

Social Media Insights, Best Practices, and Tips for OEP3 and Beyond

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Table of Contents

Section 1: Goals & Content Guidance.....	3
Section 2: Social Media Behavior.....	7
Section 3: Platforms & Best Practices.....	16
Section 4: Messaging.....	44
Section 5: Creating an Editorial Calendar.....	48
Section 6: Testing & Optimization.....	53

Section 1: Goals & Content Guidance

Setting Goals & Taking Action

A few tips on getting started

- **Outline Your Goals.** What are the key objectives of your communications plan? How does social fit into those objectives? Ensure your work is grounded in what matters most, which helps to avoid doing cool digital stuff for the sake of doing cool digital stuff.
- **Identify Target Audiences.** Before you develop tactics and content, it's important to deepen your understanding of your target audiences online. That way, you can put together a digital strategy that keeps their behaviors and interests in mind.
- **Define Key Performance Indicators (KPIs).** Every social media platform has different ways to measure reach, engagement, and conversations. Based on your objectives, identify the KPIs that make the most sense for your campaign to track your progress against your communications goals.
- **Develop an editorial calendar.** Map out specific content themes and tactics for each social media platform and the audiences you're trying to reach. This calendar will also allow you to create A|B testing plans to optimize content throughout the campaign.
- **Leverage your partner network.** Are there ways to amplify key messages with partners online? As you're thinking about how to engage consumers for OEP3, make sure you coordinate with partners to spread the word far and wide about your marketplace.

Developing a Content Strategy

Approaching Content for OEP3

- **Tell your story.** The way each state marketplace approaches outreach and enrollment is unique, and your social media program should highlight that point of differentiation with supporters. For example, highlight enrollment numbers relevant to your marketplace on Social Media.
- **Make the issue feel personal.** Find creative ways to share consumer stories through your Social Media accounts. For example, you could create share graphics with the most compelling quotes from your local stories, and cross-promote them on Social. You could also create 15-60 second clips of video stories to help amplify a message.
- **Highlight the solution.** Why should someone take the time to enroll or re-enroll in your state marketplace? Use Social posts to push out the benefits of enrolling and explain how your marketplace can help those still seeking coverage.
- **Become a trusted online expert.** To build a reputation as a trusted health authority on Social Media, create content that is both cutting edge and educational. For example, take your current videos and optimize them for social: 15-30 seconds for Twitter and 15-60 seconds on Facebook/Google+; or consider low-budget hyperlapse videos (with whiteboard writing) to explain more complex information.
- **Create a community.** If people want to talk about signing up for health insurance on Social Media, do your best to facilitate those conversations. For example, you could create a customer service hashtag to answer questions and position your Social Media accounts as an invaluable resource to consumers.

Getting Clear on Outreach

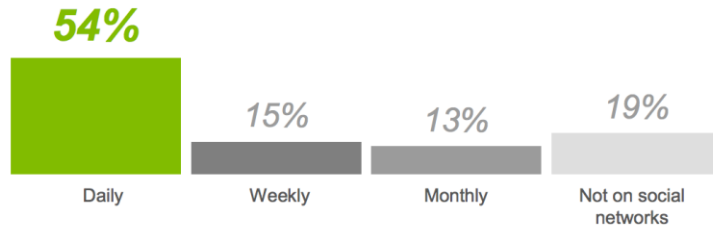
Finding and engaging with the uninsured

- **Drill down on where the uninsured are now.** Many of the uninsured report working for small employers within the retail, construction, food/accommodation, manufacturing, and health care/social service sectors. In addition, many have experience interacting with a range of safety net services, health clinics, and unemployment and food stamp offices. Find out if these locations have social media accounts and what opportunities exist to reach their audiences online.
- **Stay engaged in the conversation.** Set up tabs within your content management platform (Ex: Hootsuite Pro) to keep track of important hashtags and keywords to see what consumers are talking about when they mention your marketplace, and the kinds of content they are engaging with the most.
- **Inform the calculation.** Give consumers detailed information to inform their cost/benefit analyses. Compelling social media graphics and short facts about how the tax credit works are important—make sure they see posts describing real-life scenarios whenever possible, as well as health literacy content on how co-pays and deductibles impact out-of-pocket costs for prescription drugs and health care services. Link out to interactive consumer tools such as Get Covered America's [Tax Credit Calculator](#).
- **Stay accessible.** Offer regular customer support for the consumers who follow your marketplace on social media. Consider hosting digital events like Twitter chats, Q&As in the comments on Facebook post, or a Periscope live stream to answer questions.

Section 2: Social Media Behavior

Users Engage Regularly and Often

- 54% of U.S. consumers check Social Media every day
- 45% check between 1 – 10 times daily




Among Total U.S. Consumers (%)	2013
1-3 times/day	33
4-10 times/day	12
10-20 times/day	6
More than 20 times/day	3
Weekly	15
Monthly	13
Not on social networks	19

2013				
Trailing Millennials 14-24	Leading Millennials 25-30	Xers 31-47	Boomers 48-66	Matures 67+
37	37	39	27	21
21	20	13	5	2
13	9	4	3	0
9	7	2	1	1
8	14	18	16	14
5	7	11	20	23
8	6	14	28	39

		Male	Female
		31	34
		11	12
		5	6
		3	4
		17	12
		13	13
		20	18

Social is Gaining as a Source of News

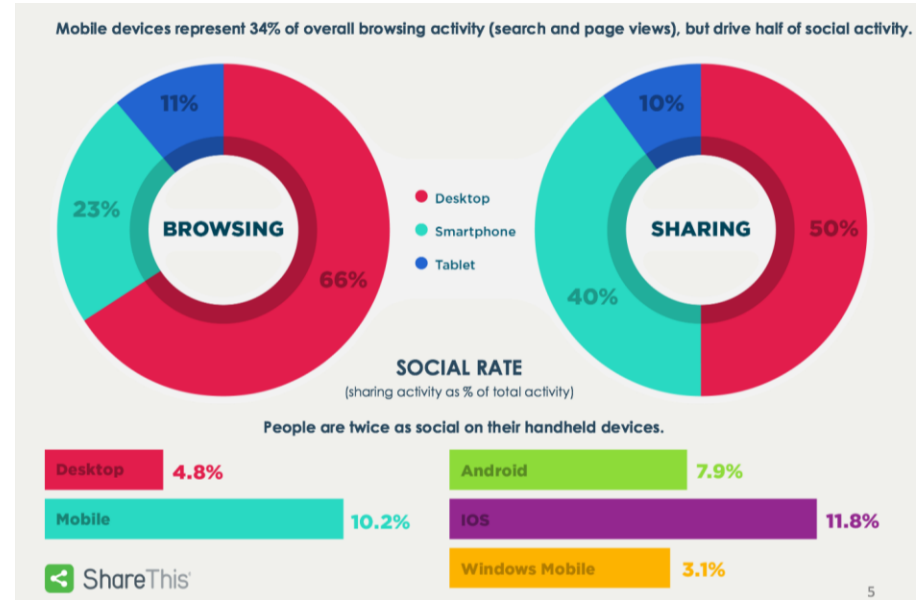
- Social media sites are becoming a primary source of news for young adults (leading most with Trailing Millennials, 14-25 yo).



