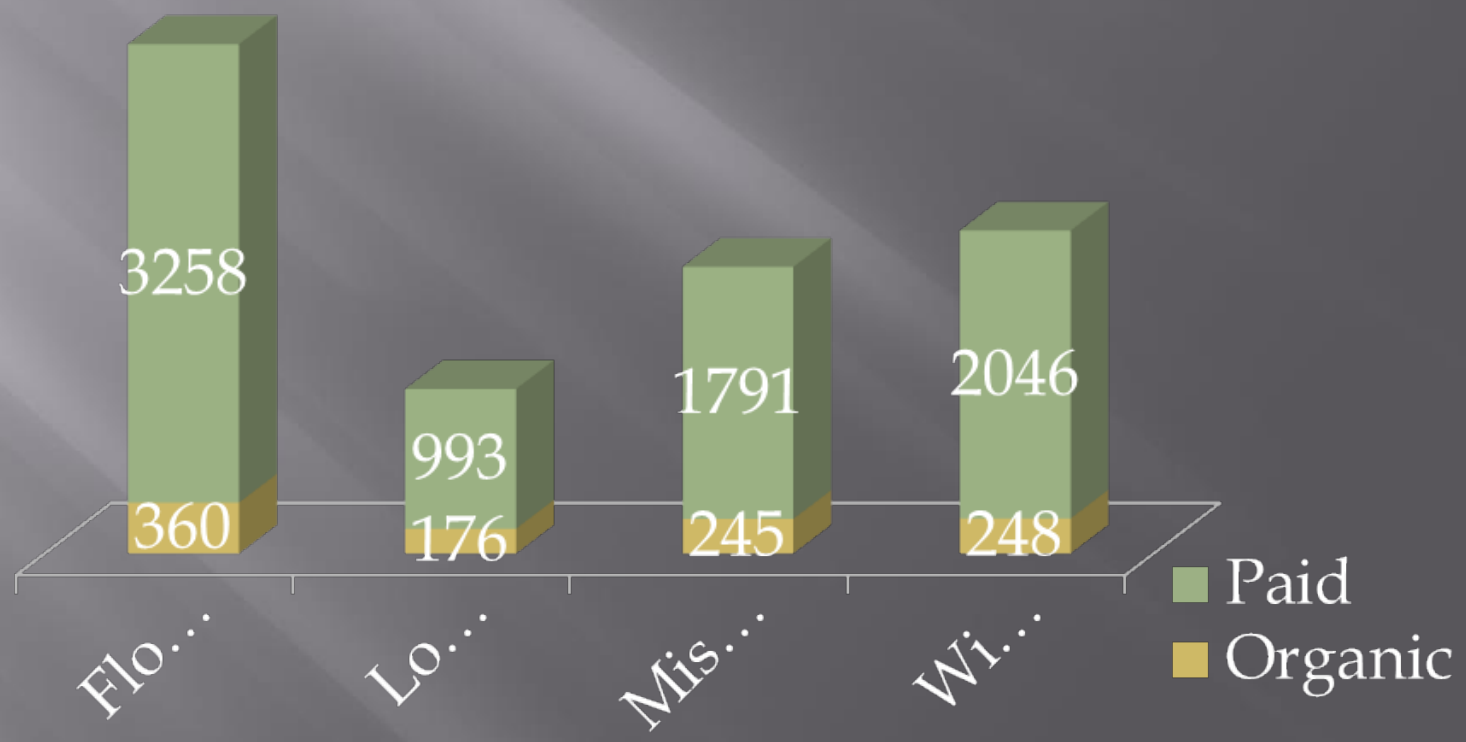
Social Media Practices

Volunteer Boost Reach



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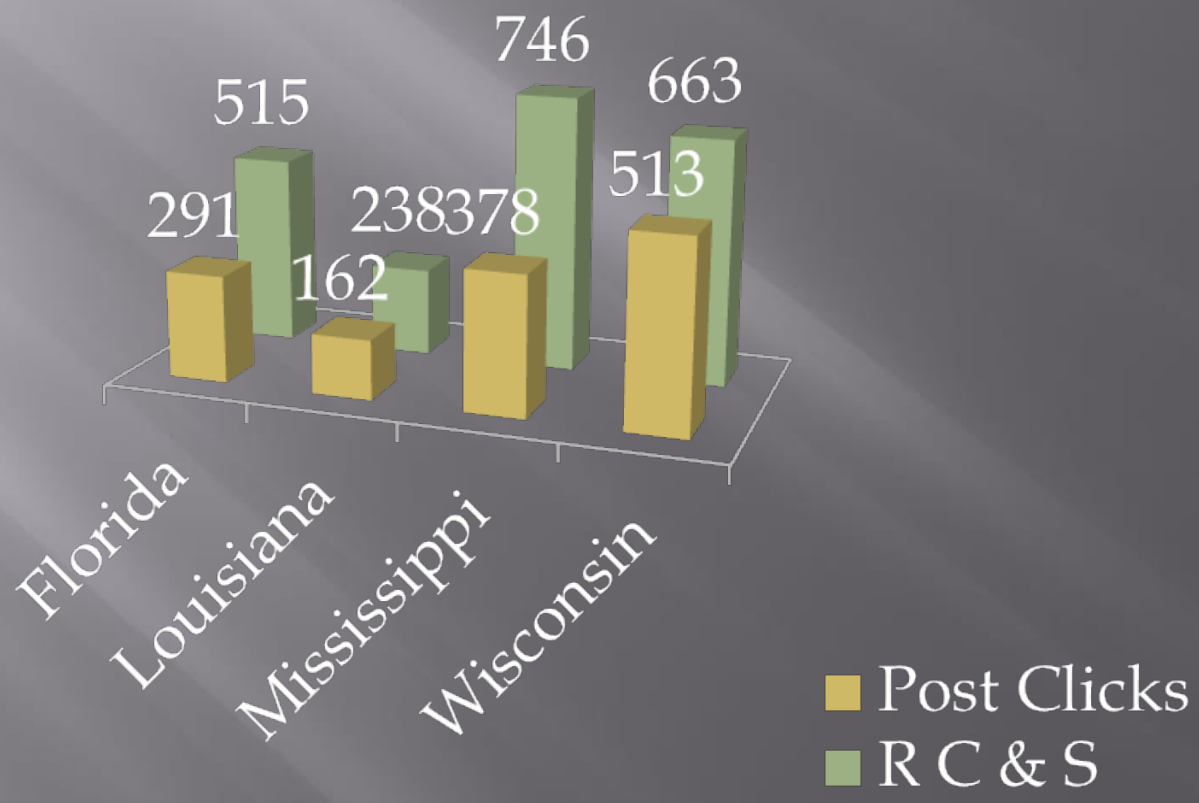
Volunteer Boost Stats



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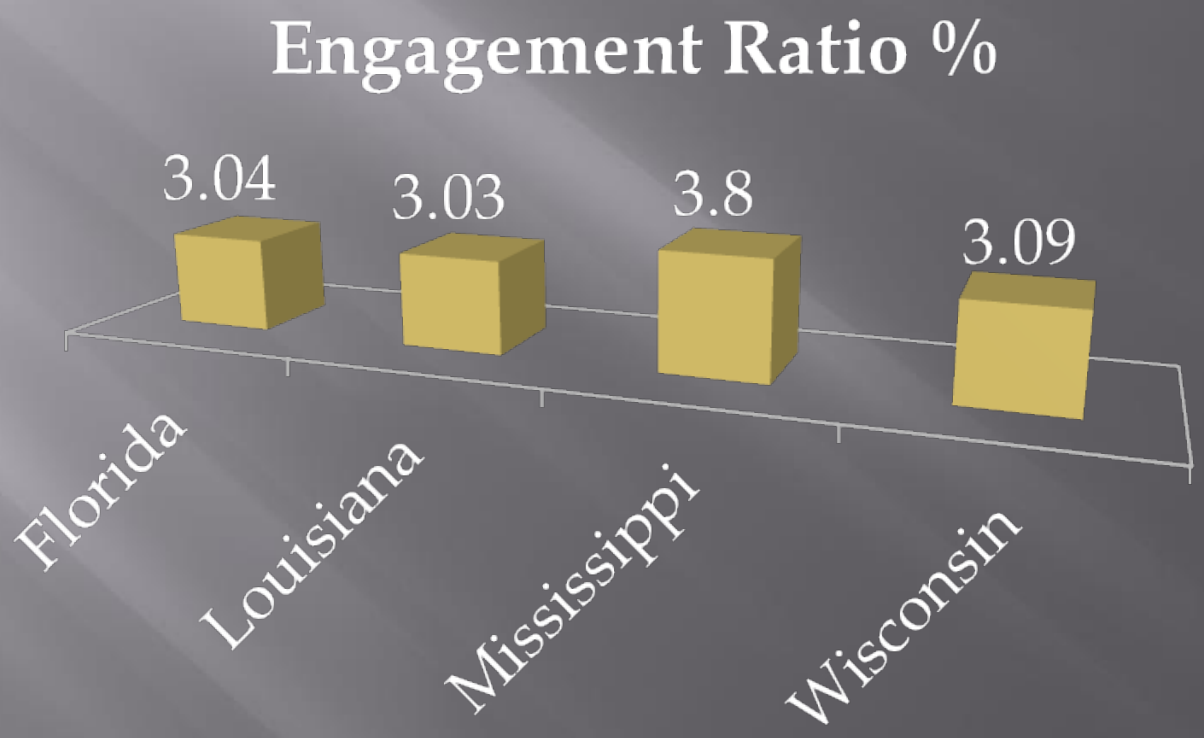
Volunteer Boost Stats



