



Using Social Media to Amplify Outreach and Enrollment Efforts

Connecting Kids to Coverage National Campaign

Webinar Transcript May 8, 2013

Donna Cohen Ross: Good afternoon everyone, and welcome. This is Donna Cohen Ross with the Center on Medicaid and CHIP Services. We are really happy to have everyone online today for Part 2 of our Media Outreach Webinars. Hopefully many of you joined us for Part 1 where we talked about some traditional media strategies, and today I know everyone is very excited especially me, I feel like I have a lot to learn. We are going to focus on social media, a rapidly growing and changing environment that has the potential to help you reach out to partners, to the media, to your communities. And what I'm told is, you not only get to tell people what you want them to know, but they get to talk back to you. So that is going to be a really helpful set of strategies that we're going to learn about today. We have some guests who you'll hear from later. To get us started, I'm going to hand it over to Sandy and she is going to get us oriented and moving right along. So thanks Sandy.

Sandy Won: Thanks Donna. Just a couple of quick housekeeping items on questions. We have a bunch of you on the phone with us today and we hope you and encourage you to ask a lot of questions during this webinar. We will have a question and answer portion two times during this presentation, but you can submit your questions any time you'd like by typing in the question box in your control panel on the right side of your screen. So we will be compiling these questions and we will moderate a Q&A. So please ask as many as you can get in there. We have a lot of great speakers today, and I think in a space like social media the more you can share and talk about what you've been doing and what's been challenging and what's been really working, it is a great opportunity for everyone to learn from each other. So we really encourage you to participate as much as you can. And with that, I'm going to hand it over to Jen Krupey. She is a Senior Vice President here at GMMB and heads up some of our digital engagement work. So she is going to walk through some of the social media strategies that we want to share with you today.



Jennifer Krupey: Hi everyone. So like Sandy said, I really hope that and encourage that you ask questions during the Q&A sections of this presentation. But what we are really going to do, and my goal for this presentation, is to have all of you walk away feeling a lot more comfortable with social media and really how you can use this in your work to help get kids covered. So we are going to talk a little bit about how the media landscape has changed to incorporate and really requires folks to play in the digital space. And then we are going to walk you through some of the larger channels. Not all of them, because unfortunately we don't have enough time to go through every social media or digital media channel, but just some of the biggies. And then we are going to provide you with some tips for engagement that really cross cut all channels. So some of the things that we're going to share with you today are really about how you can better engage on every single social media channel. So let's dive into the crux of it, which is how the media landscape has really changed over the course of the last, I would say, five to six years. So in the past, you know, when we were doing this work years ago, ten years ago and a lot longer probably for some of you on the phone, we were really using four ways to connect with folks. It was television, it was placing ads in newspapers or radio, and in a lot of ways it was really using telephones, to pick up the phone and call folks. And today, while we might have those same channels, there are a ton of other avenues for us to not only reach out to folks but then to engage and have them dialog with us on a regular basis. And as I said earlier, there are tons of channels. While we are not going to have a chance to get into all of them, they do exist, and it is important that everyone take time to understand what all of them have and what they can bring to the table. So I get this question a lot, which is, you know, who is on social media and who is really paying attention to what is happening on Facebook and Twitter? And the answer is, everybody. It is not just for the young, where it might have been maybe five to six years ago, but increasingly more and more Americans are turning to digital media to engage. And this particular graph is from three years ago, and so you can only imagine what the stats look like today. But it is important to note that it is not just 18-24 year olds, it is also the 55 and overs who are starting to play in the space because they want to get pictures of their grandkids on Facebook, and it is because it is where their kids are actually sharing a lot of their information. So it is not just for the young anymore, it really is for all ages and all those folks who are uninsured. When we talk about social media in particular, which is what we are going to focus on today, there are a lot of channels and I think that the percentage of folks who are actually interested in those channels definitely



varies. What we have tried to do is give you a little flavor, and so just really quickly on these channels. Facebook is obviously the gorilla, over a billion mostly active users. Women typically are on this channel, 18-29 year olds obviously over-index significantly. Twitter is a real time information network, you might have heard folks talk about tweeting, re-tweeting, we are going to talk a little bit about that today as well. But still a major player, primarily when it comes to influentials and policy makers and folks who are reading the news. People in my office used to laugh when I talked about how I only got my news from Twitter, and more and more that is the case across the board for everyone. And the reason for that is because people tend to turn to social media and follow people who are similar to them. And so if I am interested in healthcare or policy news or the weather, I am going to follow people who are going to share those similar interests, and I am going to learn about what they are following, what they are tweeting about and what they're sharing. And so Twitter has become a bigger player in the space, and we are going to talk about how you can use that tool later. The last three channels on this list – Pinterest, Instagram, and Tumblr – we're not going to focus on, but I did want to spend a little bit of time talking about what they are. Because some of you have actually asked about that. So we will start with Pinterest. This is really, it's a content sharing service that allows users to "pin" content that they like. Again, very popular with women, moms, who love to share recipes and clothing and fashion and all that good stuff. We started to see other organizations and nonprofits use this to share their ads or to maybe gather information, but it hasn't become in our opinion a major player in this space that we're in right now. I'm not convinced that policy makers, in part because there isn't a lot of research that shows policy makers or the uninsured are going to use it to gather healthcare specific information. Instagram is a photo sharing mobile app that allows you to take a picture on your cell phone, apply a fun filter to make you look like a wonderful photographer, and then share it with people who might be following you or might be interested in the same topic. Again, not, while it's a great tool and a lot of folks love it, I don't think it has a place in the work that we're trying to accomplish for you all. And then Tumblr lastly. It is a very interesting tool, it actually started to rise in popularity especially with millennials. It is essentially a blogging platform. So you might have heard of tools like WordPress or Blogger, and these are all platforms that enable people to get their content out. And Tumblr is really again popular with younger folks because it's really simple and seamless to share information, but some organizations actually use it to supplement or replace their existing websites. I'm not suggesting that for you all, again it is a tool that is



popular among younger adults, [inaudible] ...it is worth spending time on when there are larger platforms like Facebook, Twitter and YouTube that might serve our purposes a little bit better. So this is really meant to show you that people are accessing not only social media on their PCs or their desktops but that they are really starting to use mobile, or have been using mobile, as a way to spend time on and access social networks.

