Connecting Kids to Coverage
National Campaign

Using Social Media to Amplify Back-to-School Outreach

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Darshana Panchal: Hi, everyone. Thank you so much for joining today. We are going to go ahead and get started. Again, thank you for joining for today's webinar, Using Social Media to Amplify Back-to-School Outreach hosted by the Connecting Kids to Coverage National Campaign. I'm Darshana Panchal, and I work with Porter Novelli Public Services as a contractor to support the campaign and its outreach and enrollment efforts on a national level, but also to support the campaigns efforts, engaging partners and organizations on the state and local levels as well, and I'll be your main presenter for today's webinar. Before we dive into the presentation, I'm going to pass the mic over to Jessica Beauchemin with the Office for Communications at CMS for a short welcome. Jessica, I'll let you take it over.

Jessica Beauchemin: Thank you very much, Darshana. And thank you, everyone, for joining us today on this webinar. My name is Jessica Beauchemin and I work in CMS's Division of Campaign Management. I work closely with the team within the Centers for Medicaid and CHIP services for the Connecting Kids to Coverage National Campaign. I'm excited that we have this opportunity to share with you a new tool that has been developed with a lot of feedback that we got from speaking with our Connecting Kids to Coverage grantees. And we look forward to hearing from you and how you're able to incorporate this tool and other resources that we have from the campaign in your outreach and enrollment effort. And that being said, I also want to encourage you to reach out to the campaign through the ConnectingKids@cms.hhs.gov email address if you have any feedback or if you have any ideas and other ways that we can help support your efforts in helping to connect kids to coverage. Thank you again. And with that, I would like to pass the mic back to Darshana, thank you.

Darshana Panchal: Thank you, Jessica. All right, we will dive right into the agenda. So today, we'll provide an overview of the campaign's latest efforts, which includes highlighting our current priorities and initiatives along with, as Jessica mentioned, our newest resource. And then we'll also focus on our social media outreach portion of the presentation, which will be specific to reaching Medicaid and CHIP audiences on social media. And then at the very end, we will also leave some questions for anyone that wants to follow up on anything that was discussed. And just a couple of housekeeping items before we do jump in, I want to remind everyone that this webinar is being recorded, and the video transcripts will be available on the Connecting Kids to Coverage National Campaign website in a few weeks, and that website is InsureKidsNow.gov. And we also encourage you to, like I mentioned, if you have any questions during the presentation to use the Q&A feature on WebEx to send through the questions and we'll make sure that one of our team members can respond back to you during the presentation or verbally at the end of, during the Q&A. And to make sure that your question does get to us. please make sure that you send it to all panelists. It should default that way, but just in case, make sure it is set to all panelists. All right, Jessica, before we move forward, did Amy want to give a few words?

Amy Lutzky: Hi, Jessica, this is Amy. I'm here and I'm happy to kick things off.

Darshana Panchal: Perfect, take it away, Amy.

Amy Lutzky: Great, wonderful. This is Amy Lutzky. I'm currently the Acting Deputy Director in the Children and Adult Health Programs group here at CMS. First, I want to thank everyone for joining today's call. We're really excited to tell you more about the annual Connecting Kids to Coverage Back-to-School campaign that's underway. And also, to provide this training on social media outreach. I'm actually going to keep my remarks brief because I know we just want to jump right into this content. But I did want to start off by acknowledging that Back-to-School, for obvious reasons, is a little different this year with the COVID-19 public health emergency. For many, school is virtual rather than in-person. However, what hasn't changed is that children need health coverage to thrive in school and in life. Studies have shown that academic performance and health insurance go hand in hand and children who have health coverage miss fewer classes and perform better in school than those who are uninsured. No matter where schooling is taking place this fall, children who have health coverage are better prepared to learn and are less likely to miss school because they're sick. With health coverage, children can get the routine and emergency care immunization checkup, eye exam, dental visits, and the mental health services they need to fully participate in school and remain engaged in class. And that's whether it's in-person or virtual. Health coverage also provides access to the seasonal flu vaccine, which is especially important this year. I will say Back-to-School has historically been an ideal time to remind families to enroll and retain their coverage in Medicaid and CHIP. But this year, I would also like to add that it's an important time to remind families of the importance of catching up on overdue doctor visits and immunizations. During the early months of the pandemic, when many doctor offices were closed or only doing telehealth appointments, many families postponed medical appointments. So, now's the time to enroll children in coverage and catch up on these missed visits. We'll also be providing a training today on social media outreach. I know, over the years, we've frequently have gotten requests from grantees and other partner organizations that it would be helpful to hear more about this effective means of outreach. But I want to say, normally, while this is a great way to reach families, it does take on particular importance this year when more traditional outreach practices, like getting flyers and just school backpacks or setting up booths, Back-to-School night, or health fairs may not be possible due to COVID. But we do hope that you find the presentation today to be both informative and helpful. And with that, I'm going to pass off to Jessica Beauchemin and the Office of Communications.