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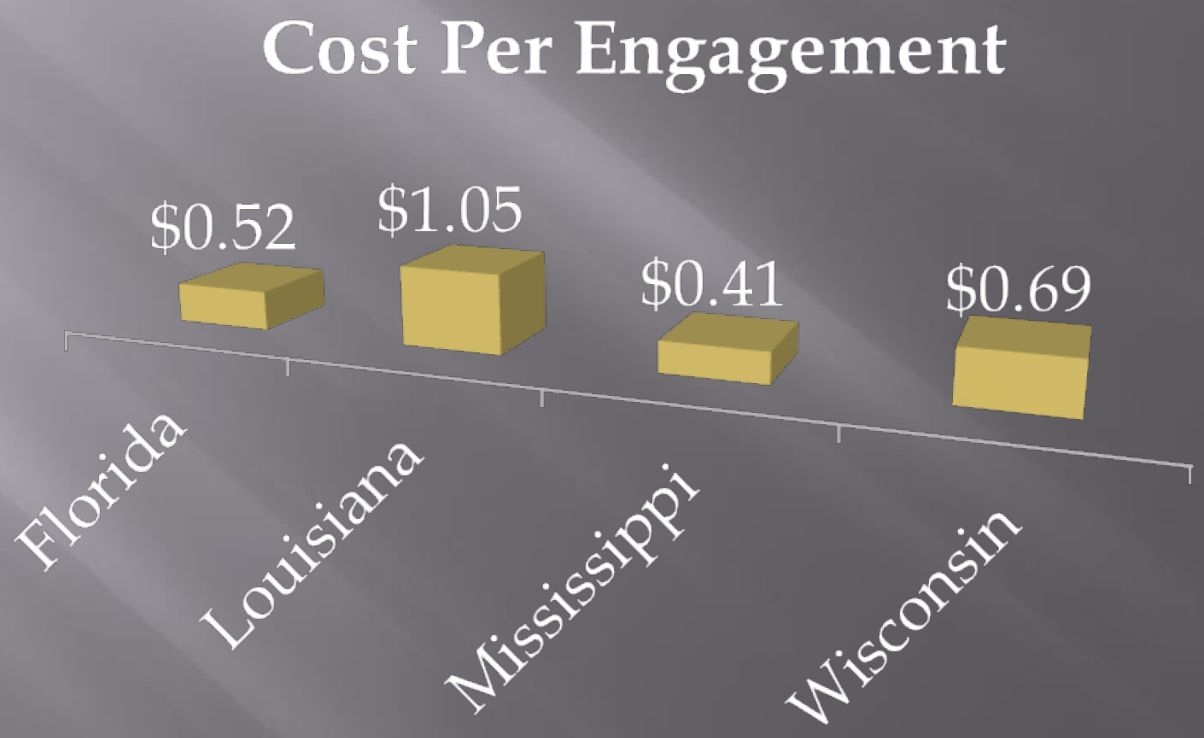
Volunteer Boost Stats



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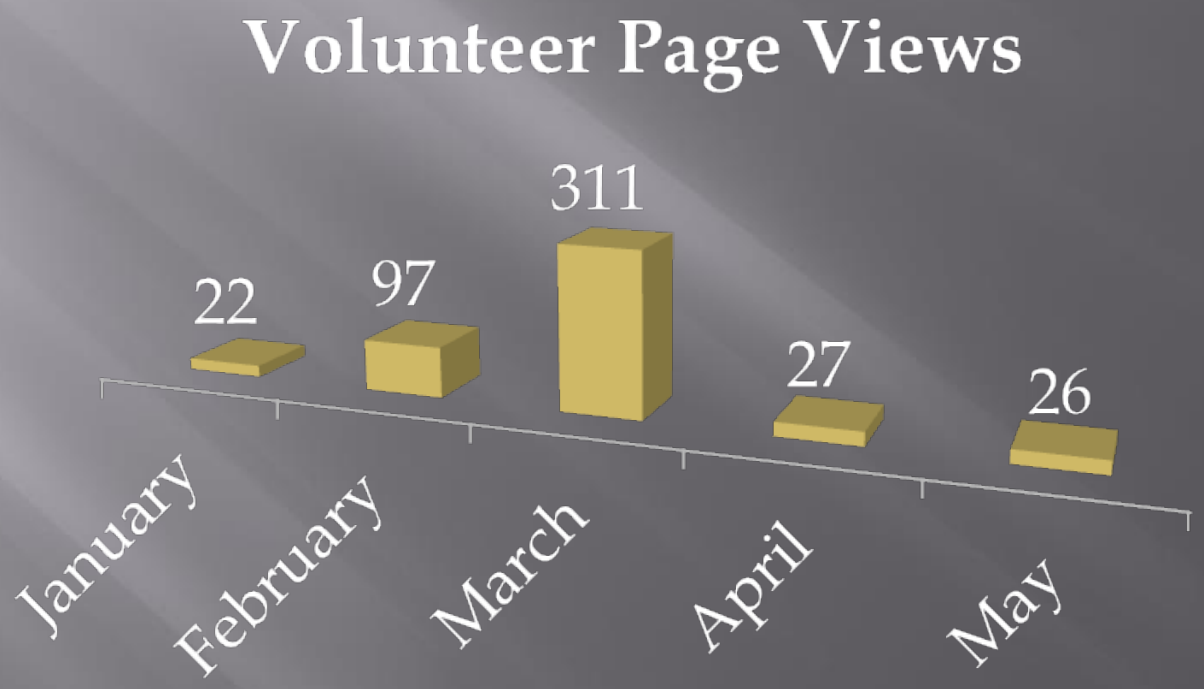
Social Media Practices

Volunteer Boost (Website)



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Social Media Practices

Hotline Scam Boost

Mississippi Senior Medicare Patrol
Create Page @Username

Home
About
Photos
Likes
Videos
Events
Posts
Services
Shop
Groups
Notes
Offers
Jobs

Promote
Manage Promotions 1

Mississippi Senior Medicare Patrol
Published by William Havins [?] · 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

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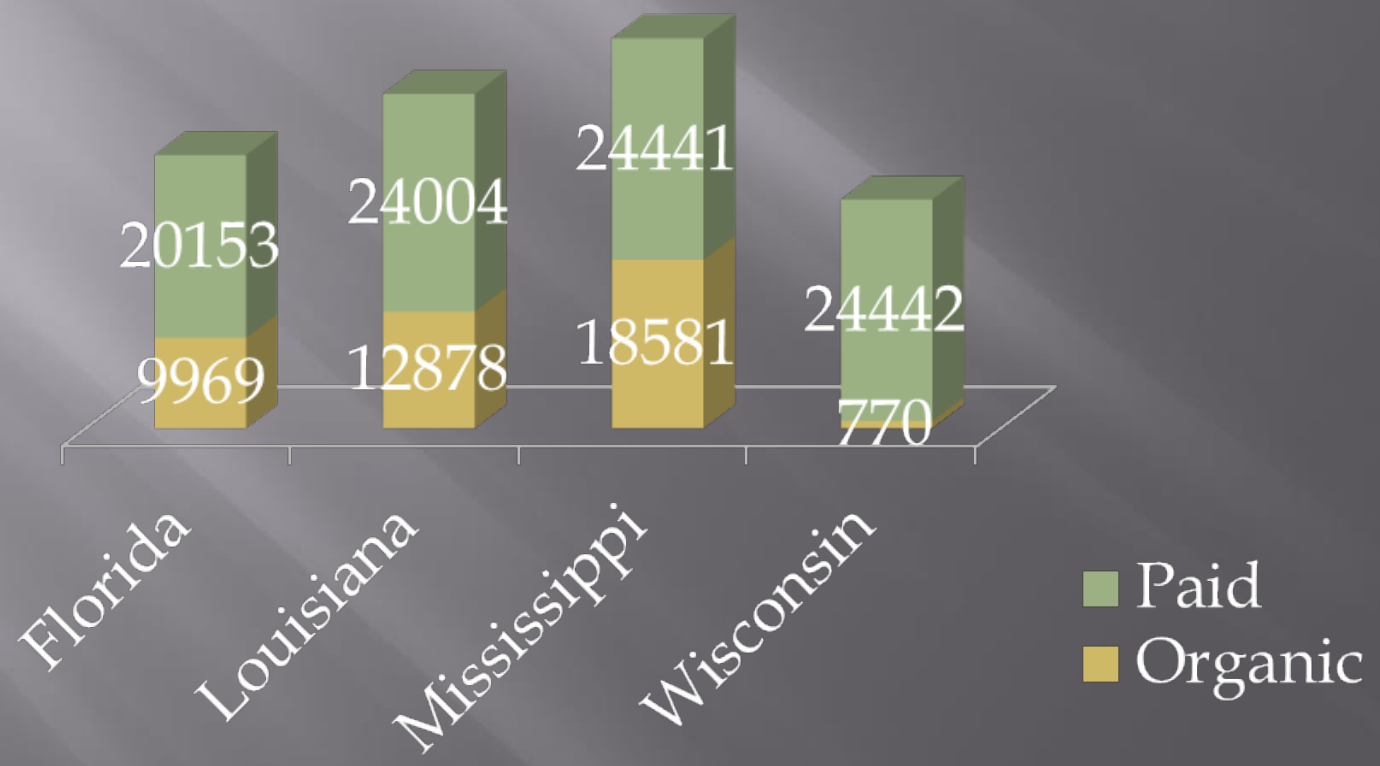
Social Media Practices