And so mobile has become a very important player in expanding the use of social media. And why is this important for you all? I think it is particularly important because you want to make sure that your sites are mobile friendly, right? So whatever content you are putting out, whatever you are sharing, just take a look at it on a mobile device or on your iPad and see what exactly it looks like. Because again, people are accessing information from Facebook to websites to email, you know, what does it look like on a mobile device? It's worth taking a look at. This speaks to the comment I made earlier, which is about, where folks are getting their news. Again, while folks are obviously turning to New York Times and WashingtonPost.com to access news information, they are also going to other places, to alternative news sites like Huffington Post.

And again, social media channels, you look at the next two, the third and fourth graphs on this line chart here, Facebook and Twitter are becoming major players in the space and that is because a lot of news partners or news outlets are actually building their platforms into these social channels so that they can become more popular among younger and older audiences. Next we're going to talk a little bit about health and how it relates to online. And as you see here, health is still dominating what is being searched for online. Often times when you ask folks or when people build these types of surveys, they are trying to get a sense of, what are people looking for online constantly. So this is talking about as it relates to health-specific searches, what are people looking for. Obviously, disease specific and medical conditions are the big drivers, but then you start to look at health insurance, including private insurance or Medicare and Medicaid. People are looking for information online about these things, and so you want to make sure your organizations have a presence, especially in your local market so that when someone in Oregon or in Washington is typing in "Oregon Health Care" or "Health Insurance" that your organization is bubbling up in the natural search. And that means on Google. And if they're not, maybe considering supplementing that with some pay-per-click advertising. All right. So now we're going to dive into some specific channels. So let's talk a little bit about Facebook. So as I mentioned earlier, it is the largest social network with



more than 1.1 billion monthly active users. And so what does that mean? That means people who are going in and actually using this channel. Why are they on Facebook? I think, I'm hoping the majority of you understand why, because they want to stay connected with friends, connect with their families, other like minded individuals, people they went to high school with, people that they work with, they want to discover what else is going on in the world. So again they are accessing news from that chart I showed you earlier. They are also getting information from advertisers and they are seeing messages from friends about topics that they might be interested in. At the end of the day I think it's important to note that people are spending a lot of time on Facebook. Now I'm not suggesting that they are doing health related searches on Facebook, but they're being exposed to messages that are relevant and are meaningful to them. And they are being referred to things by their friends, colleagues, or other folks that they're following on Facebook. They are also updating things. So some of the popular actions include updating their status, liking content, sharing photos is a very big thing. We're going to talk a little bit later about some of the best practices but the reason why I wanted to share some of these popular actions with you is because as you're thinking about what to post or the types of content to develop, you want to think about what is going to get people to take an action and engage with your organization. So, you know, if you are including a photo, is it compelling. If you are talking about a message or a press release, how are you framing the article so that people want to actually share your content, so it is actually share worthy as they say. One last thing on tagging others. One of the features that Facebook allows you to do with photos is to tag not only individuals but when you're writing your copy in Facebook it allows you to tag other organizations as well. And we're going to talk a little more about that later, but again, think about that as you're developing content. Next is Twitter. So I mentioned this earlier, but Twitter is a real time information network. I think the key here is that in real time folks are going to Twitter to look at the latest stories, opinions, ideas, they are using it more and more to search about what's popular and what's "trending" in the moment. We are seeing a lot more influencers, healthcare folks, on this channel. And it's not just because they are talking about or trying to access information about where to go for enrollment, but they are sharing information about articles or statistics or maybe it is events that are coming up. So again you want to make sure that you're covered here, and we think this has a lot of potential to connect folks with partners and other people in their markets. In terms of who's on, we're seeing a lot more adults who are spending time on Twitter, again it's not just for young Gen X or



even Gen Y-ers. African-Americans over-index on Twitter, and folks really in those urban and suburban areas, as I imagine the folks that we're trying to go after, in a lot of cases are on Twitter. So YouTube. YouTube is the largest video sharing website. People can upload, view, share, comment on originally created videos. It is pretty amazing that 72 hours of video content are uploaded to YouTube every minute. That is a lot of video content. I think what's even more important about YouTube is that today it is the number two search engine in the world, which means that people aren't just going to YouTube to see what's popping on the homepage. They are going there to search for things and to find information. So from do-it-yourself videos for your home to information on how to install something in your car to how do I do something on my computer. People are going to YouTube and they are searching for things. So again you might want to just do a test, go on YouTube and do a search for "healthcare Oregon" and see what pops up. It's important that you have a presence and that you are executing or leveraging some of the best practices for YouTube so that if you have video content that it's able to be found on this network. I will just say, in just a little bit as I mentioned earlier we are going to dive into some of the best practices, but we are going to pass it over to...

Donna Cohen Ross: Thanks so much Jen. I know I've been writing down tons of questions as you've been talking. So I know that others probably have too, and when we get to our question and answer session you are going to have a lot more to tell us. But before we do, we wanted to welcome Holly Remer from Healthy Beginnings. She is with Healthy Beginnings in Oregon. This is an organization, and she's going to tell you a little bit more about it, but she has been using some of these social media platforms that Jen's been talking about. She's been using them in her program to help get the word out about the work of Healthy Beginnings but also about health coverage for children. So we've invited Holly to join us and tell us a little bit about what she's doing and to talk to us about that bear. So Holly, welcome.

