

ASSISTOR TRAINING

SOCIAL MEDIA PRESENTATION



NY State of Health Social Media Presentation

▶ WHAT?

Social Media basics will be covered. This presentation is not intended for advanced users.

Topics include:

- ▶ The Value of Social Media
- ▶ Social Channel Overview
- ▶ Social Media Best Practices
- ▶ Social Media Metrics & ROI
- ▶ Tips & Tricks

▶ WHERE?

WebEx Link: bit.ly/2NY6a6r

▶ WHEN?

Date and Time:
March 26, 2021
11:30 – 12:30PM



THE VALUE OF SOCIAL MEDIA

Creating Brand Awareness

What is brand awareness?

- ▶ How familiar your target audience is with your brand and how well they recognize it.

How can you use social media to create brand awareness?

- ▶ Opportunity to share that the service you are offering (assisting consumers with enrolling in health care) is available to those who need it.
- ▶ Get more consumers to enroll through NY State of Health.
- ▶ Stay connected with your audience and build trust in the brand.

Meet Your Consumers Where They Already Are

As of October 2020, there were over **4.14 billion** active users worldwide on social media.



2.7 Billion
Monthly Active Users



330 Million
Monthly Active Users



1.15 Billion
Monthly Active Users



303 Million
Monthly Active Users



416 Million
Monthly Active Users

Learn About Your Audience

Use each interaction as a learning experience.

- ▶ **Who Wants This Information?**
 - ▶ Consumer location
 - ▶ Consumer demographics
- ▶ **What Information Do They Want?**
 - ▶ Enrollment help
 - ▶ Important deadlines
- ▶ **Where Do They Want This Information?**
 - ▶ Specific social media channels
- ▶ **How Do They Want This Information?**
 - ▶ Types of media



Interact With Your Audience

Keep these items in mind when responding to your consumers on social media to help ensure positive and successful interactions.

- ▶ Use a professional, friendly tone.
- ▶ Show empathy and understanding.
- ▶ Respond to every message. Leave no stone unturned.
- ▶ Move offline when necessary and know where to direct them for further assistance (phone, email, etc.)
- ▶ Follow up with consumers to ensure they are satisfied, and their needs have been met.



YOU CAN BUILD AND ENGAGE YOUR COMMUNITY



Follow these steps:

STEP 1

Provide helpful content positioning yourself as a subject matter expert.

STEP 2

After engaging with your community, you can begin anticipating their needs through personalized content.

STEP 3

Create trust amongst your consumers to create brand advocates.

STEP 4

Garner enrollments.



SOCIAL CHANNEL OVERVIEW

SOCIAL CHANNEL OVERVIEW

Channels	Top Demographics	Unique Features	Top-Performing Content
Facebook	<ul style="list-style-type: none"> • Most engaged; ages 50-64 	<ul style="list-style-type: none"> • Events Calendar 	<ul style="list-style-type: none"> • Health plan options, tools and resources, news and updates
Twitter	<ul style="list-style-type: none"> • Young adults ages 18-29 	<ul style="list-style-type: none"> • Polls 	<ul style="list-style-type: none"> • Open Enrollment deadlines, enrollment options
Instagram	<ul style="list-style-type: none"> • Most engaged; ages 18-24 	<ul style="list-style-type: none"> • Stories, Reels 	<ul style="list-style-type: none"> • Virtual events, post shares, #HealthTipTuesday
Pinterest	<ul style="list-style-type: none"> • 83% women ages 25-54 	<ul style="list-style-type: none"> • Categorized Boards 	<ul style="list-style-type: none"> • Tools, resources, healthy tips
LinkedIn	<ul style="list-style-type: none"> • 44% ages 25-30 	<ul style="list-style-type: none"> • Professional Networking 	<ul style="list-style-type: none"> • Brokers, small business, tools and resources