Jessica Beauchemin: Hi, thank you, Amy. So, I know Darshana was getting things started up with the agenda. So hello, everyone. Again, this is Jessica Beauchemin, and I am going to pass the baton over to Darshana, thank you.

Darshana Panchal: Great, thank you so much, Amy and Jessica. All right, so we went through the agenda, we will just go ahead and dive right in. And I will be echoing just a little bit of what Amy was talking about in terms of what the campaign has been focusing on most recently. So, as many of you know, the national campaign leverages different times of the year to create opportunities for families to get their eligible kids signed up for coverage, and to remind parents to renew their child's coverage if they're already enrolled. Despite the very different day-to-day we all live in now, our goal to get children enrolled has not changed. This year, we've launched a variety of initiatives to continue our work in increasing enrollment, and in supporting like-minded organizations conducting similar outreach. Like Amy mentioned, it is now more than ever, that families need to hear this messaging, and to get their kids covered to keep them healthy. So, with that being said, our current priorities or initiatives, include Back-to-School, Immunizations, particularly for the seasonal flu, and Peace of Mind. And we'll discuss these a little bit more on the next few slides.

Darshana Panchal: So as I mentioned, the Back-to-School season has always been a big push for Medicaid and CHIP enrollment year over year, specifically emphasizing, one, having health insurance is critical for children to thrive not only in school, but in life in general, and demonstrating that children with health insurance are more likely to complete high school and to graduate college compared to peers who don't have access to care. And then second, beyond just health coverage for kids benefiting the kid, but it also benefits everyone. Studies have shown that children with health coverage are less likely to miss school due to illness and are better prepared to learn. And that also means fewer missed days of work for parents too. With this, we understand that the school year looks a bit different from previous years and we've adopted our resources and

graphics to represent the current situation. And you can see some of those examples on the slide here. We have a dedicated landing page for the Back-to-School initiative on InsureKidsNow.gov, which houses additional outreach ideas and infographic and other helpful materials as well. We're also in the process of adding new templates, social media content to the website, and we'll share the latest resources with you as soon as they become available.

Darshana Panchal: Another focus for the campaign this year has been around immunizations, particularly for the seasonal flu and around routine care. Like we said earlier, recent data has been showing due to COVID-19, many routine well-child visits have been postponed impacting children from getting important preventative services. And that could put them at a higher risk for developing serious complications. So, with our flu and routine care initiative, we emphasize that, one, not only can the flu vaccine help keep kids healthy, but it can keep those surrounding them in and outside of the household safe too. And then secondly, of course, that Medicaid and CHIP cover recommended routine vaccinations, including the seasonal flu. And as we approached the start of the flu season, the campaign will be rolling out additional resources on InsureKidsNow.gov, including ready-made content to easily share with your communities and with your network.

Darshana Panchal: And last but not least, our Peace of Mind initiative. This was actually started in the spring of 2020, which really aims to help parents rest easy, knowing that their children and teens have access to essential medical care through Medicaid and CHIP without jeopardizing their financial security. For this initiative, we've distributed national public service announcements, a number of print and digital resources for partners in addition to media outreach materials, such as ready-made newsletters and live reads. All of the materials for the Peace of Mind initiative have its own landing page on InsureKidsNow.gov, as well, and they're all available right now on the website. The campaign will continuously evolve these resources, ensuring that they're representative of the current environment.