Holly Remer: Thank you so much, I'm delighted to share a little bit of my experience, certainly it has been a positive part of our program for the last several years. We started working with social media about four years ago. We had a fundraiser and one of our board members was very engaged with Facebook and helped us build that component. Our program provides free health and developmental screenings for children birth through five. But we also because of needs in the community identified that a lot of the kids we were serving needed health coverage. So about three years ago we became grantees under the Healthy Kids Program in Oregon. It's been a wonderful



journey for our program and for the families we serve, and I think that social media has really made a huge difference in our ability to provide additional services to kids and to help get the word out. As I said, we started down this road about four years ago. We had a fundraising outreach event called the Grin and Bear It Run and our one board member wanted to create a Facebook page for it, and he did. So that was actually our first Facebook page, we started that page before we actually started our program page. So then we've created other Facebook pages for another aspect of our fundraising and outreach efforts called Girls' Night Out, and with that it ties into our program. So one of the nice things, and you talked about sharing and tagging and those types of activities. One of the nice things about having three different pages is that we've been able to support each one of those pages by either sharing or commenting beyond the reach of that other page. So for instance, this morning I posted something on our program page, but I was actually able to go in as both the Grin and Bear It Run and then as Girls' Night Out and share those individual pieces to broaden our reach. One of the neat things about social media is you can really see how many people you're reaching at any given point. We recently had an outreach and a fundraiser with Ben and Jerry's, many of you probably know Ben and Jerry's Ice Cream.

They have a wonderful event every year called Free Cone Day, and we're the recipient of that event and that means that we get to show up and be there, be present, and do an incredible amount of outreach in the community. So we actually have been able to advertise those events through Facebook and make sure that people know about it. And during that particular time with our program we were reaching upwards of 4,000 people. And that is a pretty significant reach for a small nonprofit with no marketing dollars. We really can reach a lot of people very quickly.

And then while we're there, of course, we can tweet our experience and let people know that people are there having free cones and donating to Healthy Beginnings and helping support kids and healthy families in our community. So we are able to support that through that immediate aspect, and that's one of the differences that we've found with Facebook and Twitter is that Twitter is an immediate occurrence whereas Facebook forecasts a little bit more, you can advertise what you are going to be doing or thank those that helped you do something. So after the event of course we went on and we tagged all of our celebrity scoopers that were there, people like our county commissioners and local celebs. So we tagged them in photographs. And we also were able to thank Ben and Jerry's formally on



Facebook. So it really does complete the circle in a nice way. We've received wonderful testimonials from families that we've helped, and they've actually posted right on our Facebook page which is always nice. One of the nice things about social media is you're able to define your message and you're able to support that through your postings and through the postings that other people place. So somebody else, if you're not on and if you're not active, somebody else may define your message, and really for a small nonprofit with no marketing dollars defining that message yourself is incredibly important. So you know, connecting with our brand you see our logo. One of the neat things that we've been able to do, I do believe in having fun with it and we do. We created a Facebook page for Herbert

T. Bear, we have a bear costume and lots of people who love to be Herbert, surprisingly to me but it's true, and they actually, Herbert does have his own Facebook page and if you go on Facebook if you have an account and friend Herbert T. Bear, he's a page to friend not a page to like, he will friend you back. But he has a nice group of friends and he can also engage with our Facebook and our Twitter activity as well. So it helps in our outreach, it helps in our search engine optimization, trying to get the word out through those search engines that everybody is using so we come up a little faster and a little brighter on people's radar. And that is really in a nutshell how we've used it. We learn all the time, in fact we have just started to go into the YouTube channel piece, and we've just created our own YouTube channel oh, maybe less than a month ago. And we're starting to post our professionally done videos, we have a couple, as well as some videos that we're creating ourselves, and we've got some people who are helping us do that. So you can really reach a lot of people at very little cost which an incredible asset today.

Donna Cohen Ross: Holly, thank you so much, that was really great. I have a couple questions for you off the bat, and then we're going to go back to Jen in just a minute. But first, you said, it sounds like there is just a ton of things that you're doing with various aspects of social media, and it's great to hear how they interact together. So I thank you for making those connections for us. You mentioned a couple times you are a small nonprofit without marketing dollars, so I know that is music to some people's ears because they can relate to that. How big is your organization, what kind of staff do you have?

Holly Remer: We have five staff, four full time and one part time staff member. So what we've done is kind of divvy up our activities. So I'm the



person who does most of the tweeting, that is always a surprise in my lifestyle but I'm the only one with a Twitter account so I do tweeting for the program. And then we've just taken all of the other pages and made those pages select members of our staff responsible for those. Any of us can go on and post, and for instance this morning, I'm often asked how long it takes. This morning I was on, I go on usually early just to check my own Facebook page and sort of start my day, and I usually will do a post or two maybe once or twice a week. You don't want to post too often unless there is something specific that you want to post. And I did six postings this morning, and it took me less than twenty minutes.

So I was, it really doesn't impact my work schedule very much, and often times during the work day I don't go into Twitter or Facebook at all, I usually do those just to check in briefly on my off hours or at the end of the day and the beginning of the day.

Donna Cohen Ross: Great, that's really helpful Holly. I wanted to ask you one other question, because it's something that I know is really important to so many of us. And that is, telling the stories of people whose children have gotten health coverage through our efforts, and you mentioned testimonials from families. Could you just give us a little bit about how you engage families to tell their stories? Do you ask them to write them up, do you write them up, do you use photographs? How does that work on your Facebook page and are there any things you want to tell us about, things to keep in mind or cautionary things to think about as we're looking around at the people whose stories we want to portray?