Among Total U.S. Consumers (%)	2012	2013	2014	Trailing Millennials	Leading Millennials	Generation X	Baby Boomers	Matures
Television	57	49	48	28	40	45	61	70
Online news sites not associated with a newspaper	17	19	12	15	10	13	11	4
Social media sites	4	9	11	26	15	10	3	1
Online version of newspapers	9	10	10	7	16	13	8	4
Print newspapers	6	6	7	3	4	5	10	15
Radio	3	4	5	5	3	7	5	2
Variety/talk shows	–	–	2	4	5	1	0	0
News aggregators	–	–	2	3	3	3	1	0
I do not follow the news	3	4	4	8	5	3	2	3

Mobile Drives Social Activity

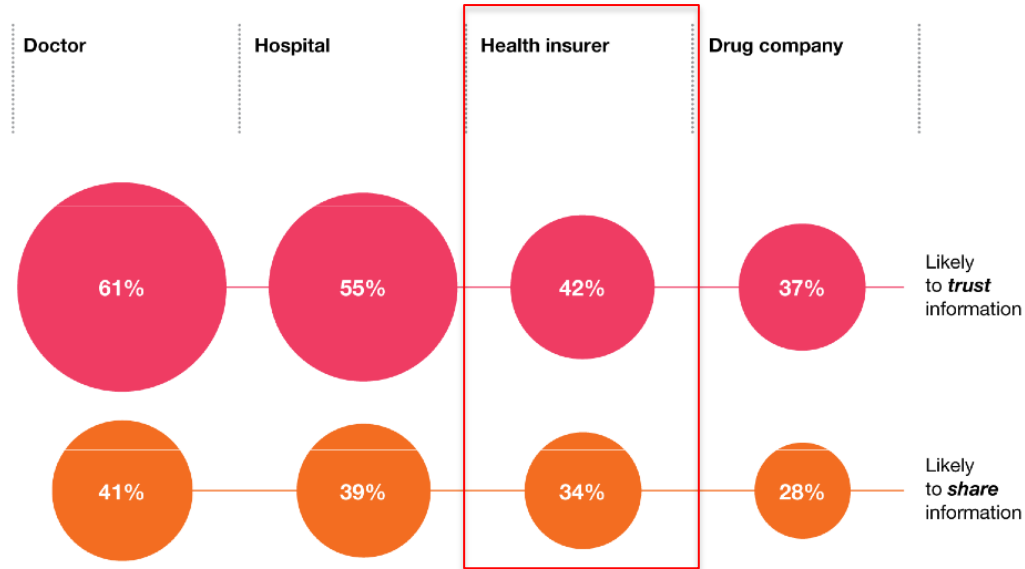
- Ensure your Social Media content is optimized for mobile
 - Develop responsive content to ensure graphics and video renders well
 - Use tools from [Sprout Social](#) and [Optimizely](#) to ensure appropriate size and rendering
 - Recognize that mobile shares are higher in the evening (7-9 p.m.)



Source: ShareThis Consumer Sharing Trends Report Q2 2014

Providers are Trusted Messengers

- Consumers trust doctors most when it comes to engaging with health entities on Social Media—health insurers rank third.

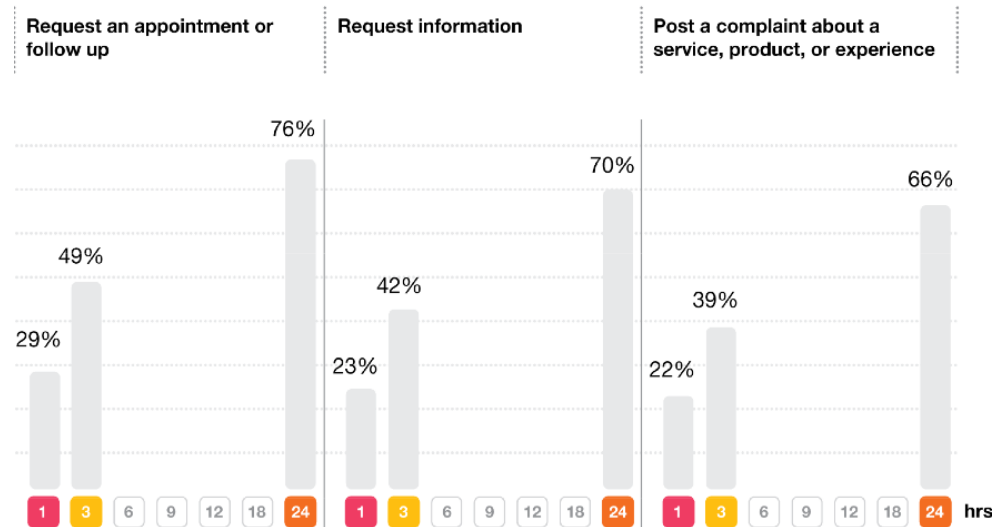


n = 1,060

Source: PwC HRI Social Media Consumer Survey, 2012

High Expectations on Response Times

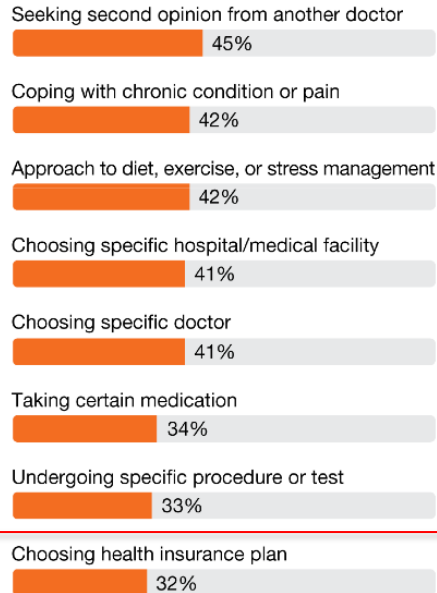
- Consumers expect responses quickly, especially online. Responsive community management is critical. If one-day turnarounds prove unmanageable, consider creating regular “office hours” in which consumers are asked to engage on customer service issues on certain days and time, to manage expectations.



n = 1,060

● Within 1 hour ● Within a few hours ● Within a day or less

Consumers Turn to Social for Health Care Decision Making



n = 1,060

- About a third of consumers turn to Social Media to inform their decision about choosing a health insurance plan.

Notes on a Few Audiences

Young Adults

- They are digital omnivores—using up to three devices every day to engage on social media and connect online
- Despite Social Media consumption, they rely on traditional sources like friends, family, and health care providers when considering insurance
- Trust user-generated Social Media content from their peers over companies and brands online
- In messaging, avoid being too informal—they appreciate this tone from their peers, but not from authoritative sources

Latinos

- Consume Social Media at above average rates, and can be found on every major Social Media platform
- Instagram is the most popular Social Media platform among Latinos
- Use Spanish-language content—both in regular posts as well as through Spanish-only events such as Twitter chats and Facebook Q&A's

SHOP

- Small business owners do have Social Media savvy in part because they need it to promote their companies and hire staff
- The most popular platforms are LinkedIn and Facebook*
 - Websites used for business purposes: 44% LinkedIn; 42% Facebook
 - Websites most effective for business purposes: 48% Facebook; 38% LinkedIn

Social Media Behavior: Key Takeaways

- Consumers value information and digital activities that make their health care easier to manage.
- Consumers are more likely to trust information from and share information with health care providers on social media.
- In terms of content, consumers place a premium on health literacy and customer service-related interactions with health care providers.
- For OEP3, consider pre-made content around various health literacy topics that would be most relevant to your target audience, that you can deploy in a moment's notice. Also, consider making your social media accounts available to field customer service questions from consumers.
- Ensure that your social content is optimized for mobile.