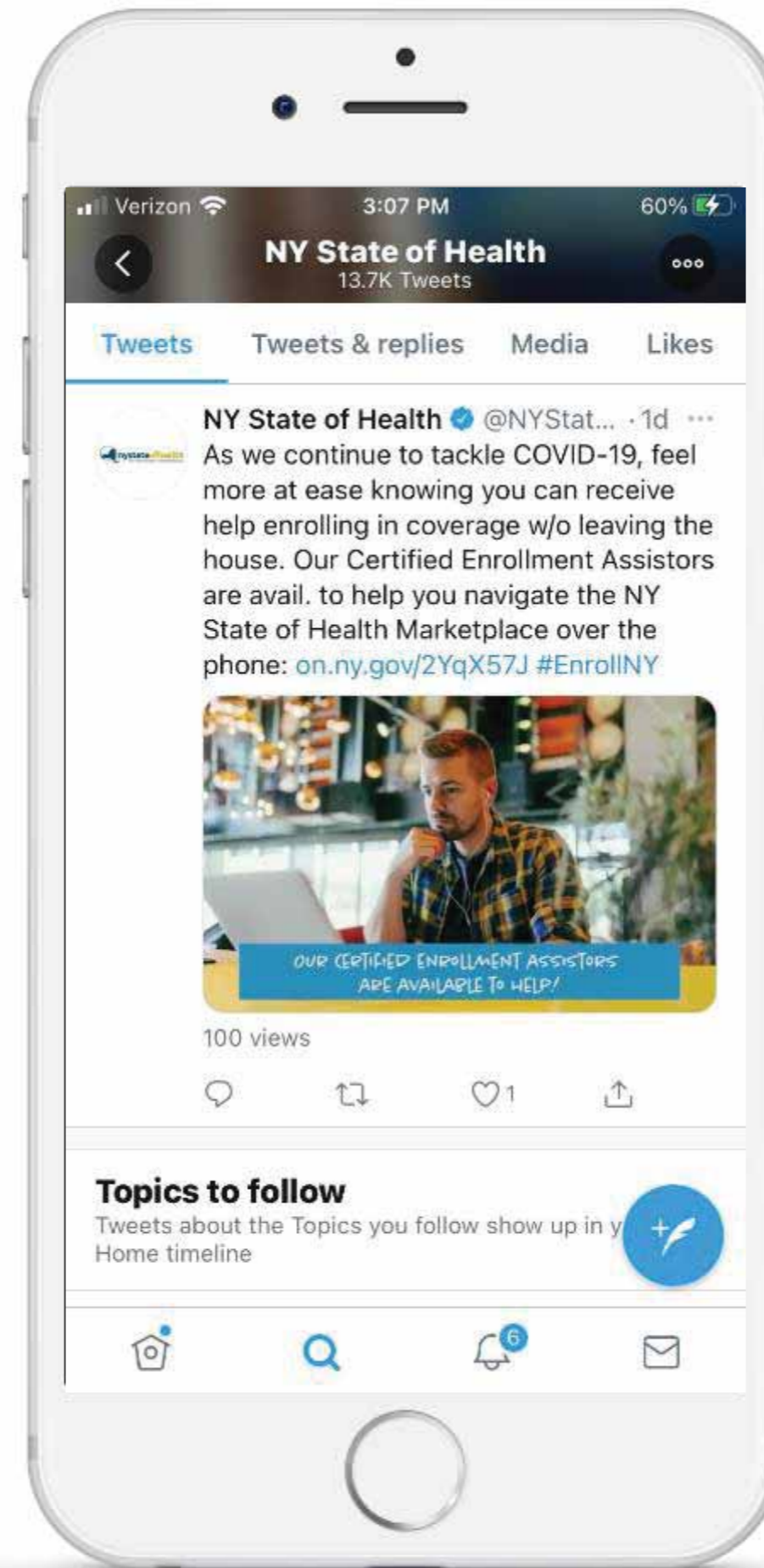
S O C I A L M E D I A
B E S T P R A C T I C E S