Darshana Panchal: So with all those resources in mind, we welcome you to use them, to incorporate them into your outreach, not only so we're sharing a unified message, but also to make your lives easier, these resources are really here for you to use, so we really hope that you take advantage of them, And like I mentioned, soon after this webinar, the campaign will be sharing some customizable social media content that you can incorporate into your outreach during the Back-to-School season right now and the flu season coming up, along with some social media graphics for Twitter and Facebook. All of the materials that we just talked about, like I mentioned, are in our Outreach Tool Library on the website and are ready for download. And most of them are available in English and Spanish. And a lot of our print resources as well, which we'll talk about customization of those resources later in the presentation are also available in many different languages.

Darshana Panchal: And we wanted to make sure that today, since we are talking about social media, that we highlight and talk about one of our newer resources, which is our Partner Social Media Toolkit. This toolkit is specifically designed for Medicaid and CHIP outreach and is available now on the website. Within the toolkit, you'll find how to reach key Medicaid and CHIP audiences on social media. So, this includes best practices for popular social media platforms. And in our toolkit, and for our discussion today, we're going to focus on Facebook, Twitter, and Instagram. You'll find social media posts and ways to customize them to fit your organization, how to evaluate your social media efforts, and important dates and observances that you can use to help expand your reach throughout the year. So, we'll use the remaining of the time to set the stage for this toolkit, why it was developed, scratch the surface on what you can learn from the contents of it, and how you can incorporate some of these best practices into your ongoing outreach efforts.

Darshana Panchal: So, the campaign does use social media. We spread the word in a lot of different ways digitally, PSA media, all of that. But social media is definitely one of the tools that we use on an ongoing basis to reach parents, to reach other like-minded organizations that are already online.

Darshana Panchal: And even with that, we might wonder why social media. Social media really provides an opportunity to reach people where they already spend time online, meeting them in a space that's familiar and one that they're already engaged in can help your message stick and drive action. It's important to know that a large majority of adults are on social media. Many surveys show that adults who are also parents are using it to get and receive information quickly, and to inform their daily decisions. And data shows that many internet users are searching for health information online, which is particularly relevant for our outreach. And in addition to being able to reach adults on social media, we might have some individuals or organizations on this webinar that conduct outreach to other like-minded organizations. And data even shows that they're using social media too, indicating that 70% of healthcare organizations are using it to increase their visibility, communicate with their own communities, and to provide resources and education.

Darshana Panchal: And the digital world is now always evolving with a wide variety of social media platforms available. And while the options seem pretty endless, the purpose of this Partner Social Media Toolkit that we're going to be discussing is to focus on social media platforms or social media channels that have been available for many years and that have a strong user base. The resources in this toolkit focus on Facebook, Twitter, and Instagram. And that's what we'll focus our discussion on today talking through each platform and what makes it unique and its purpose and format.

Darshana Panchal: So, most of us are familiar with Facebook already. If not, Facebook is an effective platform to use when targeting parents. It has the highest proportion of adult users. In fact, three quarters of online parents use Facebook. Mothers are actually more likely to use Facebook than fathers with 81% of mothers and 66% of fathers using the platform. You'll see an example of the Facebook post on the slide and notice that Facebook posts are usually longer than Instagram or Twitter posts, making them useful for serving lots of information. However, shorter, concise posts do perform better. One goal of a Facebook post for an organization is to drive traffic or clicks to do a separate page or typically an external resource outside of the Facebook environment. Within a Facebook post, you'll want to consider including a photo or graphic. This is actually best practice across the board on all social media channels. A post with some, complimentary visual typically gets more engagement than one that doesn't. So, you want to use a graphic that has a short, to the point message that relates to your post. You'll also want to include some context or commentary. Like I mentioned earlier, unlike some of the other social media platforms that use shorter form text, Facebook is a good place to include some additional information and context to let audiences know why you're posting and why the information is relevant to them. Facebook posts have no character limit at all, so that gives you a little bit more space to elaborate on things but do still try to keep it concise and short if you can. You'll also want to consider how you can invite engagement with your posts. So, within the message, you can encourage your users to share, comment, or perform a specific behavior. And then lastly, it is best practice to avoid hashtags on Facebook. Facebook no longer actually actively tracks hashtags. So, it's not recommended that people use that anymore.