Section 3: Platforms & Best Practices

Choosing and Prioritizing Channels

- Most channel content should serve your priority audience: consumers.
- Align content to needs and goals of a consumer audience and tailor content to channel format.
- Don't overextend. Do fewer channels, better, to create relevant content and maximize engagement.
- When prioritizing, ask yourself questions like:
 - Does the channel have reach within your target audience?
 - Does the channel allow you to engage with your audience?
 - Is this a place where people go to learn or talk about relevant issues?
 - Does the channel format align with your content?
 - How can you relay core messages (visuals, video, etc.)?

Social Media Demographics Overview

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

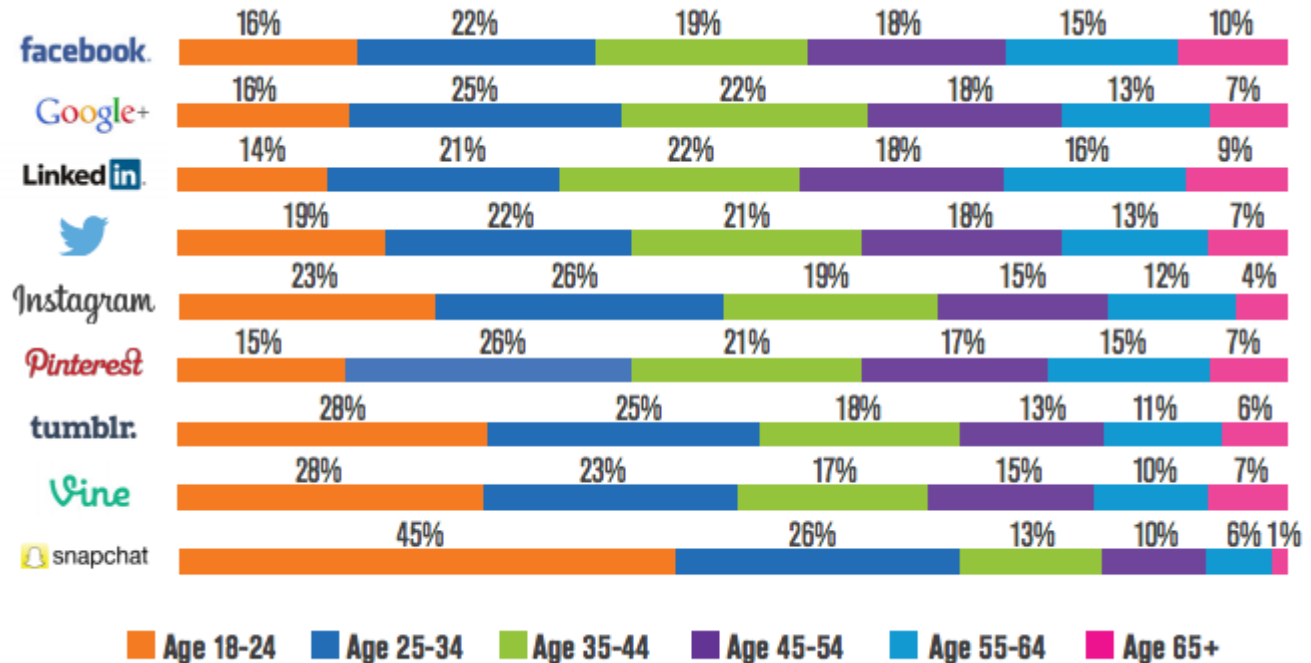
Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

Social Networking Sites

% of internet users who use social networking sites

	Use Social Networking Sites
All internet users (n=1,802)	67%
a Men (n=846)	62
b Women (n=956)	71 ^d
Race/ethnicity	
a White, Non-Hispanic (n=1,332)	65
b Black, Non-Hispanic (n=178)	68
c Hispanic (n=154)	72
Age	
a 18-29 (n=318)	83 ^{bcd}
b 30-49 (n=532)	77 ^{cd}
c 50-64 (n=551)	52 ^d
d 65+ (n=368)	32
Education attainment	
a Less than high school/high school grad (n=549)	66
b Some College (n=519)	69
c College + (n=721)	65
Household income	
a Less than \$30,000/yr (n=409)	72
b \$30,000-\$49,999 (n=330)	65
c \$50,000-\$74,999 (n=283)	66
d \$75,000+ (n=504)	66
Urbanity	
a Urban (n=561)	70 ^c
b Suburban (n=905)	67
c Rural (n=336)	61

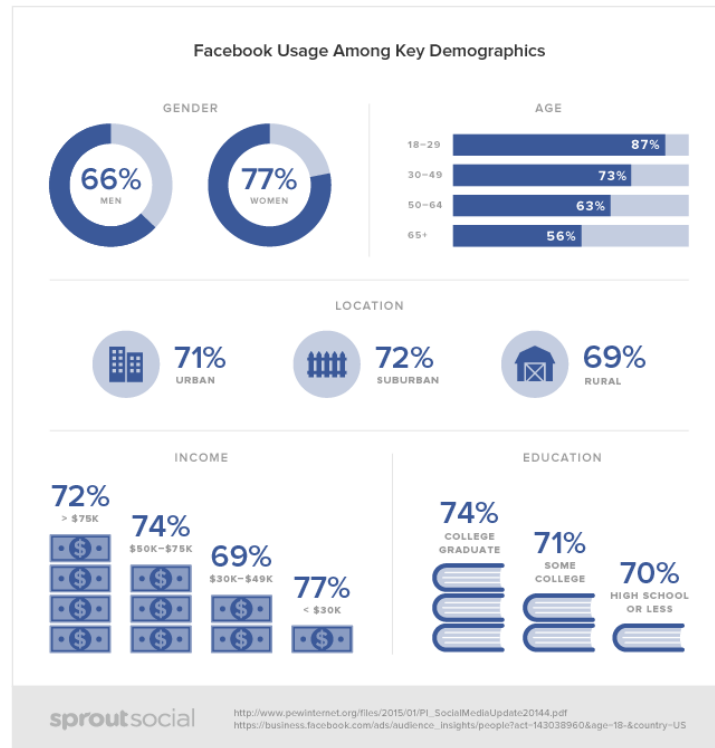
Age Breakout of Leading Social Media Platforms



Facebook: Audience

Overview

- 1+ billion users worldwide
- 73% of online users 30 – 49 use Facebook
- Average user has HHI of \$69,000 per year
- The average user spends nearly an hour (55 minutes) each day on the site
- Targeted advertising provides opportunities to deliberately grow consumer-centric fan-base



Facebook: Benefits

- Opportunity to cultivate a community around your content and provide timely, relevant info to health-focused active users
- More than 120 federal agencies are on Facebook
- Active forum for health information and advice

Users are most likely to engage with visually appealing content on Facebook.