Hotline Scam Boost



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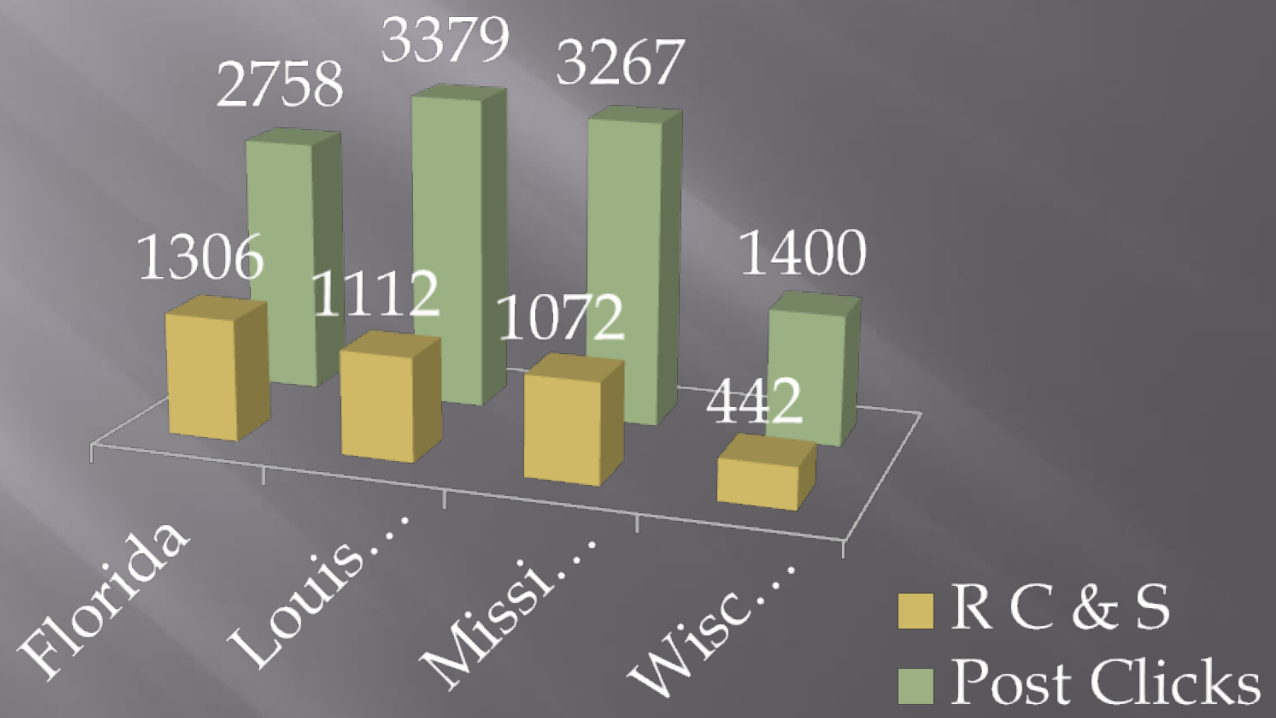
Hotline Scam Boost



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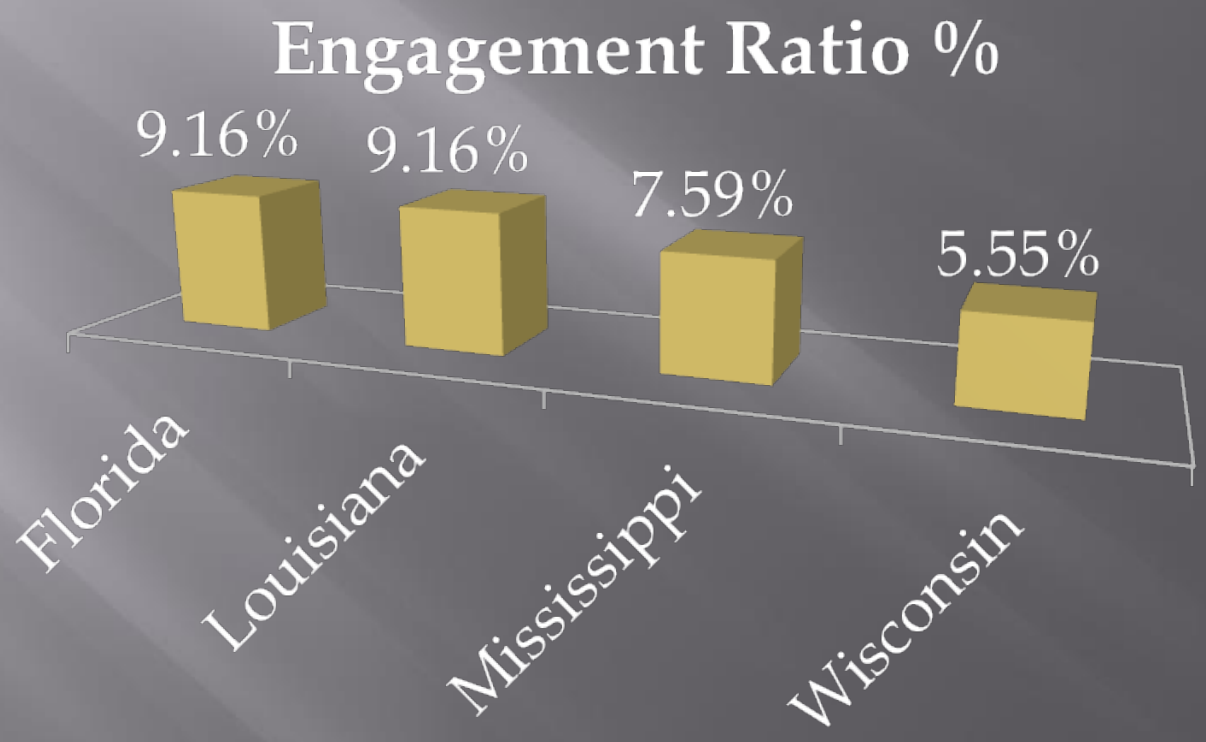
Hotline Scam Boost



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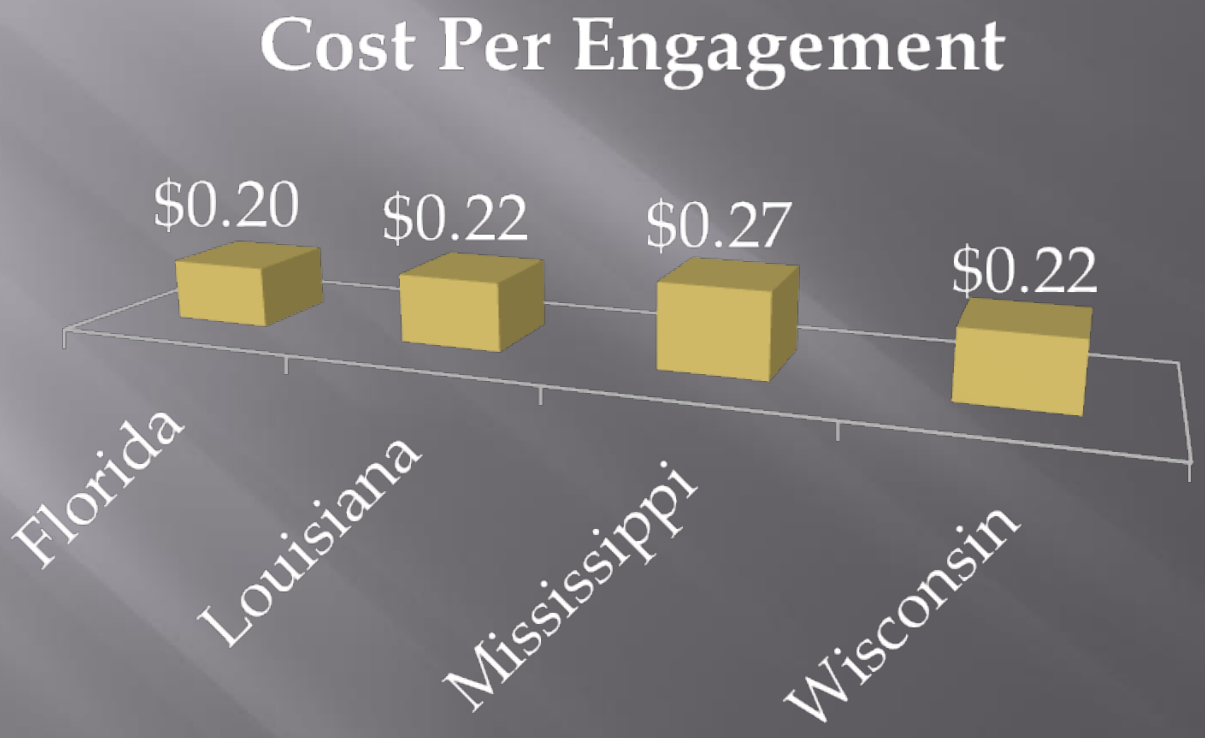
Hotline Scam Boost