Darshana Panchal: So, moving on to Twitter, Twitter is effective at reaching a younger audience. In fact, nearly three quarters of users on Twitter are between the ages of 18 and 29. Because of the large amount of young adults on Twitter, it can offer a useful platform to reach these young parents. Twitter is also useful in reaching professionals, including health care providers, other community-based organizations, associations, and media. This platform is a little different than Facebook and it only lets you share 280 character post, and because of this character limit, it's good for sharing shorter messages, and providing links to more information. Similar to Facebook, the goal of a Twitter post for an organization is typically to drive traffic or clicks to a separate page, which is usually an external resource outside of the Twitter environment. Within the Twitter post, you'll want to consider posting with images or graphics. Posts with images are now standard, they're not outliers on social media. And actually, according to Twitter, photos increase the chance of retweets by 38%. You'll also want to include relevant hashtags. On Twitter, we recommend using one to two relevant hashtags as a part of your posts, or use well known hashtag trends like #dyk, for did you know, or #remember or #Fridayfacts. We'll dive a little bit deeper into hashtags later in the presentation as well. It's also important that you simplify links on Twitter. Twitter links are automatically shortened on tweets to 23 characters regardless of

how long the URL is. But to make the links look more streamlined, there are free link shortening services available such as Bitly that you can use. And then lastly, remember to retweet others. In addition to sharing your own posts, monitor your peers in the space, including the Connecting Kids to Coverage National Campaign, @IKNgov, as well as other government agencies such as CMS and CDC for posts that you could retweet or share additional information on to your followers, and to diversify your content.

Darshana Panchal: And last but not least, Instagram is an image-based platform. It's an effective platform to reach younger audiences and to grow awareness. About 67% of U.S. adults between the age of 18 and 29 and 47% of U.S. adults between 30 and 49 are already on the platform. And Instagram actually has some more distinctions from Facebook and Twitter. Now in addition to images, users can post recorded or animated videos. Unlike Twitter and Facebook, a post can't be created on Instagram without using an image or a video. Another difference from the other mainstream social platforms is that Instagram doesn't allow hyperlinks in posts. To get more information about a post, users are often directed to the bio of a handle or user that's posted. And because of these differences, Instagram is less effective at driving users to an external resource and instead aims to have users engage with visual content on the social media platform itself. So, on Instagram, users can post pictures and captions as well as share live videos and post to their story which disappears after 24 hours, which is a different type of feature that Facebook has actually adopted now too. Within an Instagram post, you'll want to consider how you can show your message rather than telling. Posts on Instagram should help tell an ongoing story about the organization through images. You should aim to keep your caption short. Although there's no character limit on the platform, captions on Instagram shouldn't be more than 125 characters to have all text visible. Once you go beyond 125 characters, it'll be truncated with a Read More button, which would require your user to take another step to read your content, and perhaps, lowering their chance of engaging with your content too. Within your Instagram post make sure you're using relevant hashtags as well. Hashtags on Instagram make it easy for users to see all the photos from a particular event or related topic. Up to 30 hashtags can be used in a single Instagram post. However, using too many can look a little disingenuous as it can make the organization look like you're only caring about engagement and not really about the message. So, I would aim for five to seven hashtags in one post. And then lastly, like I mentioned earlier, links don't work in Instagram posts, so you should always include any links that you want to drive people to your profile bio, and that will be how you direct your users to your desired resource or action that you want them to take.

Darshana Panchal: So, now that we've talked briefly about the purpose of these platforms, it's important to discuss the foundations and elements of what makes a good social media post in the first place. So, this is a Twitter post that we'll be talking through. And the first thing that you want to think about is the message. So, you want to make sure you have one main message that aligns with your organization's goals, pretty straightforward. You want to make sure that you have a strong call to action. The user read your posts, they feel inspired by your message, they are engaged and now they need to know what to do. So, making sure that you have a call to action or CTA, which would be typically a short, concise statement will help encourage them take that action. You want to make sure that you can tag handles whenever you can to engage with other users and/or other pages on the platform. Include hashtags to help your followers find other related content on the platform. And along with the call to action, you want to make sure that the link is there, making it easy for users to know where they need to go to take that action that you're requesting from them. And then to complement your message with, you should always try to aim to provide an image or a graphic or some type of media element like a video to increase engagement. So, on the next few slides, we'll dive a little bit deeper into hashtags, user handles, and images. But just from this exercise, we see that there is some sort of formula for all that we should be considering in order to maximize visibility and engagement with our posts.