Holly Remer: That's a great question. We are always very sensitive about families and confidentiality. So I think that is definitely something you have to keep in mind. We have a media release, and oftentimes families will come to us and say, we really want to tell this story, we want to tell how you've helped us. With Facebook, families actually go on and will post themselves. So no photographs are involved in those cases, but families will tell their own individual stories. We've had that happen at least a few times, not every week but they're there and they are always, it really helps staff, staff morale, board members, just – it really lifts your spirits when a parent comes on your Facebook page and thanks you formally. So, you know, we're able to do that, and we do at screenings, we've just started doing videos of families, we always ask permission, we let them know how we're going to be using it and they do a signed release, a media release at that time. So families might at any one of our health and developmental screenings



provide that video piece that tells why they came or what value they found or what resources they were able to connect with through our service. And so that has been also kind of a neat addition to what we're trying to do in telling our story. It is, it's so important to tell the story of the families that you serve and how that has affected their life and how it improves our community. So having that opportunity is really valuable, you certainly have to make sure media releases are provided and that parents know, families know that they are being taped or that those testimonials are being captured. We also capture testimonials on a regular basis in writing, and we use those in our written correspondence a lot on our webpage. Not so much on Facebook because that's more interactive, but more on those passive areas – newsletters, letters to donors as well as on our webpage. We are looking at updating our webpage, it's not as mobile device friendly as we want it to be. Again we have a very limited budget but we're just going to WordPress and we're hoping to engage more blogging on our webpage, and that's one of our goals for the next couple of months, to get that webpage up and running in WordPress and have an active blog that a lot of our advisors are going to be able to blog to as well.

Donna Cohen Ross: Holly, thank you. This is really very, very helpful, and I know others are going to have questions for you in a little while so stick with us. Right now I'm going to turn it back to Jen because she mentioned she was going to talk about best practices and engagement. [inaudible] ... presentation or just when she's finished we'll come back for a more active question and answer period. But Jen I know you have lots more to share.

Jennifer Krupey: I do, thank you. Thanks so much Holly for sharing all that great work you're doing. I think one of the things you said that was important to note is that doing all this work on social media and all these digital channels really just helps with search engine optimization, which is ensuring that again when people are doing those searches for healthcare or health insurance or Medicare or Medicaid that in those specific markets or cities, towns, municipalities, etc., that you're being found in Google and Yahoo and Bing, whatever folks are using. So we're going to dive into some of the Tips on Engagement that I talked about earlier, and one of the things that I like to say to folks that I work with is, you really treat social media like a cocktail party. What does that mean? It means that, you know, you don't just want to be that person in the room who we've all unfortunately experienced I'm sure who all they want to do is to talk about themselves. And they don't want to engage in dialog, they don't want to ask questions and really share, right, with others on what's important to them. And so I



like to think of social media whenever I'm posting on behalf of a client or even for myself that I'm posting interesting content, right? It's personal, it's relevant, it's a little different, it's relevant to my audience in a way that's meaningful to them. Because again, people aren't going on Facebook to get the same information that they expect to find on Twitter, and so I don't ever recommend sharing in the same ways because you know, [inaudible] and Facebook affords you different opportunities than Twitter does. And so it's important that you remember that not everyone has the same interest, that you're really targeting your content and messages to the different types of audiences that you're trying to reach, whether it be folks who are looking to get enrolled or partners or government. So I'm really excited to share with you some of these exciting ideas and opportunities that I think you all can have with engaging. One of the things that I think social media affords you a really great opportunity to do is to engage with your partners and other folks in the healthcare universe on social. And so what does that mean exactly? It is not just being a bystander and not engaging, it's really letting them know that, hey, I'm interested in the type of content that you have to share. So Facebook and Twitter allow you to like and follow folks. I highly recommend that you follow partners and other folks in your universe on these social networks, and that on Twitter in particular you are able to create what they call "lists" to group folks and to make Twitter a little bit more manageable for you. Oftentimes we hear from clients that, gosh, I get into Twitter and there's this long list of information, I didn't even know how to consume it, it is like drinking from a fire hose. I really believe that lists on Twitter allow you to make the content and the information a little bit more digestible. And so for instance you might have a list that is local partners, it might be local health centers, it might be patients or enrollees, it might be government, it might be news. Again lists allow you to break the content up into a little bit more digestible nuggets. Next let's talk about sharing content and the types of things that you should share. First and foremost, and this goes back to the comment I made earlier about being at a cocktail party, I really believe that social media affords you an opportunity to not only share your own interesting content but really to share your partners' content. So it's not just re-tweeting or posting a link without any sort of information or context about it. It's really about saying, Hey, Cover Oregon, I really love the piece that you guys wrote on your blog about X. Or, Hey, Washingtonians, this is a great piece of content from the New York Times that you should read. So it's providing your own little personality and giving folks a reason why they should click through. And then on Facebook, I mentioned this earlier, but tagging your partners in the content that you're sharing. So let's say you're