Content Variety Is Key

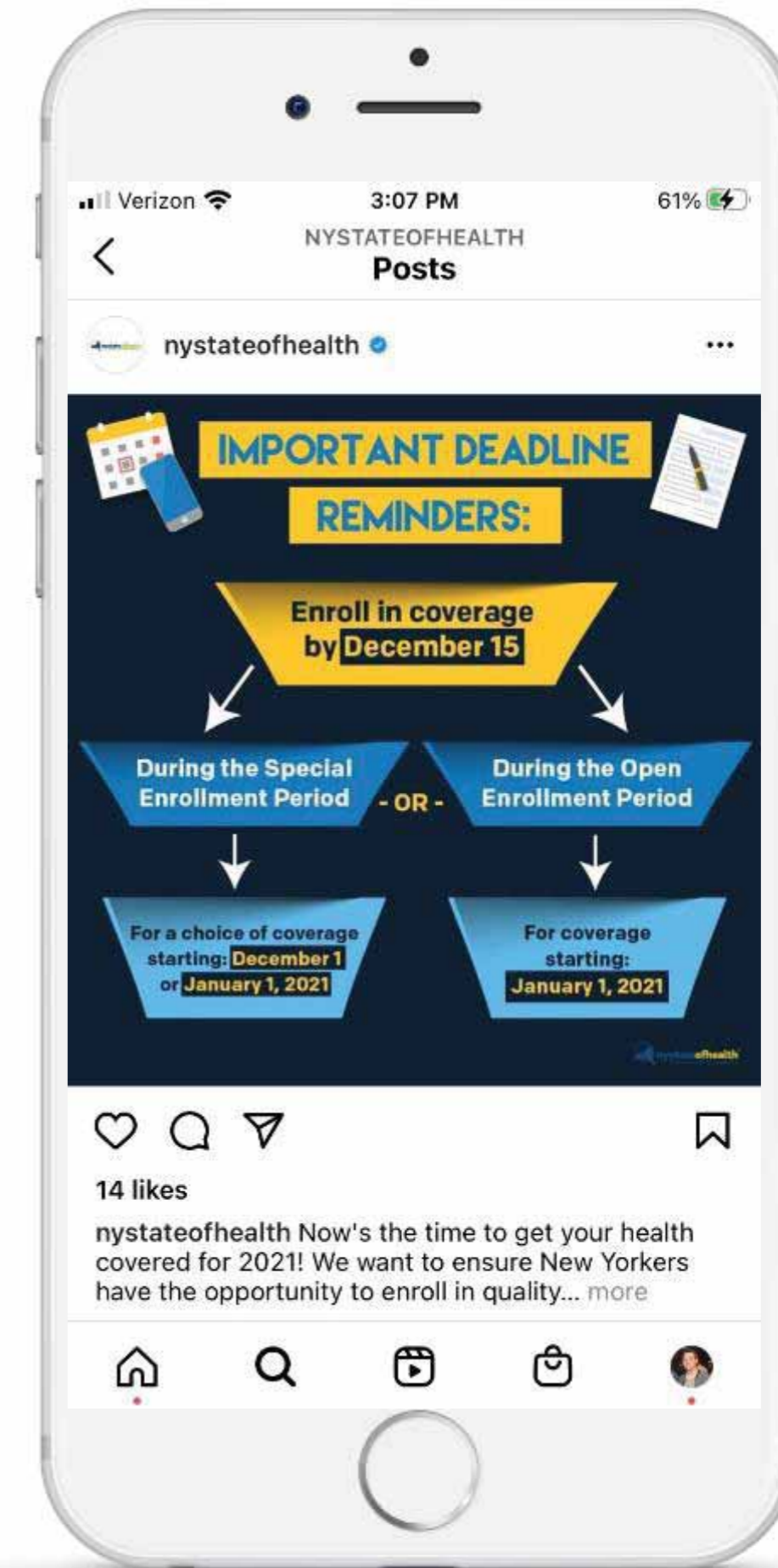
Keep Your Audience Interested & Engaged



ENROLLMENT TIPS



ASSISTOR VIDEOS



DEADLINE REMINDERS

FOCUS ON CONTENT VISIBILITY

There are two main ways to share content:

- ▶ Reshare content from NY State of Health.
- ▶ Post content from the Outreach Tool Kit.



- ▶ Post 2-3 times per week to keep your content **fresh** and **visible**.

RECOMMENDED TIMES TO POST

PLATFORMS	BEST DAY	BEST TIME
Facebook	Wednesday	11 A.M., 1 A.M. – 2 P.M.
Twitter	Wednesday, Friday	9 A.M.
Instagram	Wednesday	10 A.M. – 11 A.M.
LinkedIn	Wednesday, Thursday	8 A.M. – 10 A.M.
Pinterest	Friday, Saturday	8 P.M. – 11 P.M.

HOW OFTEN TO POST ON SOCIAL MEDIA

- ▶ Knowing when to post on social platforms is an important way to stay a step ahead and make sense of the content overload that seems to be occurring on many channels.