Facebook: Content & Best Practices

BEST TIME



FACEBOOK
1 pm - 4 pm
 result in the **highest average**
 click through

PEAK TIME



FACEBOOK
Wednesdays
3 pm



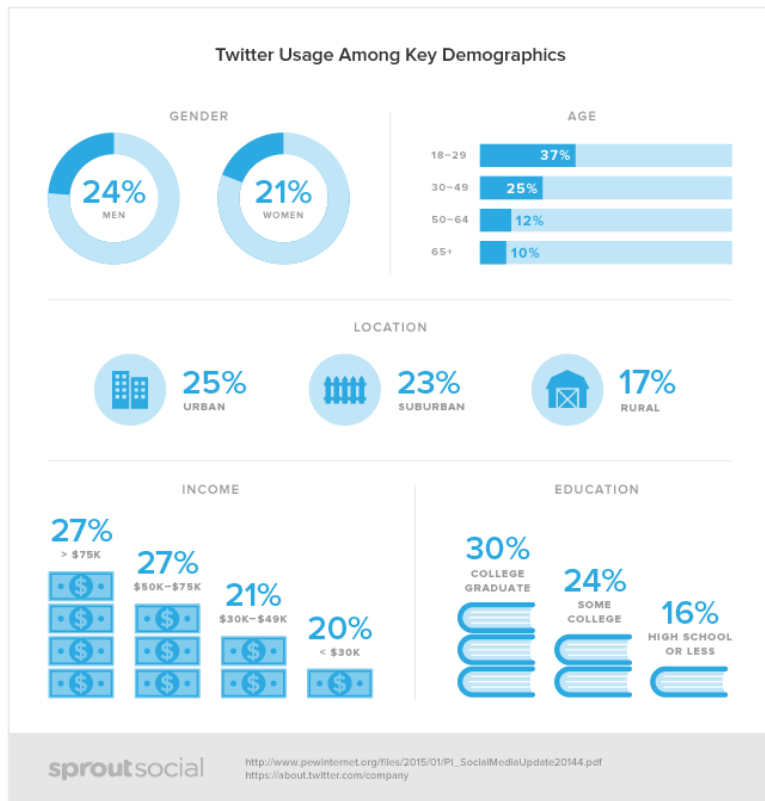
Content Ideas and Best Practices

- Provide everyday Americans with content that is relevant and useful to incite engagement
 - Important announcements (e.g., new tools, deadlines, special enrollment periods)
 - Personal consumer stories of how having health insurance positively impacts their lives
- Team up with partners to amplify content on special days throughout OEP3. Create and share social media toolkits with partners that include sample language and branded graphics before major events or milestones that you'd like to promote on Facebook
- Conduct Facebook Q&As on posts, and answer customer service questions in the comments
- Leverage the news cycle; if your state marketplace is mentioned in the press favorably, Facebook is a great place to amplify the story by sharing a graphic with a compelling quote from the article
- Develop branded content that is produced/owned by your state marketplace

Timing/Frequency:

- 1-2 times a day unless messages are geo-targeted
- Post in the morning and afternoon

Twitter: Audience



Overview

- 241 million active users
- 23% of all internet users use Twitter
- Nearly 38% of users are between the ages of 25-44
- One-quarter (26%) of users have HHI between \$30,000-\$79,999

Twitter

% of internet users who use Twitter

		Use Twitter
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	14
b	Black, Non-Hispanic (n=178)	26 ^a
c	Hispanic (n=154)	19

Twitter: Benefits

- You can leverage and amplify content and conversations to raise awareness and engage consumers with your marketplace
- Significant conversation volume across health care topics (e.g., providers, doctors, plans)



#WellnessWednesday: Eat plenty of fruits & vegetables. Find a Farmers' Market in the area to get started:



Wellness Wednesday: Farmers' Markets
farmersmarketonline.com
[View now](#)

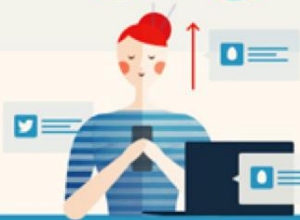
RETWEETS
2



4:30 PM - 12 Aug 2015

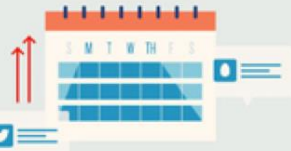
Use health & wellness content to insert your marketplace into conversations users are already having on social. Search what's trending in your area on Twitter and Facebook to identify opportunities.

BEST TIME



TWITTER
Mondays - Thursdays
 1 pm - 3 pm

PEAK TIME



TWITTER
Mondays - Thursdays
 9 am - 3 pm



Twitter: Content & Best Practices

Content Ideas and Best Practices

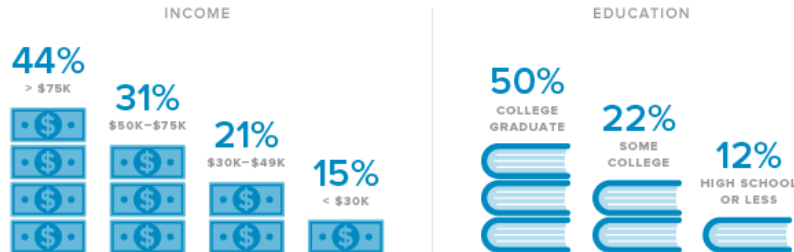
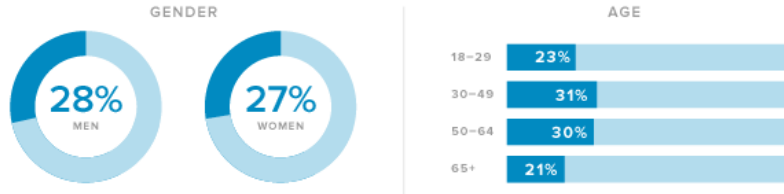
- Share announcements, resources, tools, personal stories, short bites of info/stats/quotes
- Produce branded content unique to your state marketplace
- Live tweet appropriate events (e.g. enrollment events)
- Monitor local hashtags every day for opportunities to enter popular conversations
- Consider “Twitter takeovers” where you allow a consumer or influencer to “takeover” your handle for a couple of hours, sharing their positive experiences with your marketplace. These people wouldn’t be given the login information to your social media accounts but rather provide the marketplace with content they could push out during a pre-determined time period
- Leverage the news cycle; if your marketplace is mentioned in the press, Twitter is also a great place to amplify the story to incite a conversation
- Develop Days of Action on Twitter, coordinating with partners to push out similar messages and images
- Monitor Twitter for announcements about upcoming chats during OEP3—@YoungInvincible, @GetCoveredUS, @HHSGov, @Out2Enroll, @SaludToday, and @MomsRising frequently host popular health-related events and offer resources that you can push out to your audience

Timing/Frequency

- 4 times per weekday (early morning, lunchtime, afternoon, early evening)
- 2 times per weekend