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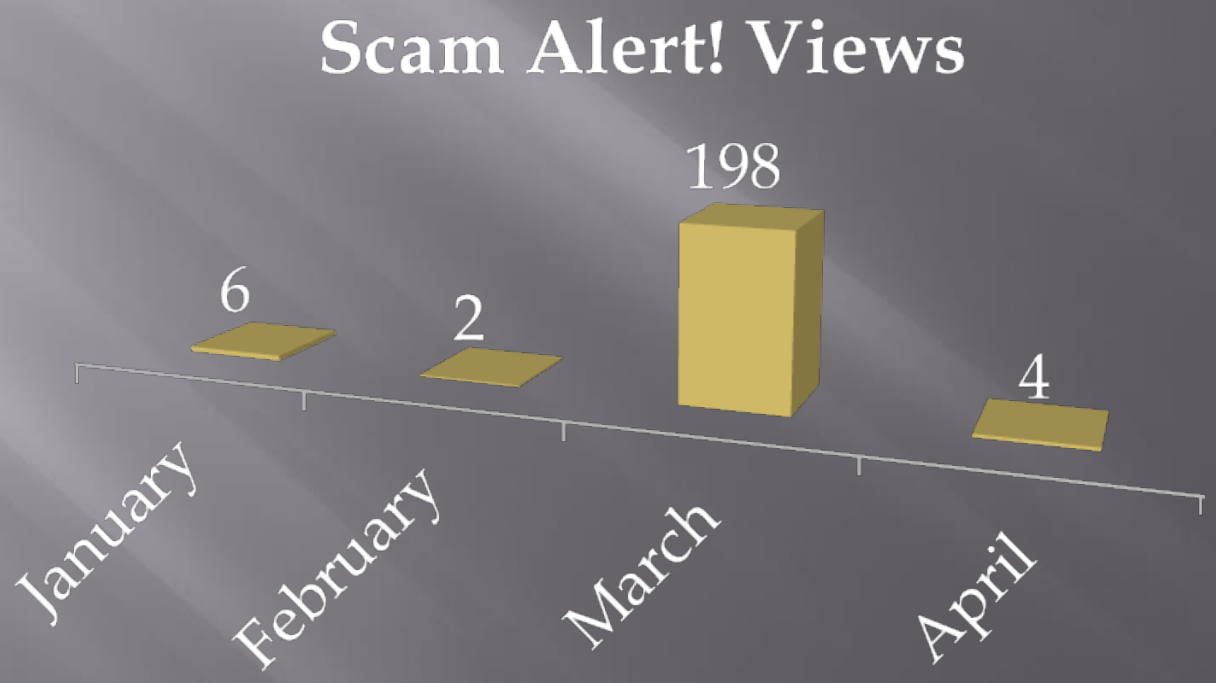
Social Media Practices

Hotline Scam (Website)



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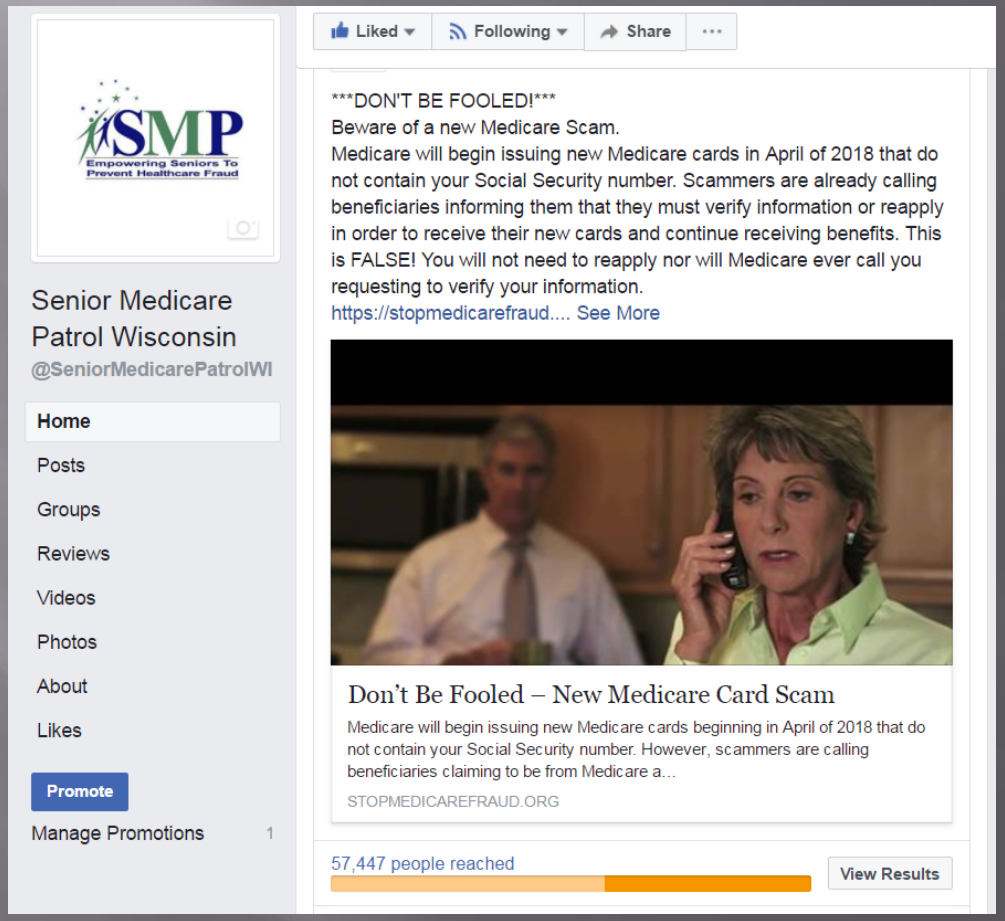
Social Media Practices

New Medicare Card Scam



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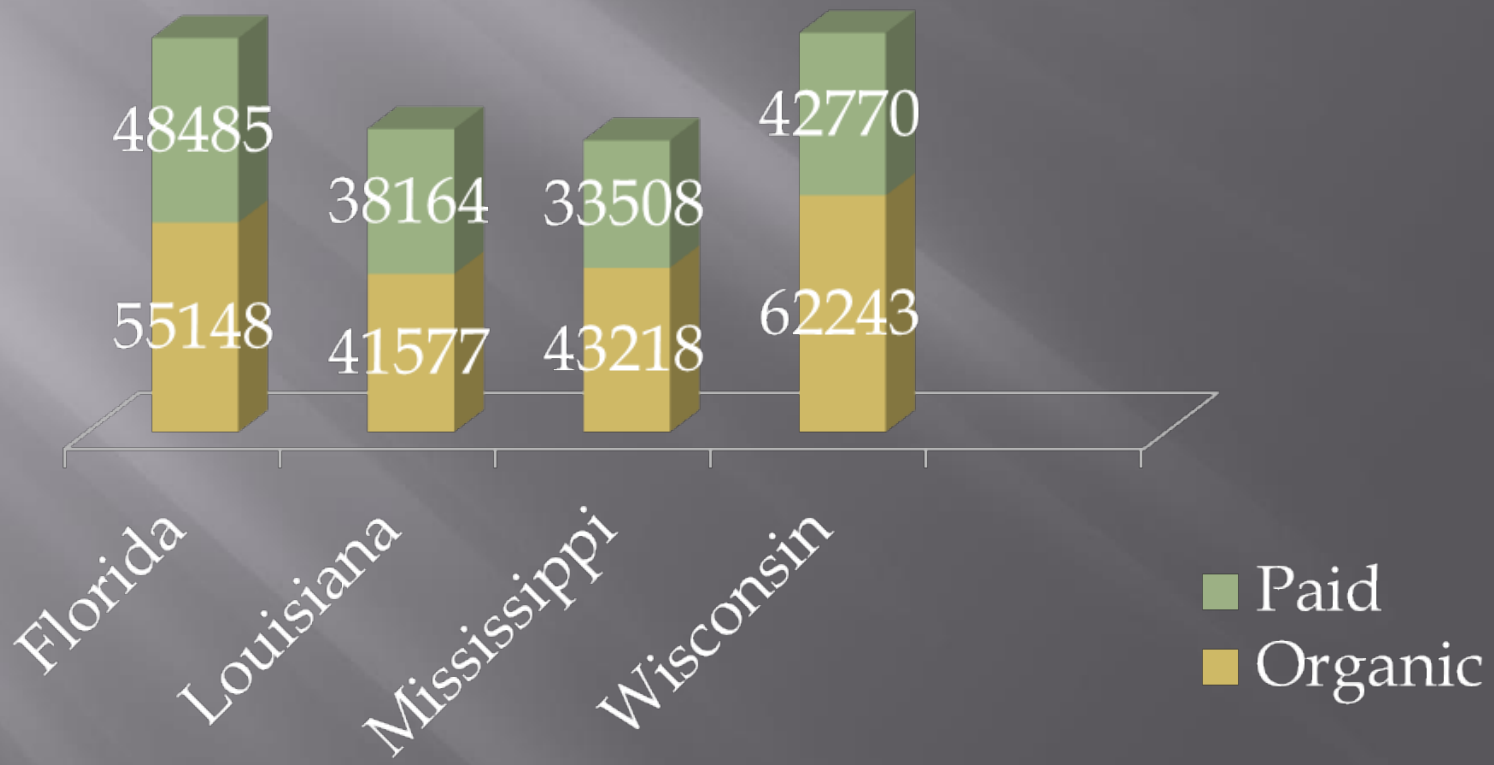
Social Media Practices