Darshana Panchal: And in addition to the basic anatomy of putting together good social media posts, remember to keep these things in mind as well. Have a positive tone, and what does that really mean? Especially in the language and the emotions conveyed in the imagery that you use, you always want to be genuine and factual in what you're saying. But framing your post and the tone that you use in your post can very much influence how people will engage with it. And an easy way to remember this would be to encourage

and not warn. For example, instead of saying, "Not washing your hands will lead to you getting sick," you would maybe want to say, "Washing your hands can lead to a healthier life," which is a little bit more positive in tone. Similar to positive tone, you want to make sure you have a consistent voice, which can be described as your style or way of communicating across your platforms. Always share messages that align with your organization's mission. Whatever you write in your post, it's always best practice to do a simple check to make sure that it aligns with your end goal and your end mission and the desired action that you want the user to take. Make sure to use visual content to complement your posts, and make sure your imagery and your graphics are representative of the communities that you serve. Have a clear call to action and do make sure you let the user know what you want them to do. And then lastly, be sure to provide that link to get users to that additional information or that other resource that you want them to read up on.

Darshana Panchal: So, like I mentioned, we're going to dive a little bit deeper into some of those foundational elements. So, for hashtags, hashtags are helpful because they let individuals find social posts by topics that they're interested in. A hashtag can be placed anywhere within a post, but usually comes at the end unless it naturally fits into the post's copy. It's created by using the hash symbol in front of a word or words without spaces, and it can't include any special characters or punctuation. The hashtags listed on the slide often accompany social posts by the Connecting Kids to Coverage National Campaign on Twitter. So, we often use #Enroll365, #Medicaid, #CHIP, and #EnrollKidsNow. And then there are so many others that we've seen other partners use on social media such as #EnrollKids, #EnrollTeens, and #KeepKidsCovered. And for user handles, tagging other users on social media can really help you build your online community and voice that you're trying to establish. When users are added to your posts, their profile will get a notification, which will almost kick them to almost want to engage with your posts even more because they got a notification saying that you tagged them. A couple of example accounts that you could tag is the National Campaign, which is @IKNgov, the Healthcare.gov pages in English and Spanish as well.

Darshana Panchal: And the last foundational piece that we want to just expand on a little bit is just images and videos. When posting photos on social media, you really want to consider your target audience here. For example, if you're trying to reach parents with newborns, use an image of parents with newborns to make sure people can relate and see themselves in the post. It seems pretty obvious, but sometimes it is not so obvious when you're in the thick of creating content. And when users see these images, they'll find it familiar and be more likely to engage if they can relate to it. An effective image should have a little bit of text overlay that reinforces the message that's being communicated in the post itself as well. Something else to keep in mind that when you're posting images is there's positive tone in the language, but also the tone in the imagery that you're showing as well, especially with the current environment, or with fears that people may have. So, for example, consider avoiding pictures of needles when discussing vaccines, since some people might have a fear of needles or avoid images of people practicing bad hygiene and focus the tone more on the positive behaviors behind that.

Darshana Panchal: And I know we've already covered a lot of information; this is kind of just a little extra step if you want to take this more just additional information that might be helpful as you're posting content on social media. But on Facebook and Instagram, say you publish a social media post and then later realized that it has a typo, or you need to update the details for an event coming up. There is a feature to go in and edit your post and make the update. And once you do this, users will be able to see that you updated the post because it will be marked that way. But you are able to go in and alter those messages on Facebook and Instagram. But you are not able to do that on Twitter. And another important point to make when conducting social media outreach is the practice of just staying informed. Seeing what's trending in your community, social media platforms already have developed, curated news feed for you sharing information and posts from other users that you already follow. So doing a quick 15-minute media monitoring session for yourself a couple times a week can help you stay in the know about, one, what other like-minded organizations are posting about, but also, just keeping up with what's going on in your community and what people are talking about online, and making sure if you need to adjust your content in any way to be more mindful of what's going on, you can do that. So that is just one more extra step that you could take to make sure your content is always relevant for your audience.