POST FREQUENCY	
PLATFORMS	FREQUENCY
Facebook	Twice per day
Twitter	Once to five times per day
Instagram	No more than three times per day
LinkedIn	Once per day
Pinterest	Three Pins per day

Optimizing Across Channels

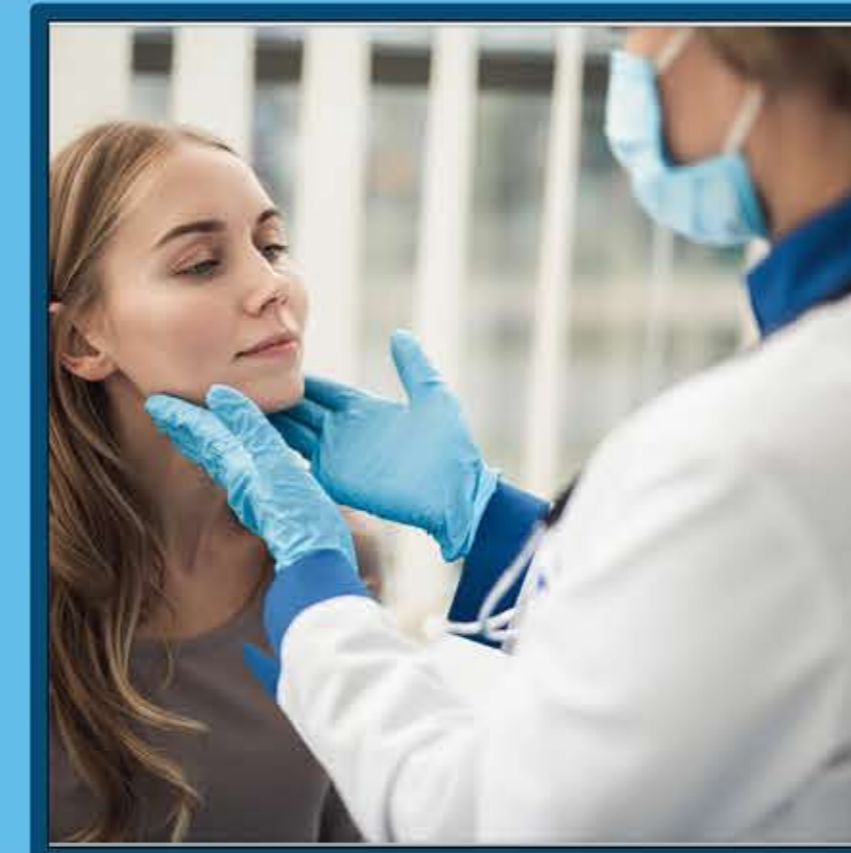
- **Videos wins** on all channels.
- Shorter videos work best, aim for **15-30 seconds**.
- Visual guides and infographics **help inform** your audience.
- **Colorful imagery** drives engagement.
- **Track your successes** to find out what works best for you!



IMAGES



GIFS



VIDEOS

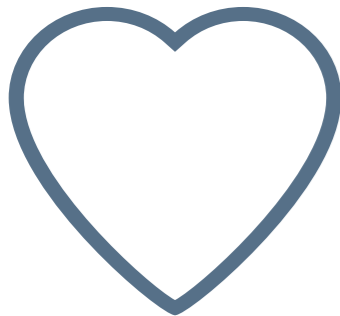


INFOGRAPHICS



SOCIAL MEDIA METRICS & ROI

Making Data Driven Decisions



WHY METRICS ARE IMPORTANT

Analyzing metrics allows you to easily spot trends and determine which content is performing well – which informs your future content.



WHEN TO TRACK

You should review your metrics during the same time frame (every week, two weeks, month, quarter, etc.) so you have a consistent comparison.



WHERE TO FIND METRICS

You can find metrics for your page by going to the insights section on that specific channel or use 3rd party tools (i.e. Hootsuite).

NY State of Health @NYStateofHealth · Dec 1
If you are looking for free help applying for health coverage, contact a Certified Enrollment Assistor! Book a phone appointment with an assistor now, and check back next week for the answer to a new frequently asked question. on.ny.gov/2YqX57J #EnrollNY

What is a Certified Enrollment Assistor?

1 4 4

Important Metrics To Track



LINK CLICKS

An action users take on any given post that drives them to a website, or other outside site.