New Medicare Card Scam



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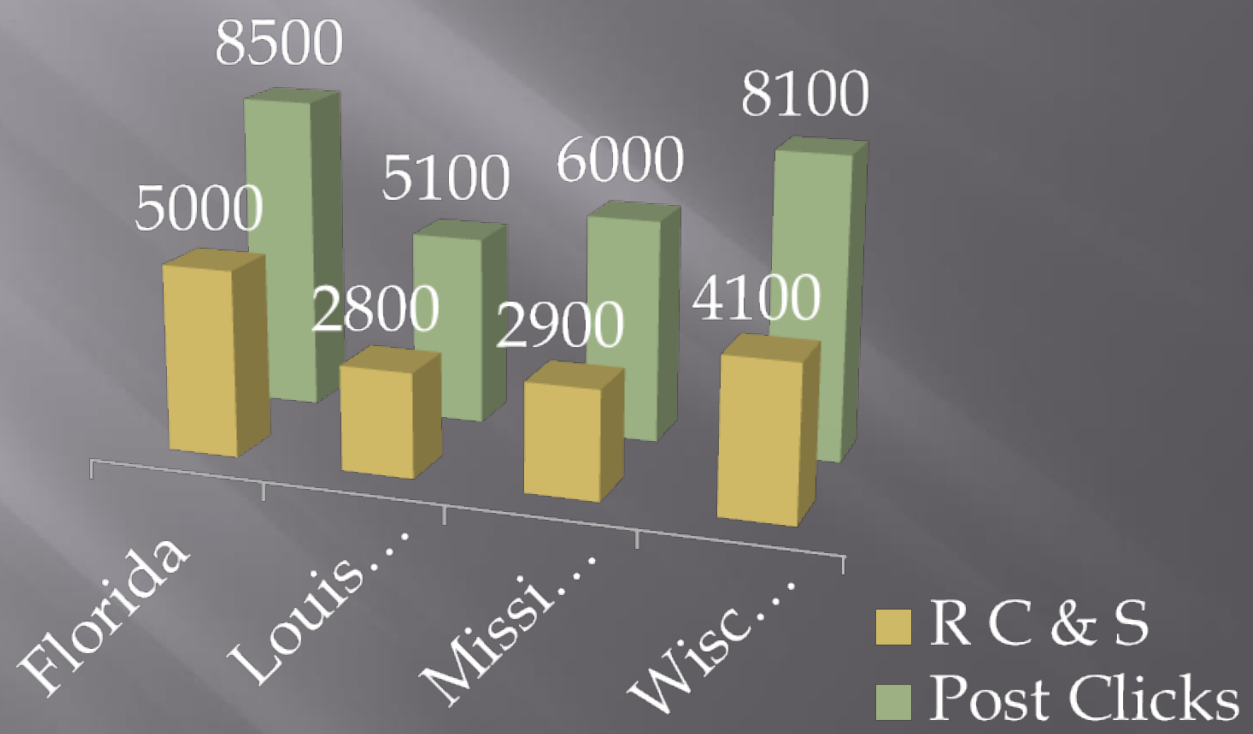
Social Media Practices

New Medicare Card Scam



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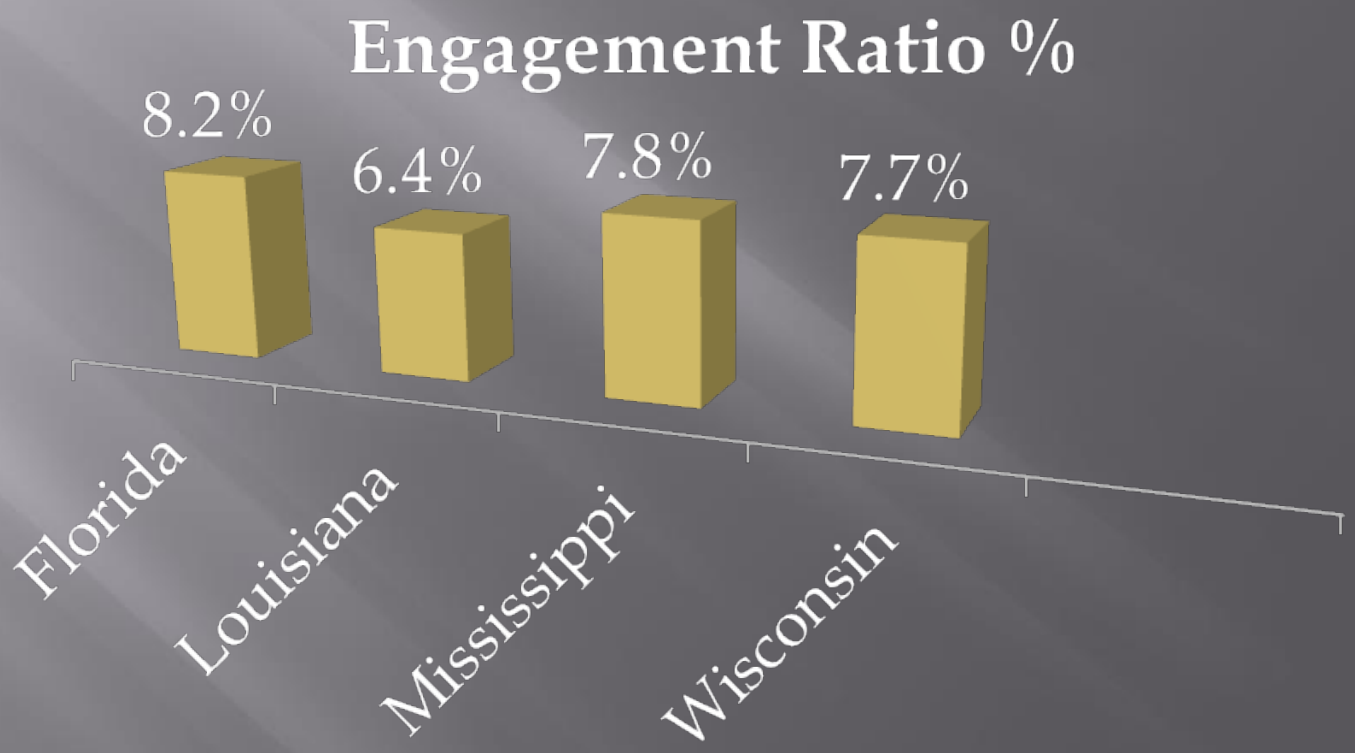
Social Media Practices

New Medicare Card Scam



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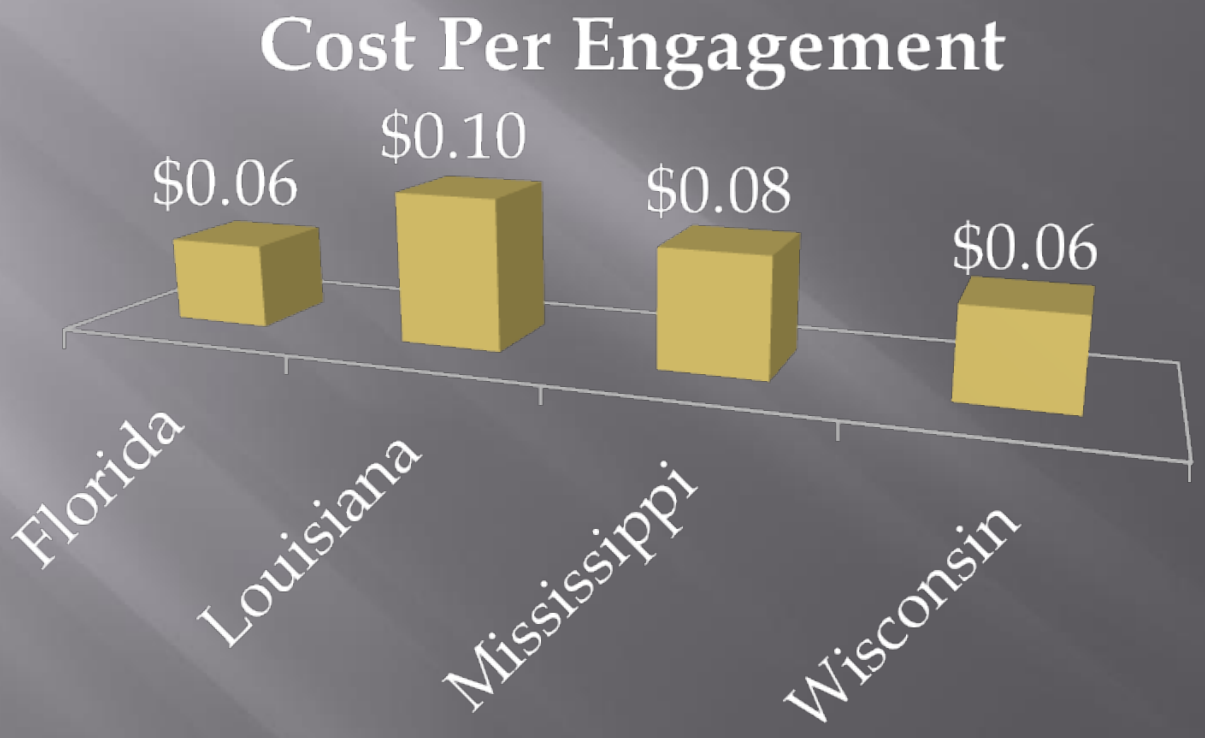
Social Media Practices