at an enrollment fair and you have a couple partners who participated. If you are going to share a picture, tag them in that picture so that it gets shared on their Facebook wall. So it helps expand the reach of the content that you're sharing in ways that a lot of times people forget about. And then the last thing I want to say about sharing content with partners is, I think it's okay to share information about what's going on within your organization. So instead of just saying, hey, we have a health enrollment fair coming up on October 1st, why not say, we have a health enrollment fair coming up on October 1st, here's some sample tweets and posts that you may want to share with your network. And so it's really making it super easy for folks to help get your content and spread the word. Next we're going to have a little bit of fun. So I really am a firm believer in that content, obviously, is king, but it's not going to get shared unless it's compelling, different, especially on social media. People are subjected to information overload in so many ways, and so anything that you can do to separate yourself from other organizations or from every other Tom, Dick and Harry out there talking about healthcare is going to help. It's going to help your organization bubble to the top of lists or minds, and it's going to help get your content shared. And so the two examples of memes that I am showing here are doing just that. So there is a website that you can go to that has every meme possible, and you can actually insert your own text which is what I did here with the Willy Wonka guy and I can't remember what the baby is called. But these are all really well known, and it's just about having a lot of fun with content. And so thinking, again, outside the box. What can you do that's going to bring a smile to someone's face, that it isn't just about hey, enroll for healthcare, but that it's like informational and funny and, again, share worthy. So we've included a couple links to the meme generator, one of many where you can generate memes like this. And I've also included a link to a website that I use often which is easel.ly. This, often times I'll see, especially in the coverage world, lots of charts and graphs and, dare I say it, PowerPoint clipart. This is all great, and it's fine, but again it's not going to get people to share your content. And so what this tool allows you to do is go in and actually create very easily your own charts and graphs based on what you might have in PowerPoint through clipart or something, and just make it a little bit more sexy and 2013. Some other things on content. Posting pictures again is great, Facebook has tons of statistics on pictures being one of the things that gets shared the most on the network.



And just a reminder to not be afraid to share your ads. You know, unlike Facebook, which people can pretty much scroll down through depending on how often you are posting what you've done over the last month or so. Twitter is, to the point Holly made earlier, is real time, it's what's happening right now. And so don't be afraid of posting, if you are posting six things a day on Twitter, don't be afraid of posting one thing in the morning and then to post it again in the evening, because people aren't sitting at their desk watching the Twitter feed. It's when you are going to catch them. So don't be afraid to post your ads or your content more than once. Don't "Twitter blast" or "Twitter bomb" people, that's not what I'm suggesting, which is posting the same thing over and over and over again without posting anything else in between. But it's okay to post things once or twice online, you know, because you can phrase it a different way. Instead of saying, Check out this link, you might provide a little bit of content around it, like, This is a great article from the New York Times on X. Send it out, then three hours later include a statistic from the article and send it out again. So just don't be afraid to tweet things twice. And I know that the last webinar talked a ton about earned media, that was its main focus, but I just wanted to remind folks, and I said this a couple times already, which is, social media is used a ton for news consumption and so it is important that you are using social media to amplify your existing earned media efforts. So don't be afraid to follow local reporters, many of them have their own channels and are very active on either Facebook or Twitter and in some instances both. Re-tweet their stories, comment back to them after they've posted their own articles as a way of engaging with them and trying to build relationships with them in your earned media outreach efforts. And then obviously posting and tweeting their articles, theirs and yours from your press releases to their articles to their coverage of your press releases on social media is key to amplifying all that great earned media work that you guys are going to be doing. So now we're going to dive in a little bit to the specific channels, and this is by no means an extensive list because we don't have all day and I could probably spend one webinar alone talking about Facebook. But this is meant to give you a couple of nuggets that you can walk away with and hopefully implement fairly easily. First on Facebook, I think Holly touched on this but it is using the "Event" functionality in Facebook to help promote some of the enrollment events and activities that you might be doing in your local markets. And why I believe that this is important is because when you post an event and encourage people to sign up for your event, it creates its own unique page and it allows you to dialog with event attendees in ways that you would not normally do on your Facebook wall. Similarly, and Holly



also touched on this, leveraging social or sponsored stories or a little bit limited paid advertising on Facebook to really get information out a little bit more is a great way to expand the reach of your messages and target people in your local market. We'll talk a little bit about that later, but again considering sponsored stories or doing some paid advertising around the events that you are hosting is a great way to engage with folks on Facebook. Go back – Twitter. So with Twitter, just a couple of things here. The only new thing that I would mention that I haven't already talked about is following discussions or what we use in Twitter which is a hashtag. So if you do searches for groups of conversations which hashtags will tend allow you to aggregate content about specific content or a piece of content or an event. For instance, if you did #healthcare, what comes up. You can save those searches in your feed and refer back to them to see what is happening in real time. So if there is an event or something that is going on, I know when the whole ACA debate was going on people were following the #aca like crazy, and it was a great way to get into the conversation. So I encourage you guys to use that again as a way of helping to control how you are digesting Twitter's content. We got a lot of questions on the questionnaire we sent out about creating original content through blogging, and so we wanted to include a couple of best practices about blogging. Again, a reminder that people don't consume web content the same way they do print, so just putting a print article online probably isn't going to get you a lot of bang for your buck. I would really recommend shortening these things, including or embedding images which are great ways to provide content, context, and to draw people in. And then linking to places of interest, whether it be a partner that's mentioned in a blog post or another place on your website like an enrollment form, it's a great way to get people content that you want them to see. Again some best practices in terms of things you might want to consider when you are blogging or if you are blogging. And then just a reminder that there are some services out there, Tumblr we talked about earlier but WordPress and Blogger. Some great free or low-cost tools that you might want to consider.

Donna Cohen Ross: Jen, that was really tremendous. I know just trying to process all of this is going to be really helpful as we begin to think about some of the individual things you talked about. While Jen has been talking, the questions have been just flying in from all of you, so we want to take some time right now to answer as many of them as we can. And Holly I hope that you are still with us, there might be one or two for you as well.



But Sandy, I'm going to turn it over to you so that you can post some of these questions from our participants to Jen or to anyone out there.

Sandy Won: Great, thank you Donna. And one of the questions that we got was about teen social media use. And obviously there is a lot of 18-24 and I'm sure a lot younger who are on social media, and what are the best ways or strategies to really reach them, and does advertising work for health coverage.

