



**COVERED**  
**CALIFORNIA**

**Medi-Cal Transitions  
Social Media Tool Kit**

## Objective

This tool kit provides resources and information to help raise awareness about the Medi-Cal to CoveredCA transitions.

# Getting Started

## Big Picture

### 1. Pick your platform and customize posts

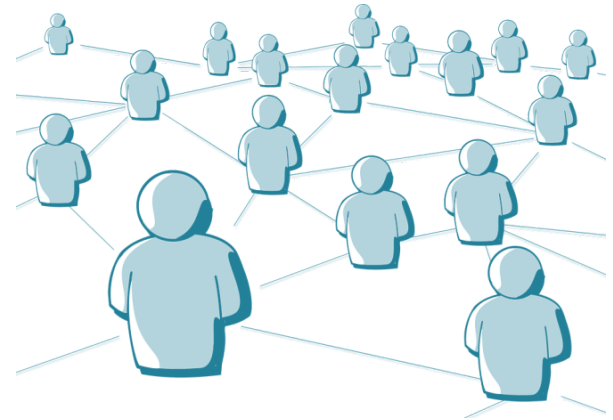
Covered California utilizes Facebook and Twitter as its primary social media platforms for delivering content and customer support. There is also an Instagram account, but its following is small (although increasing) by comparison. Wherever you post, take the time to post customized versions of messages/content for each platform, rather than copy/pasting the same message across multiple channels. Viewers can tell the difference, and care.

### 2. Update your channel/page imagery

Almost every channel allows a business or organization to include a profile picture and header that will establish your page from any other page. This gives you the opportunity to customize your page and show your prospective followers who you are and what you are about. Don't neglect or forget this part – a generic image can create the impression you don't care, or confuse users on whether you're the real authority for your business. Also, frequently include graphics/images in tweets and Facebook posts - they attract high levels of engagement.

### 3. Be consistent and engage

Social media never sleeps. Try to post regularly – frequency varying by platform – and keep an eye out for any public reaction to your content that you may need to address. Follow your fans and customers, and seek opportunities to share their relevant content. They will appreciate it, and return the favor.



# Getting Started

## Growing Audiences, Telling Stories, Learning More

One of the biggest challenges for any social account, particularly smaller accounts just starting out, is increasing audience/fan size. The best way to do this is to consistently post content that is relevant, compelling, genuine, interesting, and aimed at communities where users are already communicating.

Hashtags are a great way to accomplish this, spreading your message beyond your own audience to a topic/idea conversation space. Engaging is also critical – both proactively and reactively. This means seeking opportunities to reply to comments on your own posts, as well as publicly shared tweets or Instagram posts – but only if they are relevant to your own brand/content/sector. Social media is called “social” for a reason – engage!

Note: While paid options are available to grow fans/likes/followers for all social channels, this is not recommended – this will likely lead to gaining artificial users who will not provide engagement on your content or value to your channel/account.

Telling genuine personal stories often generates the best response and highest levels of engagement. Know someone with a compelling life story related to Medi-Cal or Covered California? Maybe they or their family has health insurance for the first time? Ask for their consent to share a picture/story, then post about it on social. Relatable human-interest stories can help validate and promote your organization, mission or service. Notify them which channels (Facebook, Twitter, Instagram, etc.) you’ll be posting on, and ask that they share it with their own networks. Rule of thumb: Be genuine. If the content/story comes across as a sales pitch or self-serving, it can backfire – attracting negative social media attention.

For more information on growing your brand on Facebook, webinars are available here:

<https://www.facebook.com/blueprint/webinars>

# Getting Started

## #Hashtags

**Twitter:** No more than 3 #hashtags per tweet. Recommend including 1-2, ideally weaved into tweet messaging.

**Instagram:** Much stronger hashtag culture, can use up to 11 including general terms, such as #health.

**Facebook:** Hashtags not necessary – they receive very little engagement, and can be distracting.

- Use hashtags that others are already using vs. starting your own.
- Starting a new hashtag from scratch is very difficult, and requires significant coordination, time, and repetition.

### Recommended Hashtags to increase Reach:

#CoveredCA

#CoveredCalifornia

#GetCoveredCA

#YourCity (e.g. #Fresno) , #County (e.g. #ShastaCounty)  
or other commonly used local hashtag

#HealthInsurance

#HealthCoverage



Tip: Don't get overly creative with hashtags. We recommend limiting selections to the above list.

## Current Landscape:

- Most popular social media site – 79% of online American adults use Facebook.
- Young adults continue to report using Facebook at high rates, but older adults are joining in increasing numbers. Some 62% of online adults ages 65 and older now use Facebook.
- 59% of users who “like” a brand page do so because they have purchased or used the product or service, while 45% are in it for inside information on deals.



## Best Practices:

- Post 3-4 times per week (overall).
- Limit post messaging to one or two sentences, avoid long-form messages.
- Use an image whenever possible.
- Start conversations by asking questions and responding. Posts that include a prompt for conversation or a question receive 70% above average engagement.
- Respond quickly to comments on your posts to let fans know you're listening to feedback.
- Post consistently. Being consistent in the quality and types of posts you create can help people know what kinds of messages to expect from you and how they tie into your business.