New Medicare Card Scam



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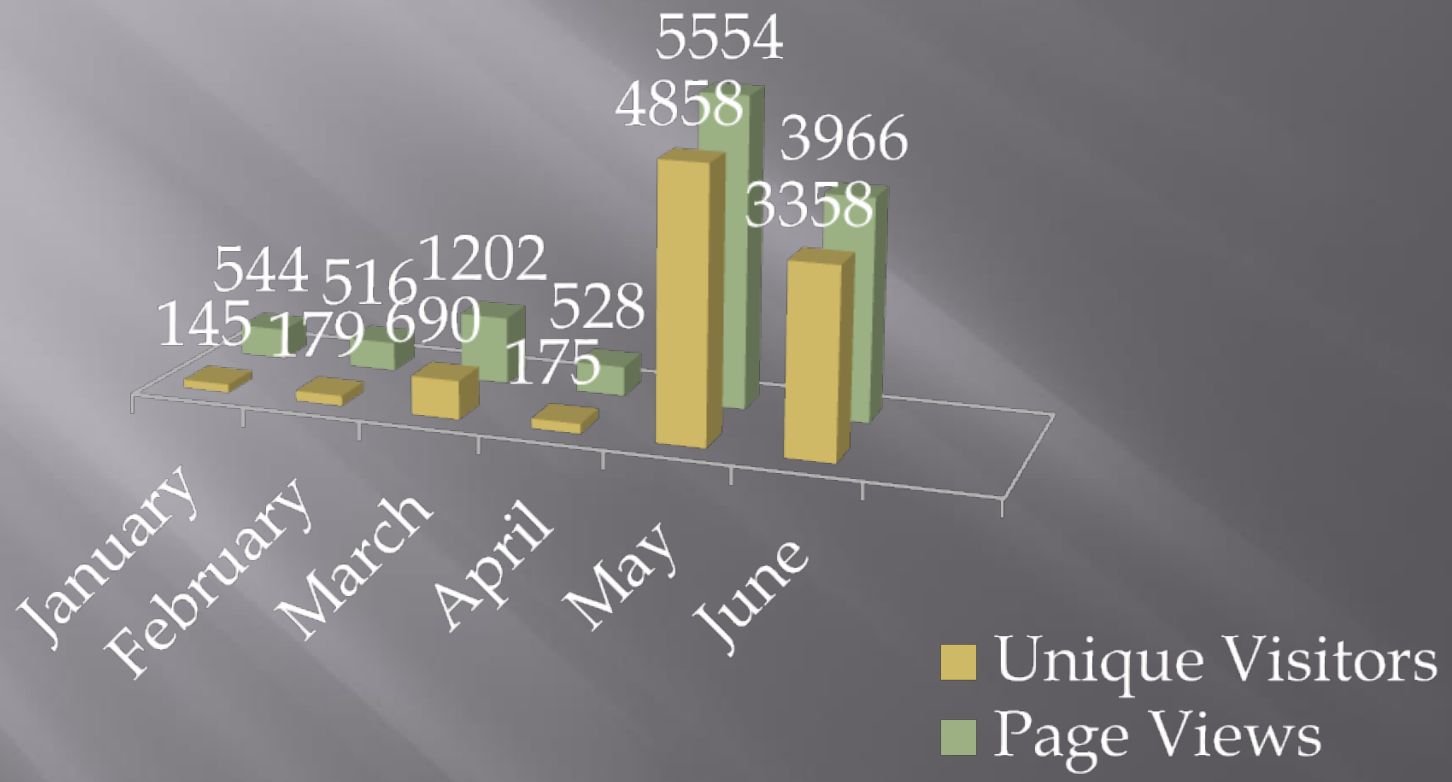
Social Media Practices

New Medicare Card Scam(Website)



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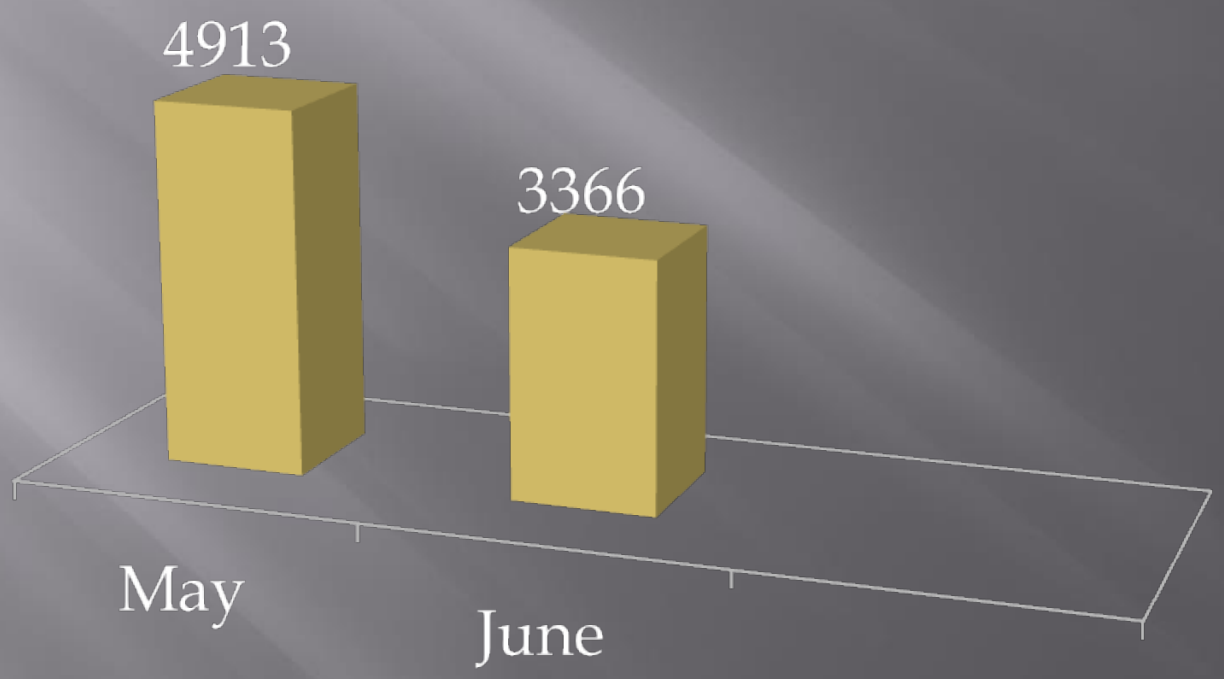
New Medicare Card Scam(Website)



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Social Media Practices

No Boosts – April

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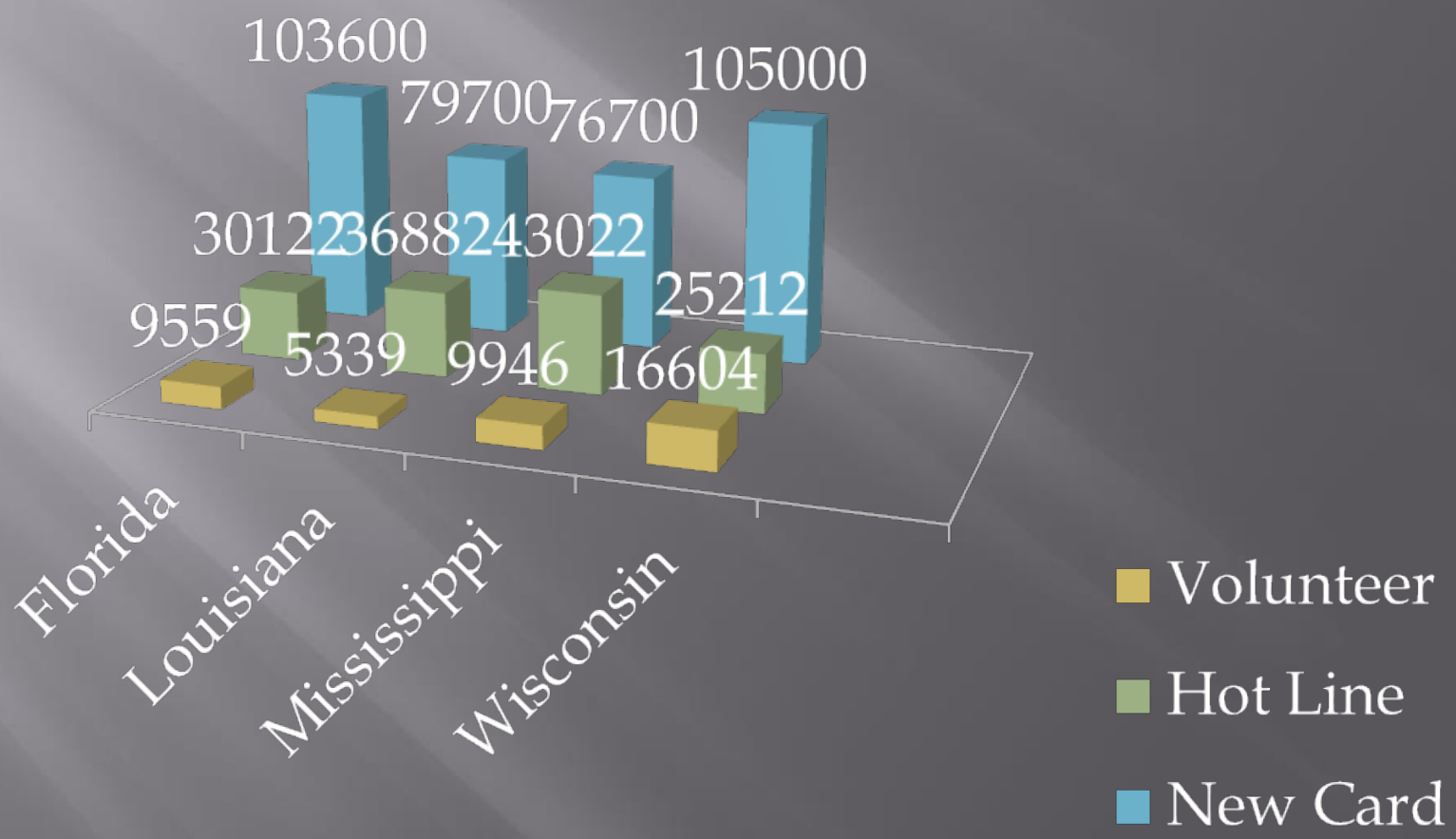
Social Media Practices

Total Reach



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Social Media Practices

How to Boost

Create a Post

- Headline
- "See More"
- Call To Action
- Image
- Video
- Link to Website

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Social Media Practices

Liked Following Share ···

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 a...

STOPMEDICAREFRAUD.ORG

57,447 people reached

View Results

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Social Media Practices

Boost Post

AUDIENCE

People you choose through targeting Edit

Location - Living In: United States: Mississippi

Age: 18 - 65+

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.

DESKTOP NEWS FEED | MOBILE NEWS FEED

Mississippi Senior Medicare Patrol Like Page

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

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

Cancel Boost

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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)

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Social Media Practices

Traditional Media vs Facebook

Press Release

FL	$135	160 papers
LA	$130	
MS	$ 75	100 papers
WI	$100	222 papers

Only state with tracking service

Social Media Practices

Traditional Media vs Facebook

Television Advertising

MS $ 2,510 86 – 30 Second Spots

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Social Media Practices

Proven Practices

Facebook Algorithm
Maximize Post Engagement
Video
Beware of Diminishing Returns

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THE STORY BEHIND OUR SOCIAL MEDIA

STRATEGIES AND LESSONS LEARNED FROM

OUR EXPERIENCES ON SOCIAL MEDIA

16-111-CL. This material has been created or produced by CLAIM with financial assistance, in whole or part, through a grant from the Administration for Community Living. Funding is administered through the Missouri Department of Insurance Financial Institutions and Professional Registration and service is provided by Primaris Foundation.