Jennifer Krupey: Sure. So on the teen front, there have been a lot of articles recently about teen fatigue of Facebook. So teenagers are teenagers, they are fickle, they move from one thing to another. I don't, I think there are a couple of answers to the question that was posed, which is, what channels, and does it even make sense to begin with. Teens have really moved, they are really big into photography, okay. And there is this really disturbing social network called Snapchat which allows people to send their picture and it disappears after they view it. So it protects privacy and does a lot of the things that Twitter and Facebook don't allow teens to do. So I don't think we necessarily need to worry about the teen fatigue on Facebook because, I'm going to go back to something I said earlier which is, teens aren't sharing the content necessarily that we are going to be sharing on Facebook. Unless again you do some goofy meme like I showed earlier or create some really sexy piece of content that resonates with them, I can't imagine them sharing it in a way that folks would expect. So I think that we should focus in on audiences that we are trying to reach on these different channels and figure out, is it African- Americans under a certain income level in our market that we are going to reach on Facebook? Yes, what kind of content can we produce. If it's partners on Facebook, what kind of content can we produce that is going to resonate with partners. So I don't think we should necessarily be concerned about teens specifically on social media, but more so, how do we engage the audiences that are most meaningful and are most likely going to act on these different networks.

Sandy Won: Yes, and we had another question, just a couple of basic questions about the terminology that you are using. So if you could explain again what a meme is.

Jennifer Krupey: Yeah, I was – when that question came in, I was like, so what exactly is a meme? So I actually did look it up on Wikipedia (laughter) as we're sitting here talking.



Donna Cohen Ross: That just shows us where we are.

Jennifer Krupey: I'm a multitasker. So the Wikipedia definition, which again Wikipedia is not the word, but it is just a concept that spreads from person to person. So I would actually go a step further and say it is a piece of content that is compelling enough that people are going to want to share it. And it becomes popular enough that it makes itself into the whole pop culture realm. So those memes that I shared earlier have become popular, and people are sharing them more and more. One question I can answer very quickly that I see on the board here is about paying on Facebook. The answer is, no, you don't have to pay to be on Facebook. You can sign up for an account and get people to like you and share your content and it's not an issue. The pay model comes in, which is really sneaky now that they're public. They want you to pay to get more people to see your message. So let's say you have 10,000 fans. On any given day maybe only half of your fans will actually see your message. However, if you pay through what they call a sponsored story you can reach a greater number of fans or friends of your fans. You don't have to pay, but they're encouraging it of course. And it really does help, and I will just give you a quick example, which is, you know, we see communities all the time from some of our clients where we have tens of thousands of fans or "likes" on Facebook and we'll post something and it will reach a very nominal amount of people. But by putting \$250 behind a specific post we see tens of thousands of people exposed to our message. So it is not a lot of money that you need to put behind it, but it really does go a long way and I would highly recommend testing it out. Even if you're talking \$50, because of Facebook you can target it so narrow that you are literally hitting the exact people you want to hit. Should I just go down the list?

Sandy Won: We have time for one more because we have additional speakers. So take one that you think is burning, and we'll try to answer some other ones later.

Jennifer Krupey: Okay. So, what about Reddit? So Reddit is the "homepage of the internet." You can essentially build communities on Reddit and then people vote your content up or down. I think it's a great tool. It takes time, it drives a lot of traffic to your website [inaudible] What are your goals for engaging in social media? Who do you want to get and what do you want them to do once they get to your website or your event? At the end of the day, it's about enrolling folks. So are your people who you are trying to reach on Reddit? And I'm not convinced that they are. LinkedIn is a



social networking tool, it is all about connecting with people professionally. I think it could be potentially useful for partners and engaging business leaders or other people in the community, but again, coming down to enrollees, not sure it is a place where you all want to play. And that's it.

Donna Cohen Ross: Jen, that was terrific. There is so much more that you can share and that we have to learn from you. I am thinking that we need to invite you back another time (laughter) because this really is tremendous. So I wanted to thank you. There are a couple of unanswered questions, we'll get to them and maybe do them through our newsletter or some other way, but you will get answers to all of those questions. I know Jen that you have to leave us. [inaudible] So I want to move along now. We do have another speaker that we are very, very pleased to be introducing. We are going to be joined in just a moment by Sarah Ingersoll, who is the Director of text4baby. Many of you who are joining us today I am quite sure know about text4baby. Sarah will talk to you a little bit about it, but the reason that we're so happy to have Sarah with us today is that we have a very interesting partnership with text4baby, and one of the things that maybe people don't know. We also have the same birthday as text4baby, Connecting Kids to Coverage and text4baby. And two years ago we joined forces on our collective birthday and have been trying to work together as best we can to support each other in getting more people connected with text4baby and also having text4baby help in the effort of getting eligible pregnant women and children enrolled in Medicaid and CHIP. And one of the things that we did was work with text4baby to create some messaging around enrollment in health coverage, and we have some really fascinating data from just the very beginning of this effort, and so Sarah is going to talk about text4baby and also tell us all about what we've been accomplishing through the messaging. And so I am going to turn it over to Sarah. Sarah, are you with us?