## Current Landscape:

- 72% of the active users on Twitter are between 18-49 years old.
- The premiere social hub for news, entertainment and conversation – news breaks here first.
- Primarily an “interest network”, compared to Facebook which is a “social” network.
- Users go to Twitter to converse/connect with strangers who care about the same topics, compared to Facebook where users mostly communicate with friends and family.
- 80% of active Twitter users are on mobile, and 77% of accounts are outside the United States.
- 55% of all tweets sent by brands include photo content.
- 86% of brands tweet 1-6 times per day (excluding Retweets and @replies).



## Best Practices:

- Post to Twitter 3-4 times per day (overall).
- Don't feel the need to use all 140 available characters.
- Whenever possible, share graphics/images with your tweets – they increase engagement!
- Strive for an approachable communication style that is authentic and friendly without being overly formal. Wit and humor can help in providing entertainment value.
- Tap into popular conversations around seasonal, cultural and industry-based events, along with holidays and trending topics or conversations. But don't force the connection, your brand or business should fit in with the conversation.

# Instagram

## Current Landscape:

- Primarily a visual storytelling platform – very image focused.
- Instagram is one of the fastest growing social networks. 70 million photos are posted each day, with 2.5 billion likes per day.
- 300 million monthly active users - 68% Female, 32% Male
- Young users – 53% of users between 18-29, 25% between 30-49



## Best Practices:

- Post 3-5 times per week
- Instagram and Facebook use the same sized images
- Instagram copy can be the same or very similar to Facebook
- Highly visual platform – images take center stage over any messaging or attached copy
- Hashtags play a prominent role on Instagram. Accounts with fewer than 1000 followers are encouraged to use up to 11 hashtags per post. These will help increase exposure of content to a variety of audiences. Not a platform for link sharing – do not share links to websites on Instagram.



# Social Media Graphics



## Images – Building Awareness

Note: JPEG versions of these images can be found in the Tool Kit Folder attached. Please use corresponding caption when posting.

Welcoming



Value of Coverage



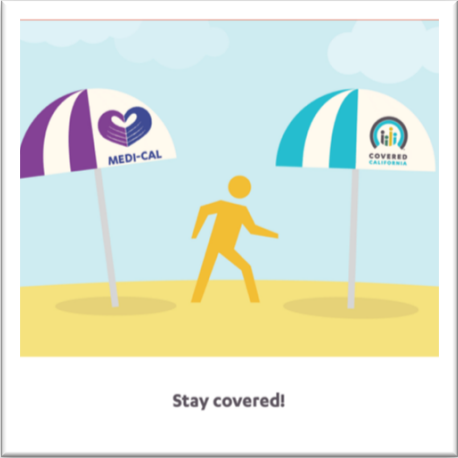
# Social Media Graphics



## Images – Inspire Action

Note: JPEG versions of these images can be found in the Tool Kit Folder attached. Please use corresponding caption when posting.

Urgency



Motivation



# Social Media Messages



## Facebook or Instagram Copy

Note: Facebook posts are primarily written to drive link clicks/website traffic. Instagram does not allow links in copy, so remove last sentence from post. Review your page's peak traffic time, and schedule a post to publish during that time.

1. Stay covered! CoveredCA is here for individuals whose Medi-Cal eligibility has changed. Find out if you qualify: (link)
2. Earning more and no longer eligible for Medi-Cal coverage? You may be able to enroll in CoveredCA and choose from brand-name health insurance companies at a discounted price. Learn more, here: (link)
3. Want to stay covered? Individuals who no longer qualify for Medi-Cal coverage may be eligible to enroll in a new plan through CoveredCA. Learn more, here: (link)
4. Don't have a gap in coverage! If your Medi-Cal eligibility recently changed, you may qualify to enroll in health insurance through CoveredCA. Click to learn more: (link)

(link) = provide link to your website's page that talks about losing Medi-Cal.

# Social Media Messages



## Twitter Copy

Note: Reminder that the copy and website link must be 140 characters or less. Adjust as necessary.

1. Stay covered! #CoveredCA is available if you no longer qualify for Medi-Cal. Learn more: (link)
2. Need #healthcoverage? If you no longer qualify for Medi-Cal, act now to see if you can enroll in #CoveredCA: (link)
3. Hey #City! If you recently found out you're no longer eligible for Medi-Cal, you may qualify for #CoveredCA. Learn more: (link)
4. Avoid the gap! Enroll now in a health plan through #CoveredCA from name-brand health insurance companies. Learn more: (link)

(link) = provide link to your website's page that talks about losing Medi-Cal.

# Spread the Word!

## 1. Follow Covered California



Covered California



@CoveredCA



@CoveredCA



Covered California

## 2. Share Covered California and other organization's posts to help grow your audience



Like Comment



8 16 39



+ Add to



More