OUR SOCIAL MEDIA OBJECTIVES

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.

CLAIM
State Health Insurance Assistance Program

DEVELOPING OUR SOCIAL MEDIA

DESIGN & DEVELOPMENT PROCESS

01

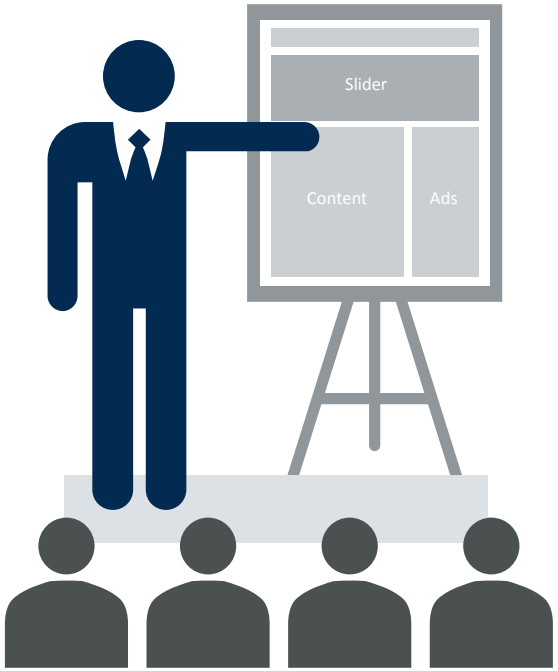
KNOW YOUR AUDIENCE

02

SET YOUR TARGET

03

EXECUTE THE PLAN



04

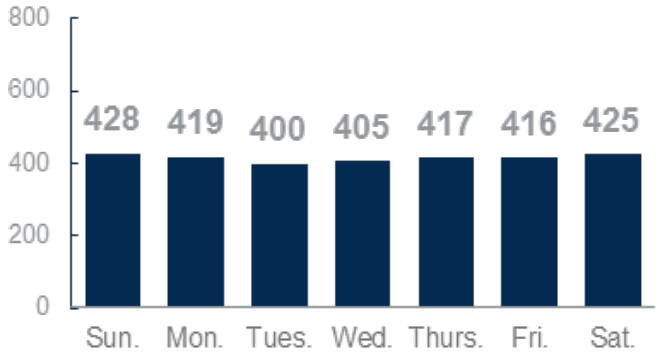
MEASURE AND REPEAT

THE DATA INSIDE
SOCIAL MEDIA

BEHIND THE NUMBERS

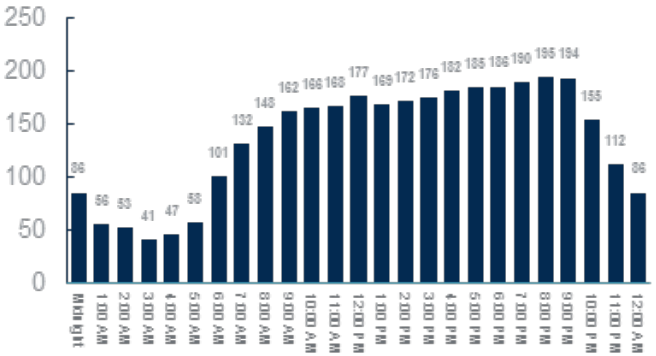
USERS ENGAGEMENT CHARTS

According to data generated from Facebook, the majority of CLAIM fans are online during the business day.



CLAIM FAN ACTIVITY BY DAYS OF THE WEEK

VS

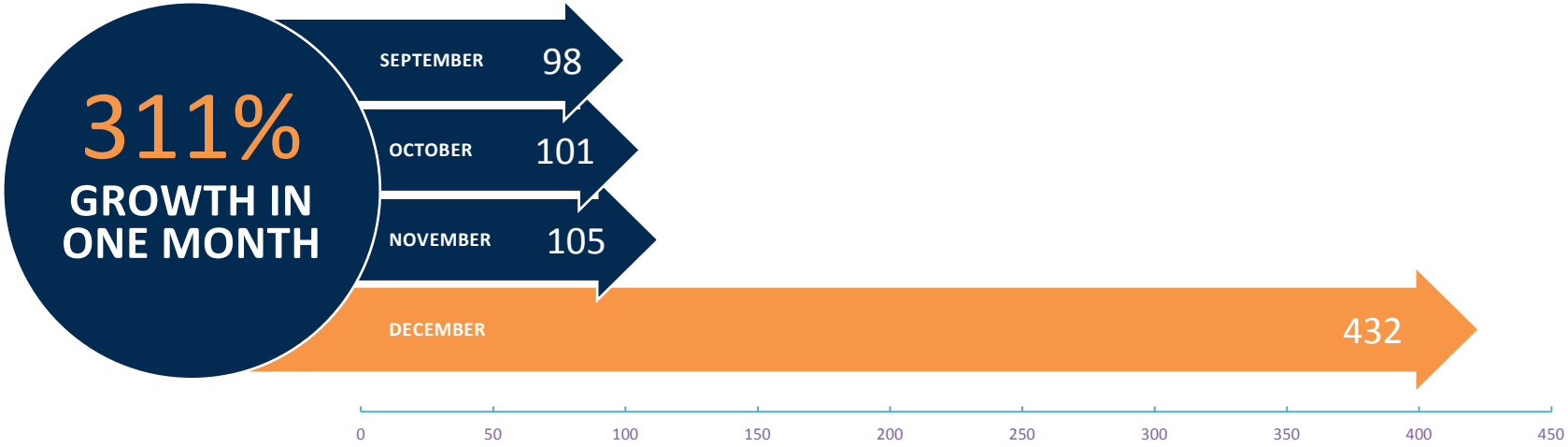


CLAIM FAN ACTIVITY BY TIME OF DAY

CLAIM
State Health Insurance Assistance Program

DRIVING REACH AND GROWTH

GROWTH RATE OVER 4 MONTHS



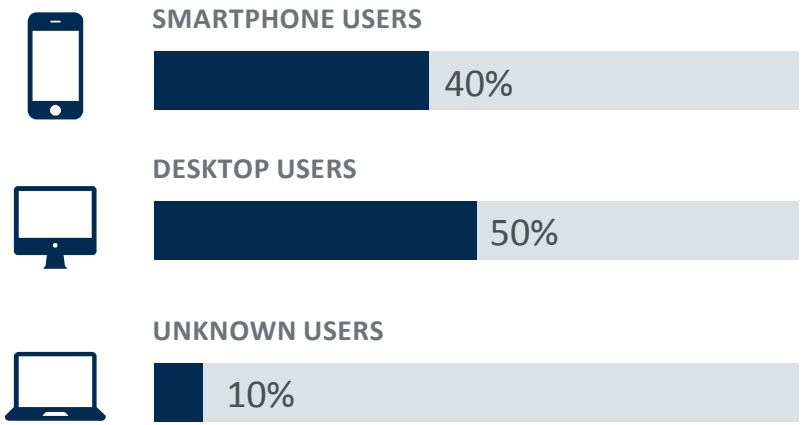
A SINGLE $500 FACEBOOK CAMPAIGN CAN HELP EXPAND REACH.

CLAIM
State Health Insurance Assistance Program

HOW ARE THEY ARRIVING?

ONLINE TRAFFIC BY DEVICES

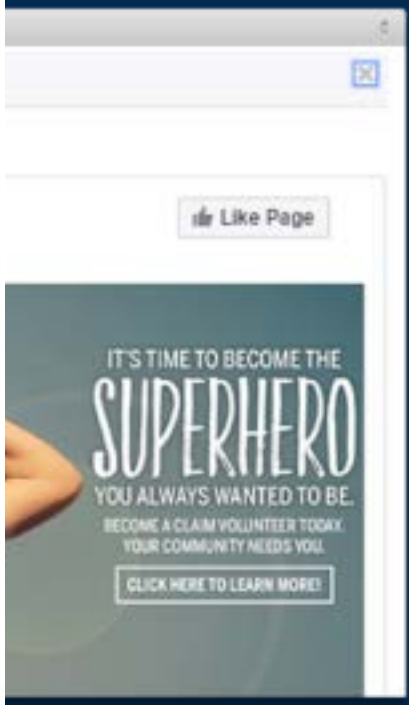
75% OF FOLLOWERS ARE WOMEN, 25% ARE MEN



77% OF OUR FOLLOWERS ARE 55 YEARS OLD OR OLDER

CLAIM
State Health Insurance Assistance Program

SOCIAL MEDIA PORTFOLIO



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.

SOCIAL MEDIA PORTFOLIO

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.

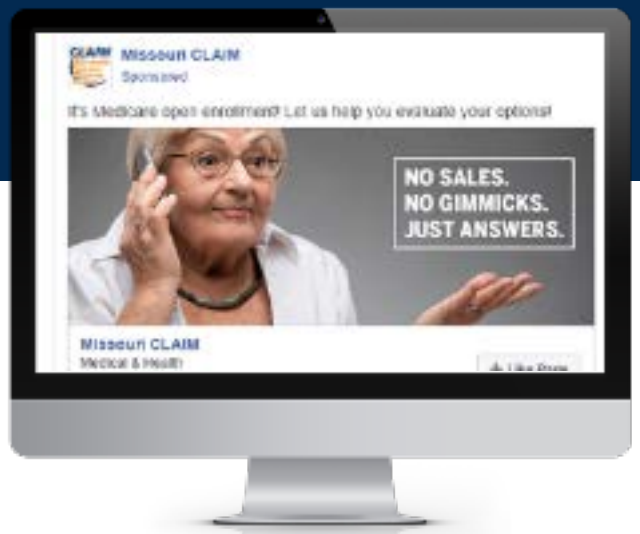
Complete Control. The fact that CLAIM owns the site makes adding and removing information less cumbersome.