Sarah Ingersoll: I'm here, thank you so much Donna and what a wonderful opportunity to be part of this exciting conversation. So this is really about sort of how do we harness the power of mobile technology to connect families to health coverage. Next slide please. So cell phones are an incredibly powerful tool in your arsenal for connecting moms and children to coverage. 87% of adults have a cell phone. When it comes to Medicaid recipients, they are actually more engaged in texting as you can see from this chart than folks with traditional individual policies or Veteran's Health or Medicare obviously. And we also know that 99% of text messages are read, and 90% within the first three minutes. And so as a vehicle for reaching



traditionally underserved audiences, in my opinion nothing can compare. Next slide. text4baby is a free program of the non-profit National Healthy Mothers, Healthy Babies Coalition. We have a sponsor, Johnson & Johnson, but we're very much a public-private partnership with the White House Office of Science and Technology and the US Department of Health and Human Services and over 900 national, state and local partners who are promoting this service. Since we launched three years ago on the same birthday, we have reached over 530,000 moms, and we offer the service in both English and Spanish. And our goal is really to reach low income and young women, especially Hispanic or African-American women, with critical health and safety information. And our messages address a whole range of the early periodic screening, diagnosis and treatment and measures, from sort of pregnancy and developmental outcomes, the importance of reminding folks around their prenatal and preventive care visits, vaccination appointments, lead screenings, vision screenings, dental care, and then following up on those and making sure that people are connecting to those resources and getting those screenings and accessing the health services that they need. So from a content perspective, the messages really run the gamut. Next slide. And what we've learned from the program so far, and independent evaluation has demonstrated, that people really are using this information. They are remembering appointments and immunizations that we have provided them through the text messaging, they are learning of medical warning signs that they didn't know before, they are talking to doctors about topics that they read on the messages, they are calling services and phone numbers. And especially those without health insurance are calling and using the service, the resources and hotlines that are included in these three messages a week that people get for free. So we're very excited about that, and that is in large part why we were excited about the partnership with Centers for Medicaid and Medicare services. Next slide please. So in addition to the traditional content that we had in a number of messages as Donna indicated that support and reinforce the Connecting Kids to Coverage National Campaign messages, we also included what we call a Medicaid Module, and this was launched at the end of December. And this is basically some interactive messaging with a goal of really connecting and encouraging uninsured moms to apply for coverage by providing a very brief description of the benefits and eligibility. Again all of this has to be 150 characters or less as a text message. And we wanted to really in addition identify the number of uninsured users who reported that they applied for Medicaid and CHIP, and also equally importantly remind those recipients who are interested in Medicaid and CHIP to renew their coverage once the



baby was around ten months old. So that's what we were trying to do. Next slide please. This is basically kind of a flow chart that shows how the messages actually work. So a woman will get a message that says "text4baby wants to share information about free/low cost health insurance for you and your kids. It's called Medicaid/CHIP. Do you have health insurance right now? Reply 1 for Yes, 2 for No." For those who reply yes, we say that's great, and then we ask them what type of insurance they have. Again, we just remind them to renew their coverage and make sure that they continue with that coverage. For those that say no, we let them know that Medicaid and CHIP pay for pregnancy checkups and delivery, and that for kids who qualify it covers checkups, sick visits, medicine, dentist visits, and more, and you can qualify if your family is poor, if your income is below, and we have updated this number now to \$47,100 per year for a family of four. Then we provide the 800 number and the website. Next slide please. Seven days after we provide that phone number and website, we ask people, we are just checking in, were you able to apply for free or low cost health insurance? Reply 1 for Yes and 2 for No. If they say Yes, we say, great job keeping your family healthy mom, and you should hear back soon. If they say No, we again reinforce how important it is to get peace of mind that your kids are covered and we provide the phone number and the website again. We also, in week 50 of new baby, so that is about when the child is about ten months old, a little bit older, we send a message for those who are interested in Medicaid and CHIP or is a Medicaid or CHIP recipient reminding them about renewal, if you have Medicaid/CHIP don't forget to renew. So what is interesting, what we are excited about, next slide, is what came out of this. So when we sent this in December, about 12,000 individuals have received it since we sent it in December. And 48% of those individuals – I'm sorry. More than 12,000 people. 48% of the individuals who received it responded, so over half of the individuals who received it out of 12,000 responded to our question about what type of insurance do you have. And what we see here is that 54% of the text4baby users were Medicaid and CHIP recipients and 13% were uninsured. Next, I think you have to click it – there you go. And then if we asked one week later, did you apply, for the 13% who were uninsured, we see that over half have since applied for Medicaid/CHIP. So we are tremendously excited about this result, I think it is just a powerful kind of testimony that text4baby can be a tool to support Medicaid and CHIP outreach and enrollment. Next slide. So what we want to do with you all who are on the phone is really think about how this tool can be incorporated into your ongoing work so it can support you in your outreach and in your enrollment. And here are just a couple examples,



you know, Louisiana has been doing some great work in terms of, in their hospitals, but I think of particular note is that in Oklahoma they are adding a link onto their Sooner Care application and electronic newborn enrollment form used in hospitals that basically enroll infants in Medicaid. And that link goes to text4baby enrollment. Likewise, Louisiana where they are doing health assessments, referrals, and treatments, they have got an opt in checkbox on their web screening tool for Medicaid eligible women to connect them to text4baby so that those women will get the renewal and reminder notice and will be consistently getting this message about the importance of being connected to coverage. Next slide. Idaho is doing wonderful work, you know, mailing out, they have a regular mailing now that they are doing to pregnant Medicaid recipients where they are getting information about text4baby, and again this will help them with their renewals and their reminders and reach a broader population. Virginia FAMIS that has done information, has included information from text4baby into their welcome letters to new moms and on the back of business cards you can see a picture, I'm sorry, that's not the picture there. You can see the Idaho letter that goes out. And Florida has been distributing letters about health insurance with text4baby information on the envelopes. But again, connect you to the same audience as making sure we are connecting people both to health care as well as health information. So next slide. I've kind of zipped through all of this very very quickly and I'm sure there are a lot of questions, but the most important thing to know is that text4baby is completely free, it's the only free mobile health service in the entire nation. We are very much, you know, all the content is completely approved and reviewed by a critical content advisory council that includes the American Academy of Pediatrics, CDC, the American College of Obstetricians and Gynecologists. And we only can get this information to women through our partners. So we need you to work with us to connect people to text4baby and likewise as we've demonstrated in this module that we've developed with Donna and her team, we can help you connect people to coverage. So please just let people know to text BABY, or BEBE for Spanish, to 511411. Incorporate that in your materials. You can get free promotional materials from us and become a partner so that we can connect you to other partners in your community by emailing us at info@text4baby.org. And thanks again Donna and the team for including us and thank you all for all the great work that you are doing to help more kids get the health coverage that they deserve.