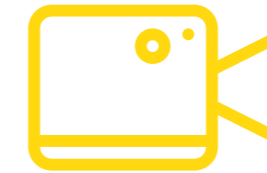
ENGAGEMENTS

Any form of interaction with your brand on social media (i.e. likes, comments, and shares).



ENGAGEMENT RATE

How many people viewed your social media content and chose to interact with it comparatively.



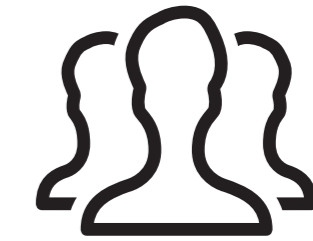
VIDEO VIEWS

The number of times users viewed your video for longer than 3 seconds.



IMPRESSIONS

The number of times a post is displayed on social media.



FOLLOWERS

People who have liked (or “followed”) your accounts on social media.

Which Metrics Are Most Important?

Certain metrics a larger role in your ultimate goal of driving more consumer enrollments.

Link Clicks

Shares

Saves

Comments

Likes

Video Views

Engagement Rate

Impressions

Followers



TIPS & TRICKS

5 Tips For Success



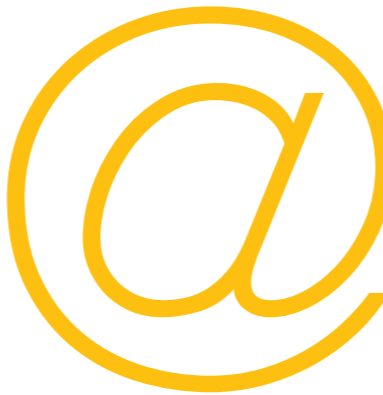
KEEP IT SIMPLE

Don't complicate your content. Keep it clear and concise so your audience can quickly understand your message.



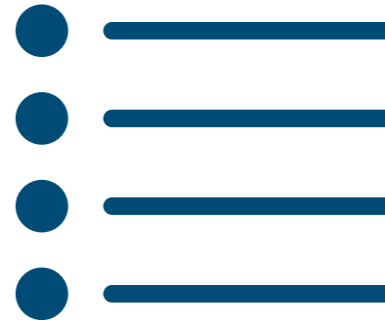
MONITOR & LISTEN

If someone has commented on your content, make sure you respond as soon as possible in a professional and courteous way.



CROSS PROMOTE

If you are promoting a partner or other account, be sure to tag them using the @ for increased exposure and share NY State of Health content.



STAY CONSISTENT

All the content you share should have consistent branding and a tone that aligns with NY State of Health.



EARN TRUST

It will take time to earn trust. Start by posting accurate information and helping those who reach out in a timely manner.

Social Media Do's

Keep Your Information Updated

Make sure your profile picture, cover photo, bio, & other important information is up-to-date, so you provide credibility, & your audience can easily find you on social media.

Be Timely

If someone commented on your content, make sure to respond as soon as possible in a professional and courteous way.

Tailor Your Content By Channel

Each social media platform is different & unique. It's important to use accurate character count per channel. Also, keep in mind the types of media & image size that works best on each platform.

Reshare Content

Shared content performs well on social media & it is recommended to reshare posts from NY State of Health's channels to ensure your audience receives up-to-date information from a credible source.

Post Content When Your Audience Is Active

Post your content when your followers are active online to increase the likelihood that it is seen (Refer to the 'Recommended Times to Post' Slide).

Stay Informed

Stay current with the latest tools & tactics so you don't lose relevance or miss out on a new way to improve your social media presence.

Social Media Don'ts

Keep It Classy

Never post content that is malicious, misleading, obscene, defamatory, threatening, or discriminatory to any individual, brand or entity.

Don't Ignore Consumer Questions

Answer their questions professionally & politely. If a consumer comment is clearly trying to start a conflict, then you can hide the comment & not respond.

Don't Post Without Proofreading

Double check content for grammar, spelling, & accuracy before posting or scheduling.

Avoid Using Too Many Hashtags

Post 2-3 hashtags for Facebook, Twitter, LinkedIn & up to 10 hashtags for Instagram.

Don't Post Random Images

Use branded images & make sure photos connect with the copy. Keep the branding consistent by following the NY State of Health brand guidelines (i.e. using branded colors).

Don't Overpost

Quality over quantity - you don't want to spam your audience with content. Create a consistent schedule of posts to go out on each channel.

