

SOCIAL TOOLKIT – COVERED  
CALIFORNIA FOR EXTERNAL AFFAIRS  
SPECIAL ENROLLMENT PERIOD - 2016

# GETTING STARTED

## Objective

The objective of this tool kit is to support Covered California External Affairs efforts by providing the know-how and content necessary for organizational partners and lawmakers to effectively spread information about Covered California and encourage enrollment during the Special Enrollment Period on social media.

## 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.



## #Hashtags

- Twitter: No more than 3 #hashtags per tweet. Recommend including 1-2, ideally weaved into tweet messaging. E.g: “Learn more about health coverage available through #CoveredCalifornia (link)” or “Recently move or get married? You may be eligible for tax credits by signing up for #CoveredCA”
- Instagram: Up to 11 hashtags should be used for accounts with 1000 followers or fewer. Much stronger hashtag culture.
- Facebook: Hashtags not necessary – they receive very little engagement, and can be distracting
- Use hashtags where others are already congregating/conversations are happening vs. starting your own.
- **Starting a new hashtag from scratch is very difficult**, and requires significant coordination, time, and repetition. To best increase the reach and exposure of your content, we recommend tapping into pre-existing hashtags where conversations between users interested in your locale and/or Covered California are already taking place.

### Recommended Hashtags to increase Reach:



#CoveredCA  
#CoveredCalifornia  
#GetCoveredCA  
#YourCity (e.g. #Fresno)  
#YourCounty

&



#Health  
#Wellness  
#HealthInsurance  
#HealthCoverage

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

## Videos/Video Sharing

Videos can be a very effective and easy way to present information on social media. When sharing a video, use lead-in copy that entices users to watch, including a call to action. For example, a tweet could begin with “WATCH:” or “[VIDEO]”. On Facebook, a video sharing post could open with, “Did you know that Covered California offers premium assistance to qualifying enrollees? Watch this to learn more:” Several YouTube videos featuring Covered California are available for you to share on either Twitter or Facebook:

### English

1. What is Special Enrollment? - <https://www.youtube.com/watch?v=wr51mroPtBA>
2. Do You Qualify for Special Enrollment? Rap Video - <https://www.youtube.com/watch?v=sD-037VYJQs>
3. Health Insurance Explained - <https://www.youtube.com/watch?v=ABaOGBQuK9E>
4. Health Terms Defined - [https://youtu.be/G\\_KyAUvFuh4](https://youtu.be/G_KyAUvFuh4)

### Spanish

1. ¿Qué es la Inscripción Especial? - <https://www.youtube.com/watch?v=q3SHYsCsL7I>
2. ¿Calificas para la Inscripción Especial? Rap Video - [https://www.youtube.com/watch?v=90OOymO\\_aEk](https://www.youtube.com/watch?v=90OOymO_aEk)
3. El seguro de salud explicado - <https://www.youtube.com/watch?v=YR6ly4ryLUI>
4. Definición de Terminos de la Salud - <https://www.youtube.com/watch?v=R1CSGwJdR1I>

## 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.**

Telling genuine personal stories often generates the best response and highest levels of engagement. Know someone with a compelling life story related to 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/business/a/webinars-2016>







## Current Landscape

- Most popular social media site – 71% of online American adults use Facebook
- The average user is 41 years old, while 65% of users on Facebook are over 35
- 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 info on deals
- Over 300 million photographs are uploaded to Facebook every day
- 93% of Facebook users say they are Facebook friends with family members other than parents or children
- Among Facebook users, the median number of Facebook friends is 155
- When asked to approximate how many of their Facebook friends they consider “actual” friends, the median number reported was 50

### CoveredCA Fans



35%



65%



18-24	14%
25-34	32%
35-44	31%
45-54	18%
55-64	3%

### Top Occupations

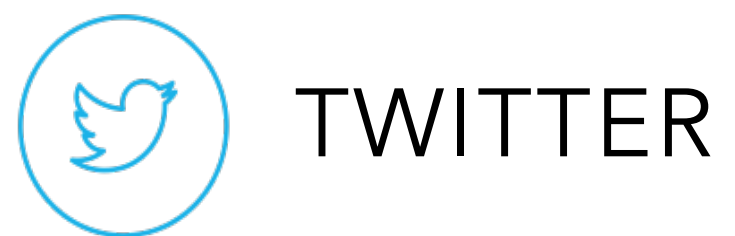
- Administrative
- Management
- Sales
- Healthcare and Medical



## Best Practices

- Limit post messaging to one or two sentences, avoid long-form messages
- Post 3-4 times per week (overall)
- 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.
- Target posts to bring your message to the right group. Page targeting enables you to publish stories into the News Feed of audiences who are going to be most interested in the content, without inundating those who may not. Targeted posts will still be visible to everyone on the Page Timeline, but will only be distributed to News Feeds of those targeted.
- Use engaging thumbnails for link stories – (a thumbnail is a picture that previews what a link or article is about). Links with thumbnails received +65% likes & +50% comments, and links with thumbnails and teasers receive 20% more clicks than links without.