Darshana Panchal: And then in terms of just some additional social media tips, social media does not need to be daunting, we talked through a lot of information just now and the social media toolkit has a bunch of great information that you can reference later. But it doesn't need to be daunting, you can always plan ahead. In many platforms, you can also schedule posts ahead of time. So, you don't have to do it every day. And there are tools available to make this a lighter lift as well like Facebook has a built in scheduler or Twitter has TweetDeck, where you can schedule posts ahead of time too. Like we just mentioned, it is good practice to monitor your posts for comments, but to also monitor what the conversation is around whatever you're talking about that day too. And then, as you're posting, as you're building your cadence online, take a look at your analytics. If you're posting from your organization's page, you have access to that data. And it shows which of your posts are performing the best. And you can do an analysis on which posts resonate most with your followers, and which one got the most likes to help you tailor your content for the future. The one I'd like to emphasize the most here is use our template resources. I think one of the biggest hurdles in doing social media outreach is just developing the content. And I can't emphasize enough that the campaign has numerous social media graphics along with social posts that can be customized to be relevant to your state or organization. And these are all on InsureKidsNow.gov so please take advantage of those. Last two, just remember to be consistent. That kind of goes along with building your cadence and your voice and tone. Sporadic posting won't build a following. Consistency is going to be key to keep your followers engaged in your activities. And lastly, just know what's going on. So, you can adjust your social content if you need to depending on what the environment is like, what your community is going through, whether it may be good or bad.

Darshana Panchal: So, how do people see your content anyways? And this is important to understand just in terms of putting together your overall social media approach or strategy. Almost any post has the potential of being seen by a large amount of users. So, you'll see on the slide here, we show an example of the National Campaign posting something on our Twitter page and seeing how that chain of sharing can expand the number of people that are going to see the post. So, some people may choose to engage, some may not. If they engage in share like follower A and follower B, they will see that post and if they share it, their followers will see that post and that chain kind of continues and continues until someone stops sharing it, which you see by follower C. Follower C saw your post but did not decide to share it, so the chain stops with them.

Darshana Panchal: And in terms of other people sharing your posts then commenting on your posts, it is important to interact with your community. And a good way to do that is really establish a protocol for this. And that can mean having clear guidelines on how your organization will conduct yourselves online. So, you want to make sure that includes what your tone sounds like, words that you should avoid, what to retweet, how to respond to other posts. If someone's asking a specific question, what's the copy and paste call to action that you need to give them so they can get to the information right away? A protocol is definitely something that could be helpful as long as you have the time to put one together. In addition to that, you can also include how to respond to direct messages. And these are private messages that you'll see in your social media platform's inbox. And you should always do your best to respond to those messages promptly. You should also try to engage with comments. If someone voices their concerns or has a question that comes up, you should acknowledge their feedback, that it's important, and follow up with them in a direct message as well, or if it's a positive comment, you can also respond back to them and thank them publicly. And then lastly, you also want to tag other organizations to boost the chance of them engaging with it, and to also build your online presence. And like I mentioned before, always stay informed, always stay informed. It's very important especially right now just to make sure that you're not coming off as tone deaf, so that is always the best practice as well.

Darshana Panchal: And then, we're doing all of this posting, posting so many things across all of our channels. Evaluation and measurement of your social media efforts is definitely important as a part of your overall strategy. Every organization has different goals for their social media activity, but most will measure impact by the amount of interactions a post gets. So, these interactions vary across the platforms. But they typically can be easily tracked through dashboards provided within each social media platform. And these

common measurements of interactions can be engagements, likes, comments, shares, views, number of followers, whatever your end goal is. And you can collect this data, but collecting is not just enough, you have to also evaluate and do some kind of analysis with it. So, for example, after posting 100 times on Twitter, you might see that your organization's posts get an average of 24 retweets. With this knowledge, you can evaluate your next post by comparing the number of retweets to your average. So, a new post, so let's say your new post gets 30 retweets. So therefore, you can consider that new post that you put up to perform better than your average with an upward trend of engagement. The Partner Social Media Toolkit does provide a little bit more additional detail in terms of evaluation and measurement. And we really encourage you to reference the toolkit whenever you do get to this stage of your social media outreach efforts.