LinkedIn: Audience

LinkedIn Usage Among Key Demographics

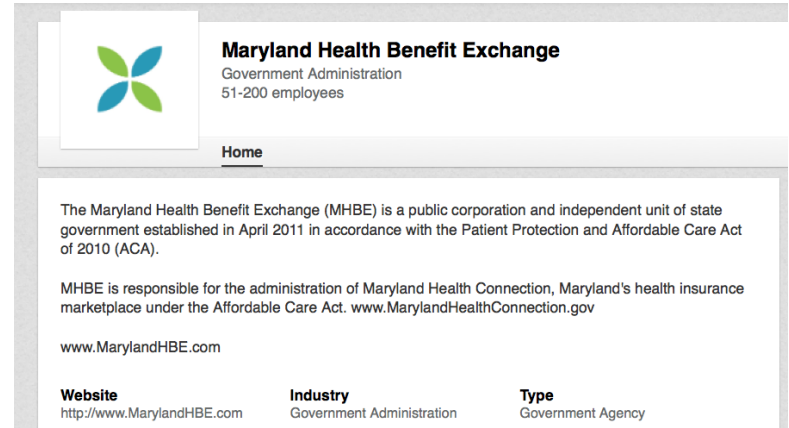


Overview

- 31% of online adults 30-49 use LinkedIn
- 50% of college graduates use LinkedIn (Young Adults)
- Skews toward those with higher incomes (\$75k+)

LinkedIn: Benefits

- Used primarily to enhance professional relationships, conversations, and decision-making
- Organizations that participate in LinkedIn give potential and current followers a place to network and connect on issues like health care



The screenshot shows the LinkedIn profile for the Maryland Health Benefit Exchange. It features a logo with four leaves (two blue, two green) and the text: "Maryland Health Benefit Exchange", "Government Administration", and "51-200 employees". A "Home" link is visible. The main text reads: "The Maryland Health Benefit Exchange (MHBE) is a public corporation and independent unit of state government established in April 2011 in accordance with the Patient Protection and Affordable Care Act of 2010 (ACA). MHBE is responsible for the administration of Maryland Health Connection, Maryland's health insurance marketplace under the Affordable Care Act. www.MarylandHealthConnection.gov www.MarylandHBE.com". At the bottom, there are three columns: "Website" (http://www.MarylandHBE.com), "Industry" (Government Administration), and "Type" (Government Agency).

Use LinkedIn to keep other leaders in the health care community up-to-date on your marketplace.

BEST TIME



LINKEDIN
Tuesdays - Thursdays

PEAK TIME



LINKEDIN
Noon
5 pm - 6 pm

Source: Fast Company

LinkedIn: Content & Best Practices

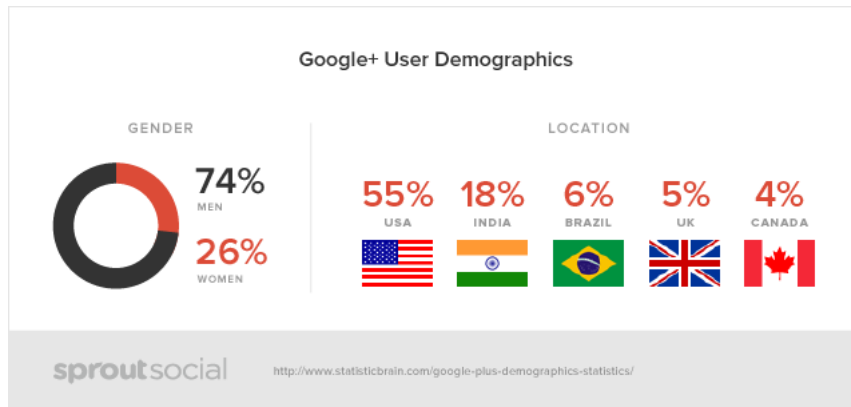
Content Ideas and Best Practices

- Push out reports, announcements, and helpful tools
- Incorporate video content, like consumer stories, for greater engagement
- Respond to customer service questions from LinkedIn members and followers
- Join popular small business groups and participate in the discussion by sharing info and insights about your marketplace
- Post regular “Pulse” blogs, which are op-eds that are shared with people aligned with your work, to amplify your marketplace messaging and campaign
- Message strategy: Target users whose profiles indicate they are between jobs with messages that position the marketplace as a go-to source for coverage in place of COBRA

Timing/Frequency

- 1 time a day
- Updates posted in the morning generally see the highest engagement

Google+: Audience



Overview

- 300 million monthly active users
- More than half of users are 25-44 years old
- Daily active Google+ users spend 12 minutes per day in the stream
- Compare to 6.5 minutes/month for monthly active users (vs. 6.75 HOURS/month on Facebook)

Google+: Benefits

- Research shows that Google's search algorithm favors content that originates on Google+

NY State of Health
Shared publicly - Yesterday 5:03 PM

Here's an interesting fact—The NY State of Health Marketplace has successfully made health coverage in New York more affordable and accessible, with more than 2.1 million New Yorkers enrolled in comprehensive, affordable coverage.
on.ny.gov/1My36VH

WHO ARE THE OVER 2 MILLION NY STATE OF HEALTH ENROLLEES?

Over 2 million enrolled (2,044,000)

Gender

Male	44%
Female	56%

Uninsured by Program

Standard Health Plan (SHP)	68%
Essential	95%
Child Health Plan	79%

NY State of Health's photos
nystateofhealth.ny.gov

+1 Add a comment...

To cover a wider audience, cross-promote strong visuals across platforms, such as Facebook and Google+,

BEST TIME



GOOGLE+
9 am - 10 am

PEAK TIME



GOOGLE+
Wednesdays
9 am



Google+: Content & Best Practices

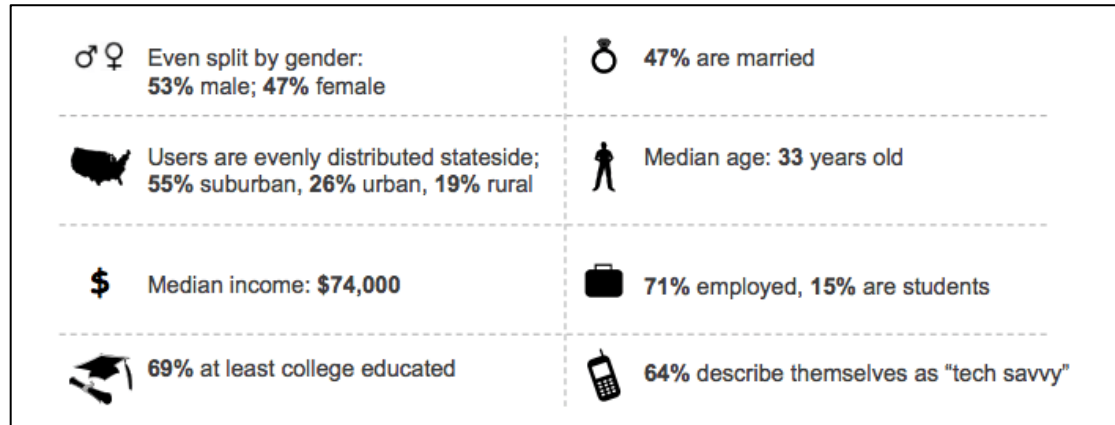
Content Ideas and Best Practices

- At the outset, mirror Facebook posts and monitor trends in engagement
- Share important announcements (e.g., new tools, reports, deadlines, special enrollment periods)
- Push out personal consumer stories of how having health insurance positively impacts the lives of everyday Americans
- Cross-promote partners and supporter content
- Leverage the news cycle
- Join communities and participate in discussions
- Share blog posts with keywords related to your marketplace, links and images
- Engage with other users by commenting, +1ing, and sharing
- Participate in Google+ Hangouts with partner organizations

Timing/Frequency

- 1-2 times a day
- Post in the morning and afternoon

YouTube: Audience



Source: Will Video for Food

Overview

- YouTube is the second largest search engine after Google
- 37% of YouTube users are 25-44 years old
- YouTube reaches more US adults ages 18-34 than any cable network

YouTube: Benefits

- 30% of online content is video content
- One in four YouTube videos are shared with friends
- 400 tweets each minute contain a YouTube link



Meet Marty, a grad student in Denver and a summer river guide in Grand Junction.