## Current Landscape

- 72% of the active users on Twitter are between 18-49 years old
- A large number of Twitter users, 70%, have at least some college education
- There are more than 500 million tweets sent per day
- Twitter is a premiere social hub for news, entertainment and conversation – news breaks here first
- Twitter is 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)

## @CoveredCA Followers



60%



40%

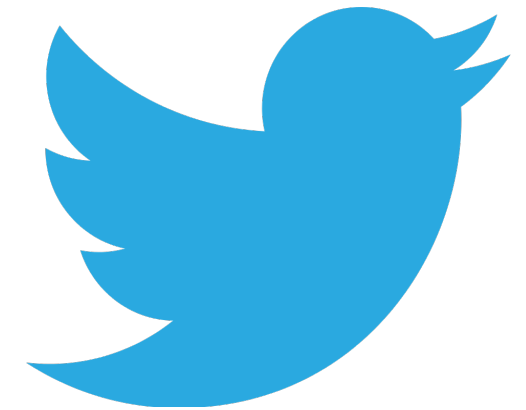
## Top Occupations

- Professional/technical
- Health Services
- Self-Employed
- Management



## 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!
- Links and attached images significantly reduce character count availability – character count cannot exceed 92 characters if tweet contains a link and attached photo/image.
- Increase reach by explicitly asking for Retweets, replies, favorites or mentions. If people are following you (or even if they're not as they might find you from keyword searches), you need to tell people whether they should click a link or watch a video. Don't assume people will click a link. Always include a verb.
- Strive for an approachable communication style that is authentic and friendly without being overly formal. Wit and humor can help in providing entertainment value.
- Seize the moment. 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.
- Remember that pictures speak 1,000 words. Rich media matters a lot if you want people to spend more time on your (or someone else's) content. Pictures and video carry more influence than simple text or links.





INSTAGRAM



## Current Landscape and Best Practices

### 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.
- Instagram users spend an average of 3.7 hours on the application every month
- 27% of the United States population is on Instagram – 47% of Instagram users access it on their phone, 53% do so on tablets
- 300 million monthly active users - 68% Female, 32% Male
- Young users – 53% of users between 18-29, 25% between 30-49

### Best Practices

- Post 1-3 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.



# GRAPHICS, MESSAGES AND NEXT STEPS



# EXTERNAL AFFAIRS SOCIAL TOOLKIT: SOCIAL GRAPHICS



## SEP Graphics

Note: The below images are examples. Correctly sized versions for each social channel will be available.



Image 1



Image 2



Image 3

# EXTERNAL AFFAIRS SOCIAL TOOLKIT: SOCIAL GRAPHICS



## SEP Graphics

Note: The below images are examples. Correctly sized versions for each social channel will be available.



Image 4



Image 5



Image 6



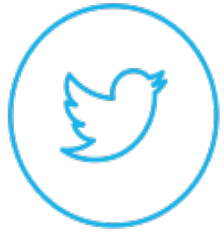
Image 7



## Social Messages: Facebook

Note: Facebook posts are primarily written to drive link clicks/website traffic. Consider tweaking or adapting recommended messages to be specific to your own audience, locale or name/brand.

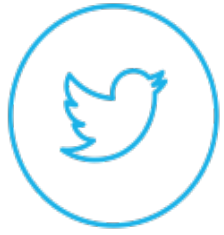
- Have you experienced one of these life events? You may be eligible to enroll in health coverage through Special Enrollment. Don't wait, get coverage within 60 days to qualify! <http://bit.ly/289EE6n>
- Need help reporting or making changes to your Covered California account? Or, have other questions about getting covered? Certified Enrollment Representatives are available to help throughout our district. Find one to meet with near you, here: <http://bit.ly/289EE6n>
- Looking for answers about Covered California? I encourage all my constituents with Covered California to connect with Certified, in-person assistance if they need it. Help is right around the corner! <http://bit.ly/289EE6n>
- If you or someone you know has recently changed citizenship status, health coverage through Covered California Special Enrollment may be available! Learn more about this and other qualifying life events, here: <http://bit.ly/1TNZyhJ>
- We are proud to support Covered California by letting Californians know that local, in-person assistance is available to help them get coverage: <http://bit.ly/289EE6n>
- Covered California has a Special Enrollment Period for all Californians who have experienced a "qualifying life event" within the past 60 days. Are you eligible? Learn more, here: <http://bit.ly/1UjJxj2>