Darshana Panchal: All right, well, that was quite a bit of information. But as you followed along, we hope that you take away that social media really can be an effective way to reach parents with eligible children. And if you're conducting outreach online, remember to always meet your audience where they are, be on the platforms where they are, tailor your content, so it's relevant to them, enforce best practices, engage with followers, and to evaluate your impact so that you can continually improve your social media outreach.

Darshana Panchal: Also included in the toolkit are key dates throughout the year that you can leverage for outreach. So, in addition to latching on to Back-to-School and to flu season, you'll see that Children's Health Month is coming up in October, which provides a more than opportune time to reach out to parents about ensuring their kids have health insurance to stay healthy.

Darshana Panchal: And as a reminder as well, our Outreach Tool Library really serves as our hub that houses the campaign suite of materials. You'll see all the materials categorized by the type of resource it is, so make sure you check out each tab. And while you're looking through, you'll find a number of resources like sample social media graphics, customizable print materials, posters, toolkits, and much more.

Darshana Panchal: We also want to provide a reminder about material customization. We know many of you have taken advantage of this offering before. But as a reminder, CMS does offer material customization free of charge, and organizations can request customization of up to five resources per month of any of the 13 languages that are available. Customization and delivery of the print-ready files typically takes about two weeks. And you can submit a request via the multimedia services email on this slide. And a reminder, a guide to submitting your request is also available on InsureKidsNow.gov. We highly encourage you to take advantage of this offering. We also do want to just quickly mention that, due to some copyright regulations for images like using our graphics, we do ask people to refrain from taking campaign images and adding your own information and posting without permission. There are established image guidelines with CMS, and they're supposed to only be used solely for campaign purposes. So, we're more than happy to customize materials that you need. And if you have any questions on what can be customized, feel free to email us, and we're happy to follow up.

Darshana Panchal: Okay, so now, I know there have been some questions in the Q&A and in the chat box that I believe my colleague has been responding to but if there are any other questions, we welcome that you add them into the Q&A box now, and we'll be happy to address them verbally as well. And I know many of you have also joined us, we're only able to join us by audio today. So, feel free to always send us questions via email after today's webinar and we're happy to follow up that way.

Judith McAuley: Yeah, and a few of the questions that we have received so far are around whether the slides are going to be available afterwards, and you're going to post them on the website, and we'll send around an announcement as well once they are available. There was one other question we received around the available images being too large to post on your social channels. We're going to look into that and make sure that any of the files are the proper size for you. But should you have any problems, please reach out to us directly, and we're happy to troubleshoot.

Darshana Panchal: And I also see a question in the chat actually about the evaluation portion that we just discussed. That evaluation part of social media outreach is included in the Partner Social Media Toolkits, and that is on the website currently.

Darshana Panchal: So, I'm still seeing some, yeah, I'm still seeing some questions about the PowerPoint presentation. This presentation is being recorded. It will be available on InsureKidsNow.gov in the next couple of weeks. And we'll be sending a notification out to everyone that's on the webinar today that it is live on the website.

Darshana Panchal: Yep, and a follow up to this webinar as well, we will be providing the link to the toolkit. If you are on InsureKidsNow.gov right now and you go to the Outreach Tool Library, there is a section under toolkits where you'll be able to find it, and it's listed under there.

Darshana Panchal: All right, I don't see any other questions coming in. And like I mentioned, I know many of you have joined us by audio today and might not be able to use the chat or the Q&A function. So, if you do have a question about anything that we talked about, please feel free to email us afterwards and we're happy to direct you to whatever resource you need or answer any questions.

Darshana Panchal: And with that, we always want to encourage you to keep in touch. You can, like I mentioned, always follow up with us after the webinar by emailing ConnectingKids@cms.hhs.gov. And if you're not already, please follow us on Twitter @IKNgov, and engage with us on social. If you also haven't already subscribed to our Campaign Notes eNewsletter, please do so. It's distributed throughout the year and provides updates on campaign activities. And like we mentioned earlier, we plan to follow up with everyone as additional resources are rolled out and as they become available, so we will be in touch with you as well.

Darshana Panchal: If there are no other questions, we will conclude this webinar. Thank you so much to everyone here today. Please take a look at the social media toolkit online at InsureKidsNow.gov. Don't hesitate to reach out if you have questions later. Stay safe and healthy and have a great day.