Technical Support. Site hosted by vendor augments in-house expertise with advanced support.

SOCIAL MEDIA PORTFOLIO

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

$500.00
TOTAL BUDGET

OVER 4,900
PEOPLE REACHED

$1.31
PER LIKE

LIKES INCREASED BY MORE THAN **311%**

SOCIAL MEDIA PORTFOLIO

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.

7,328
PEOPLE REACHED

$500.00
TOTAL BUDGET

417
NEW PAGE LIKES

$1.20
PER LIKE

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

ncoa
Center for Benefits Access

The Third Time's the Charm: 3 Examples of Using Paid Facebook Advertising to Reach Older Adults

2017 SMP/SHIP National Conference

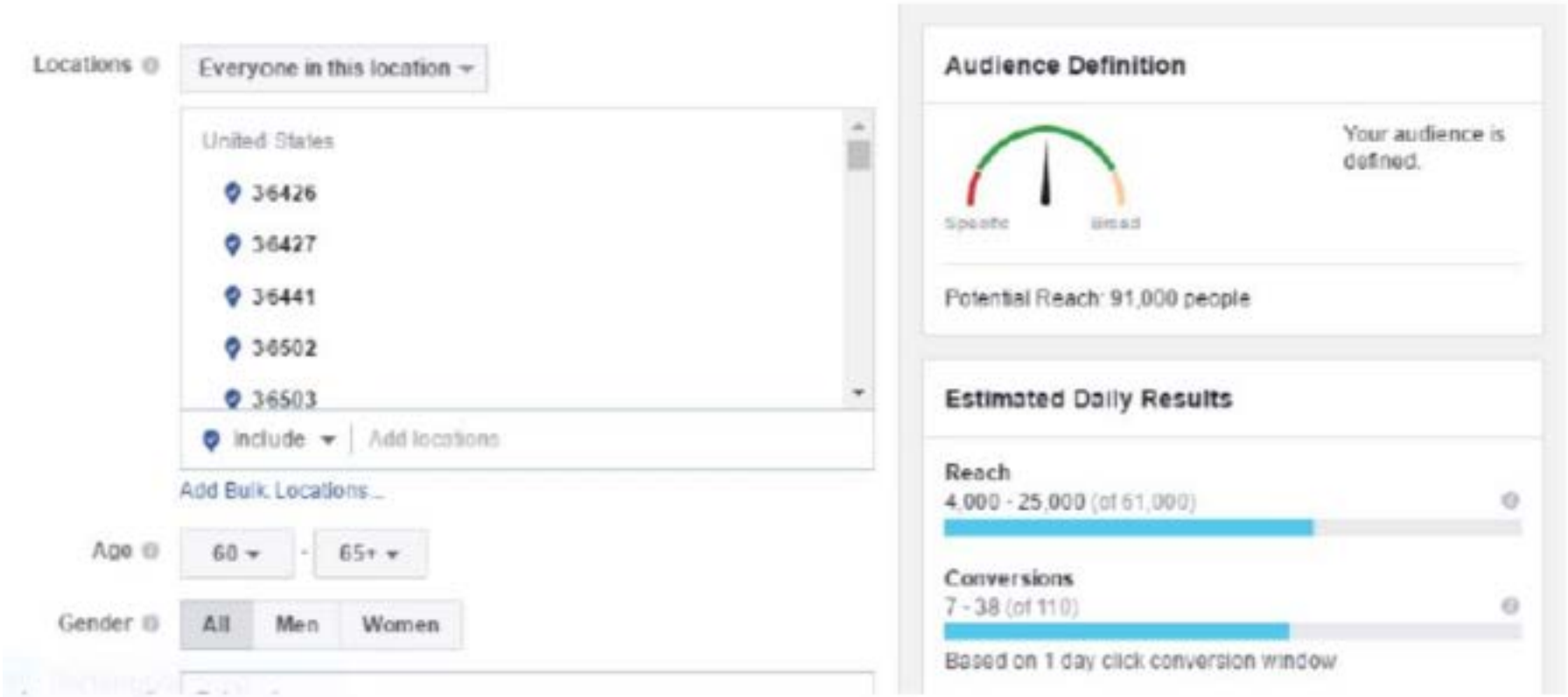
NCOA's Social Media Outreach Goals

- 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

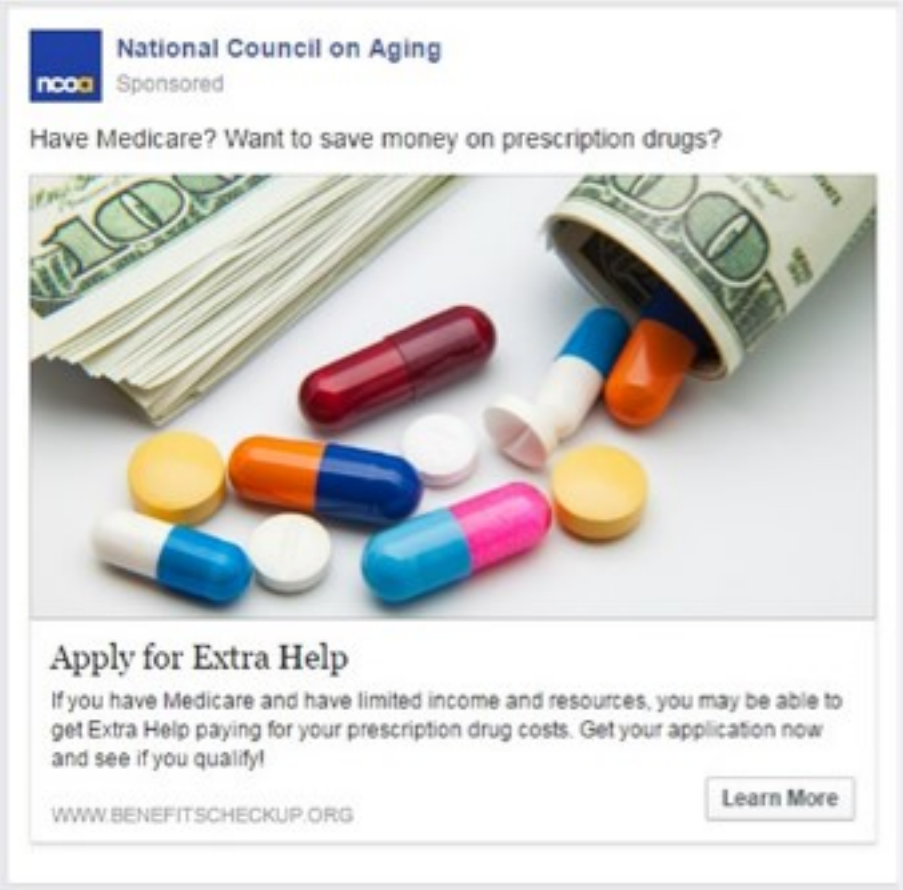
Background on Facebook Ads

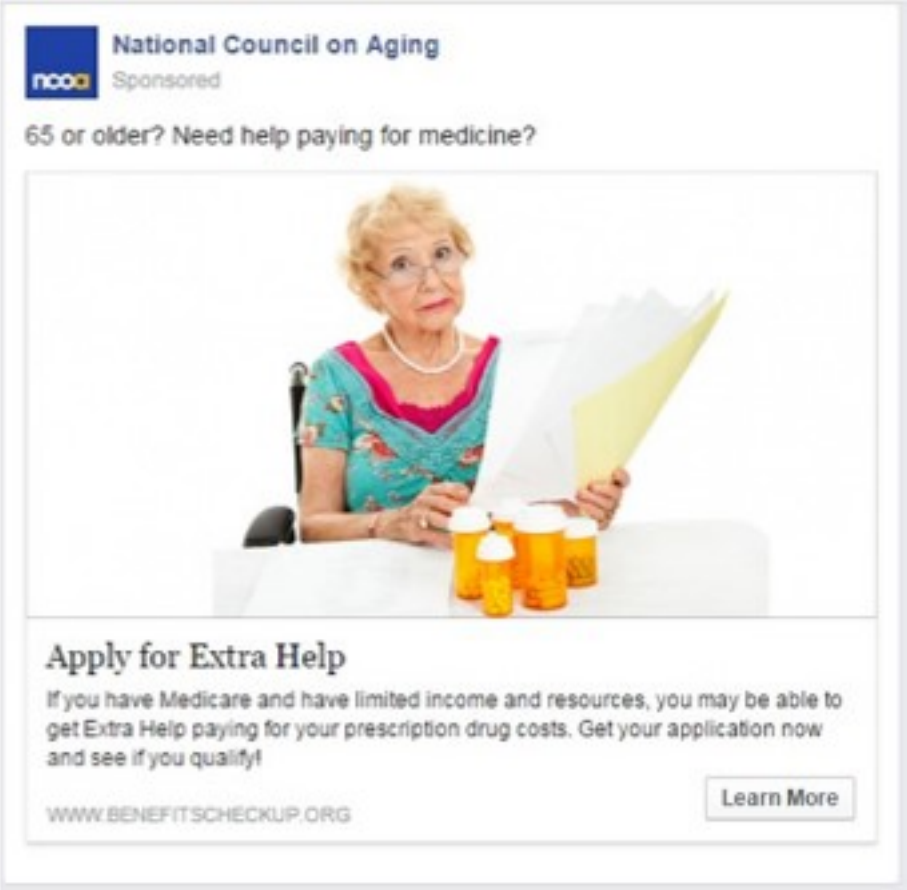


Effort #1 (2015)

- 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