## Social Messages: Twitter (Images Attached)

Note: These concise messages have enough character-count room to fit both a link and image. Consider tweaking or adapting recommended messages to be specific to your own locale or name/brand

- Many of life's biggest events qualify you for #CoveredCalifornia Special Enrollment! <http://bit.ly/1r60Oop>
- Move recently? You could qualify for coverage through @CoveredCA Special Enrollment: <http://bit.ly/1r60Oop>
- Need assistance making changes to your #CoveredCA account? Help is right around the corner! <http://bit.ly/289EE6n>
- Have you recently become a U.S. citizen? You might be eligible for @CoveredCA. Learn more: <http://bit.ly/1TNZyhJ>
- Questions about #CoveredCA? Experienced, certified experts are right around the corner! <http://bit.ly/289EE6n>
- Experience a qualifying life event within the past 60 days? It's time to #GetCoveredCA! <http://bit.ly/1UjJxj2>
- Need assistance with #CoveredCalifornia? Local help is available throughout our district: <http://bit.ly/289EE6n>



## Social Messages: Twitter (No Images Attached)

Note: These tweets can only include a message and link. They are too long to also include an image.

- Have you experienced a qualifying life event? Local Certified Enrollment Representatives can help you #GetCoveredCA: <http://bit.ly/289EE6n>
- Got married? Had a baby? Moved? Lost coverage? Don't forget, you have 60 days to get coverage through #CoveredCA - <http://bit.ly/1r60Oop>
- Important notice for my constituents! If you experience a qualifying life event, #GetCoveredCA within 60 days - <http://bit.ly/1UjJxj2>
- Need help reporting changes to @CoveredCA? Local Certified Enrollment Representatives are available: <http://bit.ly/289EE6n>
- Have questions or need assistance with #CoveredCalifornia? Certified help is available throughout our district: <http://bit.ly/289EE6n>
- Have you or someone you know recently become a U.S. citizen? They may be eligible for coverage through #CoveredCA: <http://bit.ly/1TNZyhJ>

## Links to Share - English

Special Enrollment: <http://bit.ly/1UjJxj2>

Qualifying Life Events for SEP: <http://bit.ly/1r60Oop>

Find Local Help: <http://bit.ly/289EE6n>

About Covered California: <http://bit.ly/1U3ko02>

Shop and Compare Tool: <http://bit.ly/1t7e260>

Eligibility and Immigration: <http://bit.ly/1TNZyhJ>

Storefront Locator: <http://bit.ly/28LRIJc>

## Links to Share - Spanish

Special Enrollment: <http://bit.ly/28PPAQs>

Qualifying Life Events for SEP: <http://bit.ly/28LO67N>

Find Local Help: <http://bit.ly/28LO9R3>

About Covered California: <http://bit.ly/28OHeZ2>

Shop and Compare Tool: <http://bit.ly/28MBjFR>

Eligibility and Immigration: <http://bit.ly/28La3Sd>

Storefront Locator: <http://bit.ly/28OGSBH>

## Mixing & Matching - Twitter

The messages and imagery contained in this tool kit are designed to be inter-changeable. Most (if not all) tweets/Facebook messages can be paired with any of the provided illustrations, making it possible to easily re-use imagery and not be overly repetitive.

For example, any of the following tweets could be posted with this image:

Tweet 1:

When it comes to #CoveredCA – local, in-person help is available! Click to learn more:  
<http://bit.ly/289EE6n>

Tweet 2:

Have questions about #CoveredCalifornia? Local expert assistance is available:  
<http://bit.ly/289EE6n>

Tweet 3:

Need health coverage but don't know where to start? Meet with a local certified enroller:  
<http://bit.ly/289EE6n>





## Mixing & Matching - Facebook

Note: Use messaging on graphics to your advantage! Play off it, and don't feel the need to repeat it in post copy.

Facebook examples:

### Post 1:

Recently lose your coverage? You have 60 days to enroll in a new plan through Covered California. Local help is available assist:

### Post 2:

Recently lose your job and health insurance? Covered California can help! Local Certified Enrollment Representatives can help you get covered.

### Post 3:

Did you know? Losing coverage qualifies you for Covered California's Special Enrollment within 60 days. Visit a local storefront location to learn more, and get covered!





## Help Spread The Word!

### 1. Follow us!



Covered California



@CoveredCA



@CoveredCA



+CoveredCA



Covered California

### 2. Share

Share Covered California social media content with the click of a button



Like Comment **Share**



Retweet Star



+ Share



+ Add to **Share**