Donna Cohen Ross: Thank you so much Sarah. Just stay with us if you can because I'm sure we'll have a couple of questions for you. Before we go to questions, I just want to mention that some of those outreach ideas that Sarah shared are working really well, and we have some additional ones on the Insure Kids Now website and we will be sending you, we will be sending you a link to the page on our website that talks a little bit more about this. One of the other things that we did together with text4baby is created a piece, a very small piece that we call a tear pad, which is just an index card sized piece that is basically kind of a mini flyer, but it is a piece that talks about enrolling in text4baby and health insurance on the same piece. They went like wildfire, I think Sarah you distributed about 50,000 of these pads, but we do have on our website the artwork for them. So anyone who wanted to print their own cards or their own fliers with the joint information could certainly do that, and it talks about how to sign up for both and it also does talk about how to do that in both English and Spanish which is clearly very important to both our organizations. So thank you so much. And for anyone that is interested in kind of replicating or augmenting those outreach strategies you can give us a call, I think about the Florida example that Sarah mentioned. The envelopes that she talked about were the envelopes that the state vital statistics agency uses to send birth certificates home to families with newborns. So when you get your birth certificate for your new baby, on the back of your envelope you are also getting information about text4baby and Florida Healthy Kids which is Medicaid and CHIP. So right there that is important information and just a wonderful gift for parents and for families. So we are really excited about that. So I think that we do have a couple of questions. Sarah, we have one of our participants is asking whether it is expensive to use texting to reach your audience. So I think you said that the text messaging is free for the user, but what about for an organization that wanted to get their message out through texting? Can you tell us anything about that?

Sarah Ingersoll: text4baby is free for the end user, but for an organization to set up their own texting program and to do it right, it's pretty expensive. There are ways to sort of plug and play resources for doing that, but just so you know they won't be free for the end user, the user will be charged for whatever interaction they are having with you as an organization. But there are some kind of existing resources out there for creating small scale text messaging programs in communities. At the scale that we are working on and to make it as interactive as we are, and we have a whole data portal on the back end that partners can access to track their outreach efforts and



compare it with census data and everything, it is a pretty significant program.

Donna Cohen Ross: Great, thanks Sarah. Someone else is asking, is asking about the scripts to understand what the messages are that people are getting. So I would just say that the Medicaid messaging module when we post the slides from this webinar you will see what they are, but I'm wondering if maybe the question was more general, and Sarah do you make the list of questions available?

Sarah Ingersoll: Yes, just email us at info@text4baby.org and request the full list of text messages, and we can share those with you. They are copyrighted so we don't just generally post them on our website, but we are happy to share them with anyone who requests.

Donna Cohen Ross: Great, thank you Sarah, and I just will reiterate what Sarah mentioned. All of the messages are messages that are kind of approved messaging, they are not just random, but I know that there is just a lot of vetting of those messages so we feel very confident that we're sending expectant moms and new moms information that is really going to be useful and has a scientific basis to it and that we can feel confident that we're telling them the right stuff. So that is one of the reasons that it is just so important to us to have that kind of vetting system. Okay, well Sarah thank you so much for joining us. We really do appreciate your participation this afternoon. I think we are getting close to our time for finishing up this afternoon. I think maybe we might be there, but I'm going to take a moment to draw your attention again to the contact information. You can visit InsureKidsNow.gov. As promised we are going to send you the link to the text4baby material on our website so that you have that in addition to the material that Sarah shared. There is information on there on how to subscribe to Connecting Kids to Coverage National Campaign Notes, and you can be expecting some information soon about that. One of the things that, and I'm sorry that Jen has left us, she talked about posting on YouTube, that this very day we posted our television PSAs on YouTube, and within the next day or so it will be on InsureKidsNow.gov. But in the meantime I think you are going to see on the next slide, maybe two slides, we'll get there. There you go. We do have the links to the English and Spanish version of the television PSAs. We tried to give you the debut last time on our webinar, and it was less than perfect, and now we think that they are perfect. We hope that you enjoy them and we are going to also provide some information to you on some really important tips on how to use them and use them wisely.



So I wanted to be sure you all knew about that. And if we can go back a slide or two I want to make sure you have the all-important phone number, 1-855-313- KIDS. That gets you to our help desk if you have questions about activities that you are interested in, if you have more questions about using social media. Call the help desk and we will route you to the person who is helping your area of the country. If more questions come up and you want to email us you can see our email address [inaudible] as quickly and thoroughly as possible. And last but not least, remember that we have our materials in English and Spanish up on our website and we encourage you to talk to us about customizing those print materials with your local information whether it is your logo or web address or phone number or all of the above. We are very happy to help you with that, we have had requests for that, and we are interested in helping whoever would like to localize these materials. With that, I will thank you all for joining us this afternoon. I especially want to thank our speakers. Sarah Ingersoll from text4baby, Holly Remer from Oregon from Healthy Beginnings. We really appreciated all of what you shared with us today. I wanted to thank also the team at GMMB and Fleishman for helping us set up and execute this webinar. We are happy that Part 2 helped to share some of this information about using the media for your outreach efforts. So thank you all and enjoy the rest of your day.