ConnectForHealthCO

Subscribe 85

15,156

+ Add to < Share ... More

👍 0 🗨️ 1

Personal testimonials, such as Connect for Health Colorado's consumer story videos, perform well on YouTube

YouTube: Content & Best Practices

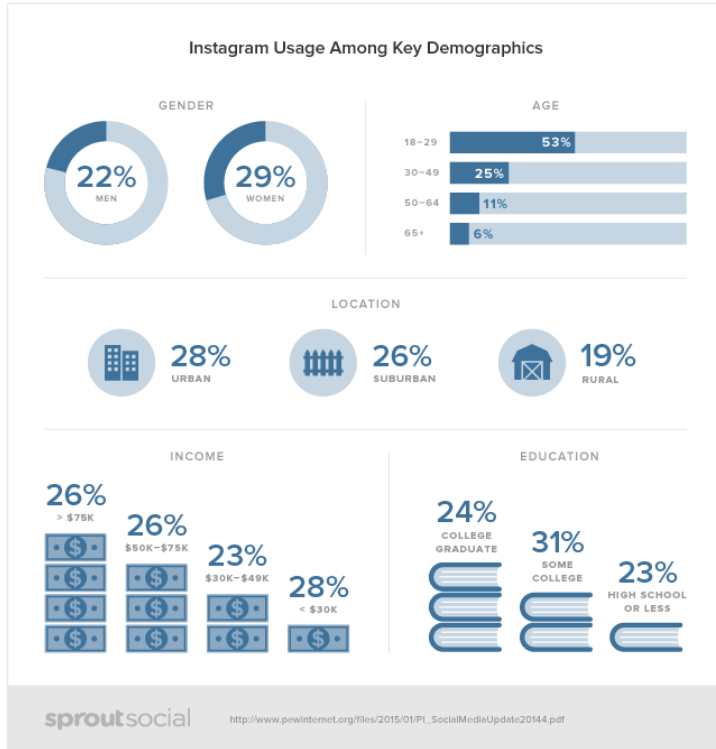
Content Ideas and Best Practices

- Curate content that tells a story and relates to people: consumer story testimonials and animated video
- Use branded content produced/owned by your state marketplace
- Create specific playlists for all state marketplace categories and themes where you have video content
- Clearly indicate a call to action at the end of each videos (e.g., visit healthyrhode.ri.gov)
- Add relevant keyword tags to videos to make it easier for users to find your videos
- Add playlists and sections to the video channel
- Add annotations within videos to drive users back to relevant content
- Add intro clips to videos where appropriate to achieve brand consistency
- Share videos across other platforms, as video content gets higher engagement

Timing/Frequency

- Post new videos as they become available

Instagram: Audience



Overview

- Over half of all 18-29 year-olds use Instagram
- Instagram users skew towards higher household income levels than Facebook

Instagram		
% of internet users who use Instagram		
		Use Instagram
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	11
b	Black, Non-Hispanic (n=178)	23 ^a
c	Hispanic (n=154)	18 ^a

Instagram: Benefits

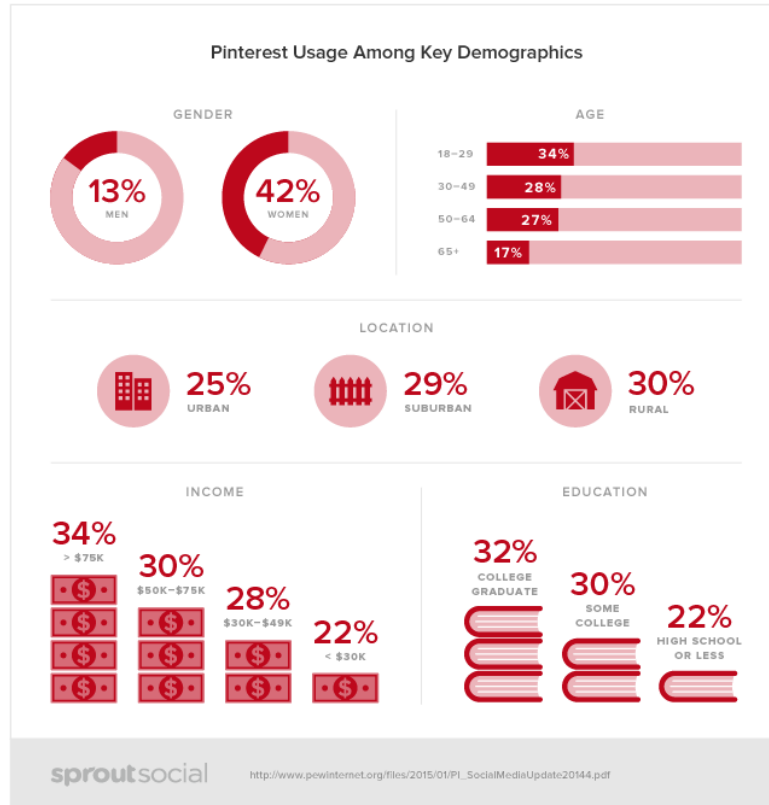
- Provides a turnkey way for users to share pictures and video with family, friends, and fans
- Users can access all of your content in one place by clicking on your profile, or can view content in real-time on their feed
- Instagram content generates 58 times more engagement per follower than Facebook and 120 times more than Twitter

Instagram: Best Practices

Content Ideas and Best Practices

- Know your audience: This will help your brand tailor posts to the audience's interest
- Be Consistent: Post often, but be conscience of the number of times you post. Always consider using 2-3 #hashtags in each caption (anyone who searches for a certain hashtag may find your post and engage by “liking” the photo or following the account)
- Engage: You are more likely to gain new followers when engaging with your audience by “liking” or commenting on their photos
- Stay on message: Keep your content simple yet informative and compelling—add value to your audience's feed so they will continue to follow your brand's page

Pinterest: Audience



- The Pinterest audience skews female
- Unlike similar social channels, Pinterest draws a larger percentage of rural users than users from urban or suburban settings
- Pinterest users tend to have a higher than average disposable income

Pinterest

% of internet users who use Pinterest

		Use Pinterest
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	18 ^{bc}
b	Black, Non-Hispanic (n=178)	8
c	Hispanic (n=154)	10

Pinterest: Benefits

- Users can customize personal boards where content they curate is saved or “pinned.” Pins can be almost anything—a vacation destination, recipe, video, or even a quote.
- There is no vertical size limit on pins, providing a great deal of scope for creativity.