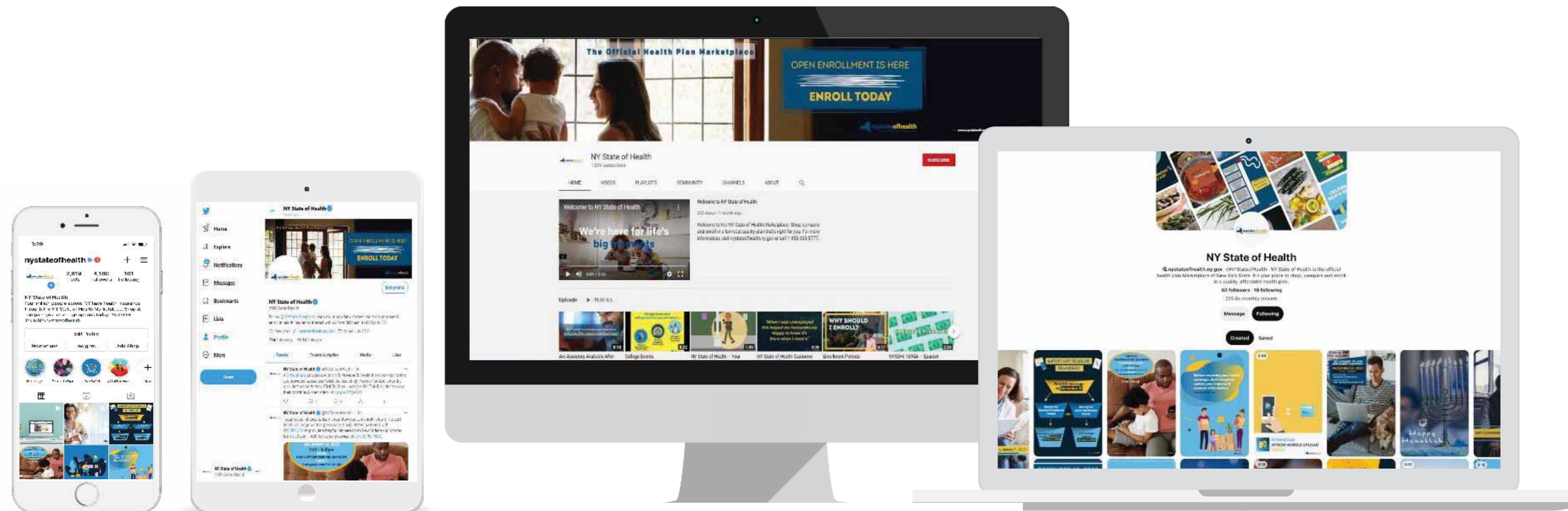
Representing the NYSOH Brand

Follow NYSOH Branding

- Consistent colors, tone and visuals

Know Your Audience

- Content should be customized based on your audience's needs





















HELPFUL RESOURCES

- ▶ There are several free tools and resources that can help you publish and schedule your content.
- ▶ Tools are also available to assist with writing text for posts.

WRITING TOOLS

TOOL	WHAT IT DOES
Grammarly	Check spelling, grammar, vocabulary, and tone.
Easy Word Count	Check the character count of a post you are writing.
Bitly	Allows you to shorten longer links to an easily shareable size.

SCHEDULING TOOLS

TOOL	PLATFORMS
Later	   
Hootsuite	    
Buffer	    
Slack Social	  
Tweet Deck	

Additional Social Media Resources



HubSpot Academy
HubSpot Marketing Blog

Free online training for marketing, sales, and customer service professionals. From quick, practical courses to comprehensive certifications.



Hootsuite Resource Library
Hootsuite Webinars

Industry-recognized social media certification programs. Hootsuite integrates with tools like Salesforce, Proofpoint, and Adobe to help you unify social media across your organization.



Facebook Blueprint Courses

More than 90 free, self-paced online courses on Facebook and Instagram advertising.



Social Media Today Library

Analysis on the latest happenings in the social media industry.



Social Media Marketing Podcast
Social Media Examiner YouTube Page

Original and comprehensive articles, expert interviews, research, and the news you need to improve your social media marketing.



Questions



**If you have questions after the seminar,
please email us here:**

Eligibility.Training.Support@health.ny.gov