BEST TIME

PINTEREST
Saturday Mornings

PEAK TIME

PINTEREST
Fridays
3pm
(for fashion and retail)

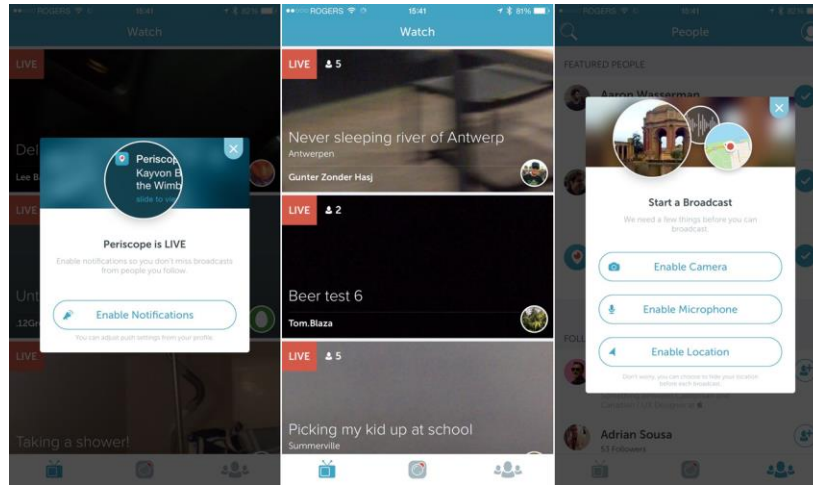
Source: Fast Company

Pinterest: Best Practices

Content Ideas and Best Practices

- Pin quality images: Pinterest users will react positively if images are visually appealing and compelling.
- Use SEO keywords in description: The description beneath an image is a required field and has a copy limit of 500 characters. In addition to the description, hyperlinks will aid your pin in SEO and hashtags may insert your pin into relevant conversations.
- Update boards regularly: To attract new followers and keep current followers engaged, update your boards with new and creative content, or add new boards on a regular basis.
- Many users browse Pinterest for new products, and pictures pinned with a price are more effective (that is to say they will generate a better CTR) than product pins with no price shown. Consider creating infographics to pin with examples of different plan prices, breaking down the cost factors.

Emerging Platform: Periscope



WHAT: Twitter-owned live streaming app with over 10 million users, watching over 40 years of content every single day

HOW: Users can choose whether or not to make their video public or simply viewable to certain users such as their friends or families. Periscope allows viewers to send "hearts" to the broadcaster by tapping on the mobile screen as a form of appreciation. Under the People tab, there is a Most Loved List that shows the users who have received the most hearts during the real-live broadcast.

WHY: Periscope would allow you to directly answer consumer questions related to health care through video by streaming from events. Think of it as a 21st customer service tool.

Emerging Platform: Snapchat



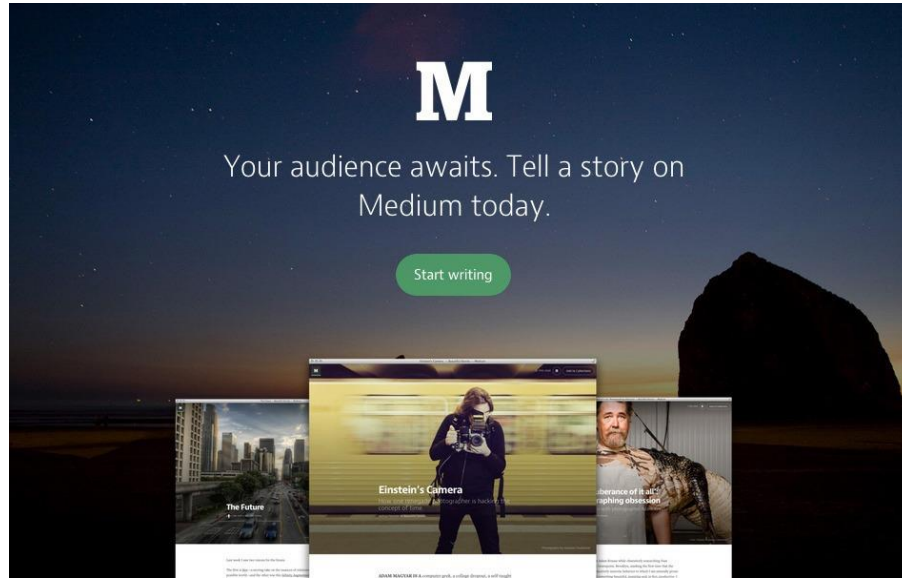
Sour Patch Kids teamed up with Vine Star Logan Paul to post a story

WHAT: Messaging app for sharing moments with friends and family.

HOW: Users can send snaps, which are picture or video messages shared in real-time. Snaps can be viewed for up to 10 seconds. Snaps disappear unless your friend decides to keep them. Users can also create stories, which string together to create a narrative that lasts for 24 hours.

WHY: Snapchat is one of the leading channels with young adults. Marketplaces could use the platform to send quick messages about deadlines and signing up for health insurance to consumers throughout OEP3.

Emerging Platform: Medium



WHAT: A blogging network for individuals and influential contributors to discuss and share their ideas, long or short, on any topic.

HOW: To sign up, users simply register with an active Twitter or Facebook account. Using Medium does not require any coding knowledge, and there are a range of options for sizing text or positioning pictures, videos, or GIFs. Medium also gives authors the ability to control the conversation by choosing to keep comments public or private. Before publishing, an author can select up to three tags per post.

WHY: Medium gives you a platform to create a publication for your consumer stories and amplify them across the internet.

Section 4: Messaging

Determining Your Tone and Voice

Start with an understanding of:

- Your audience
- Your brand
- Your channels

Dive deeper into how you can:

- Push out effective communication to reach your audiences
- Strike the right personality
- Build brand awareness



Recommended Tone & Voice for Social Media

- Tone
 - Hopeful
 - Urgent
 - Benevolent
 - Helpful
 - Informative
- Voice
 - First person plural (we, our, us)
 - Second person when engaging in conversation

Sample Social Media Messages

- **Protects you from the unexpected.** Example: “Life is unpredictable, but your health care doesn’t have to be. Visit [MARKETPLACE] to #GetCovered for the unexpected.”
- **The marketplace has new plans, prices.** Example: “Here at [MARKETPLACE], change is a good thing. We have new plans and prices available for 2016—shop for your best option today [LINK TO WEBSITE].”
- **Financial help is available.** Example: “Last year, X [RESIDENTS] got a tax credit to help pay for their plan. You could be one of them—check out your options today.”
- **Get one-on-one help.** Example: “Need one-on-one help to enroll? We’ve got you covered. Meet with a trained navigator in your area [LINK TO TOOL].”
- **It’s ok to talk about the fine.** Example: “Did you know the fine for being uninsured in 2016 is \$695 or 2.5% of your income, whichever is higher? Visit [LINK TO WEBSITE] to find a plan—financial help is available!”

Section 5: Creating an Editorial Calendar

Developing a Content Strategy

- A content strategy must:
 - Deliver against broad marketplace objectives
 - Be aligned with your marketplace's identity and values
 - Be designed to enhance your marketplace's credibility among core audiences
 - Work to differentiate your marketplace in a crowded health care space

Editorial Calendar

- An editorial calendar includes key dates and content themes that you can use to customize your internal schedule for social media posts.
- The “EdCal” should contain editorial plans tailored to the social media platforms you use, such as Facebook, Twitter, LinkedIn, YouTube, and Google+.

We have created a sample social media editorial calendar to use alongside this guide if you want help organizing social content for OEP3.

Prioritizing Themes & Categories

Tier One | Themes & Categories:

- The content topics that fall under this tier are your highest priority. They highlight the essential information consumers must know before they make a decision on health insurance.

Tier Two | Themes & Categories:

- The content topics that fall under this tier are a lower priority, but they still hit on the key points from research on what motivates consumers to sign-up for health insurance.

Tier Three | Themes & Categories:

- The content topics that fall under this tier are the lowest priority, but they provide you with interesting ways to engage your audience with core messages outside of open enrollment or when you're running low on content ideas.

Examples of Themes and Categories

Tier One

- Education on the Enrollment Process
 - Financial assistance; In-person help; deadlines; coverage costs; renewal options
- Tools and Resources
 - Tax calculator; toolkits; health literacy materials; plan comparison tool
- Success Stories
 - Consumer testimonials; navigator and provider experiences; community management and customer service

Tier Two

- Information for Special Populations
 - For example, resources for: moms; small business owners; young adults; Latinos; rural residents; etc.
- Marketplace Activities and Events
 - Online events (Twitter chats, Q&A, etc.); in-person enrollment fairs; designated enrollment weeks
- Media Promotion
 - Research reports, positive press coverage and social media feedback, marketplace progress reports

Tier Three

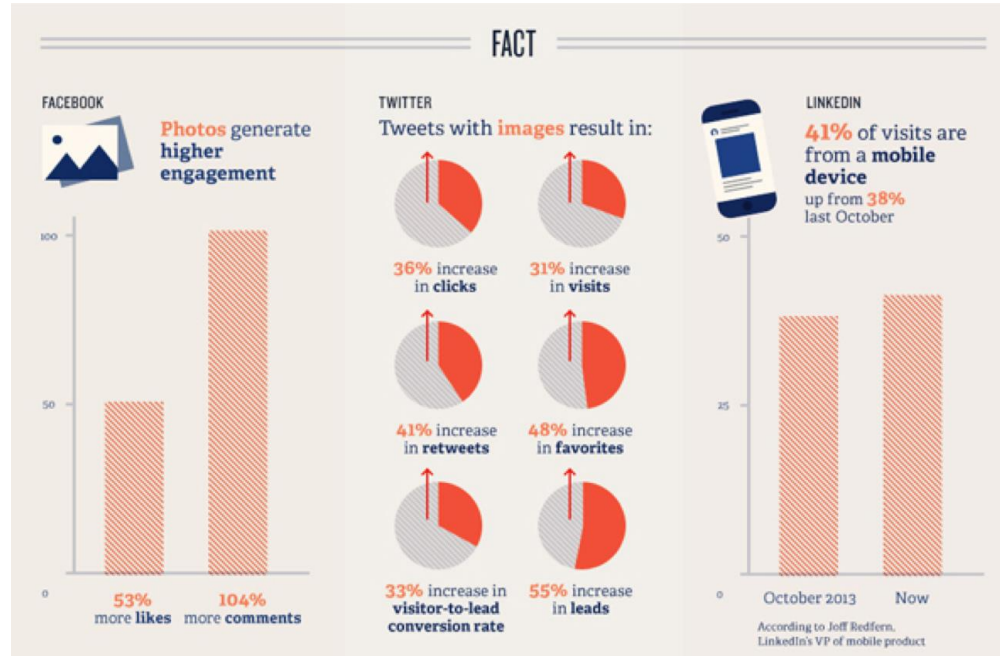
- Health and Wellness
 - Staying healthy, nutrition, fitness, etc.
- Calls to Action
 - Sign up for an email list; use themed hashtags; share a message with friends
- Calendar Events
 - Major holidays, seasons (back-to-school, weddings, etc.), sporting events, and other cultural events

Section 6: Testing & Optimization

For Facebook, Twitter, and LinkedIn

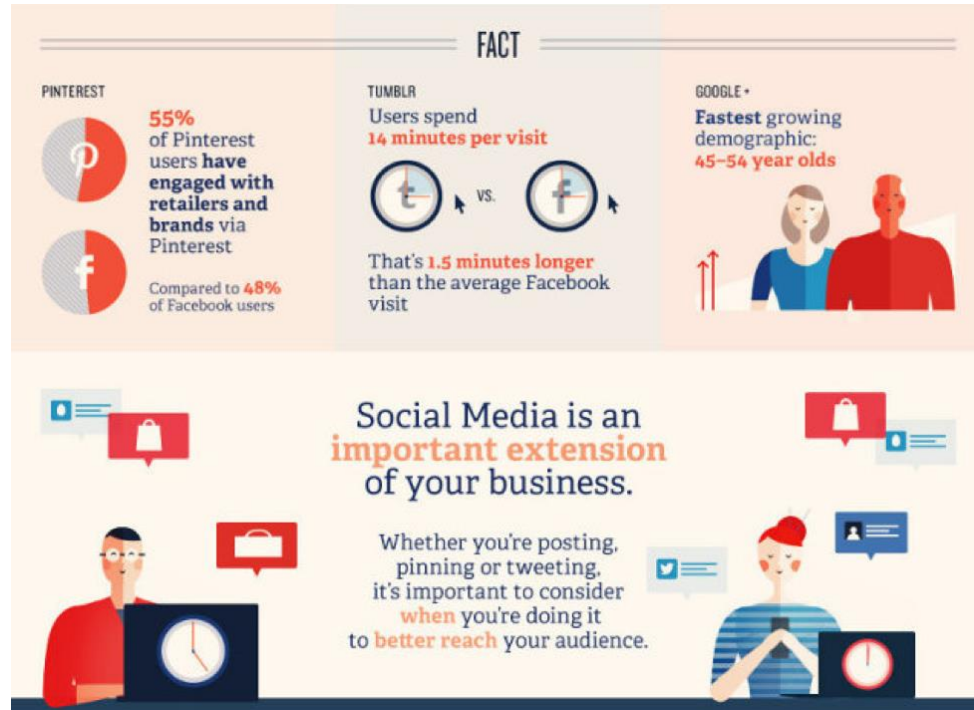
A few things to consider:

- Using photos and imagery in posts leads to better performance



For Pinterest, Tumblr, and Google+

- Save longer, more in-depth content for Pinterest, Tumblr, and Google+, where users are more likely to stay engaged for longer periods of time.



A/B Testing & Optimization: Best Practices

A/B testing (sometimes called split testing) compares two versions of online content to see which performs better. You compare two options by showing the two variants (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!

- Use sourced links to get demographic data on the people who engage with your content.
- Shorter is better: Content with less than 100 characters performs best.
- Post content at times where you're likely to get the highest engagement.
- Monitor the days and times where your content performs best.
- Consider testing headlines, calls to action, and images with your social media content. More tips can be found here:
 - <http://blog.hootsuite.com/how-to-use-social-media-for-ab-tests/>

Resources

There are many free or inexpensive tools for managing social channels, developing content, and measuring performance. We recommend:

[Sprout Social](#) or **[Hootsuite Pro](#)** (\$60 per month. Note: free version of Hootsuite does not perform well)

- Pre-schedule content to be posted
- Consolidate audience messages from FB, Twitter, Instagram, and LinkedIn in one inbox
- Monitor keywords related to your marketplace or health insurance

[Canva](#) (currently free)

- Design tool with a simple interface that enables your social manager to add messaging copy and design elements to images
- Use Canva to create Facebook/Twitter posts and cover images, collages, and designed graphics to promote upcoming events