

SOCIAL TOOL KIT

COVERED CALIFORNIA FOR SMALL BUSINESS

Q4-2016

GETTING STARTED

Objective

The objective of this tool kit is to support Covered California for Small Business efforts by providing the know-how and content necessary for Covered California contractors to effectively spread information about CCSB and recruit new small business customers on social media during Open Enrollment 4.

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

- 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 #CoveredCA for #SmallBusiness (link)" or "Own a #smallbiz in CA? You may be eligible for tax credits by signing up for #CoveredCA"
- Mix/match hashtags unique to Covered California and those related to small businesses
- Hashtags not necessary for Facebook posts
- Use hashtags where others are already congregating/conversations are happening. Creating one from scratch is very difficult to build momentum around.
- 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 small business issues/Covered California are already taking place.

Recommended Hashtags for Twitter to increase Reach:



#B2Bchat
#smallbiz
#CoveredCA
#smallbusiness
#CoveredCalifornia



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 cost savings to small businesses? Watch this to learn more:” Several YouTube videos featuring Covered California for Small Business are available for you to share on either Twitter or Facebook:

1. What is Covered California for Small Business - https://www.youtube.com/watch?v=bjfx98SekDo&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb&index=1
2. How does Covered California for Small Business Work? - https://www.youtube.com/watch?v=jzXJsQadcls&index=2&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb
3. We're Here to Help - https://www.youtube.com/watch?v=WpbY0_Yy1A&index=3&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb
4. Choices in Your Health Insurance - https://www.youtube.com/watch?v=xnqBMnAXRbw&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb&index=4
5. You Could Qualify for a Tax Credit - https://www.youtube.com/watch?v=fodxnrDBDIM&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb&index=5
6. How Can A Certified Insurance Agent Help You? - https://www.youtube.com/watch?v=jTB67mDXY9E&index=6&list=PLCFmr5cEGdHC-POvN_fZnOKeXt4upu-Yb

FACEBOOK



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 posts by asking questions and continuing the conversation by responding. Posts that include a prompt for conversation or a question receive 70% above average engagement. Also consider ending posts with calls to action, give your readers something to do – i.e. “Click to learn more”
- 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



TWITTER



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%

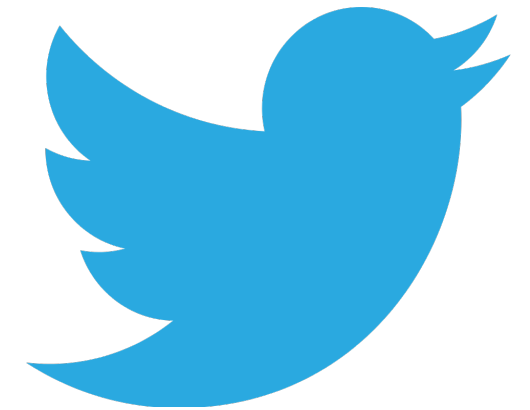
Top Occupations

- 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 reduce character count availability – character count cannot exceed 117 characters if tweet contains a link.
- Images **no longer** count against character count! Including an image helps increase tweet clickability and visibility.
- 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 try to 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.



GRAPHICS, MESSAGES AND NEXT STEPS



Social Graphics



Image 1



Image 2



Social Graphics



Image 3



Image 4



Social Graphics



Image 5

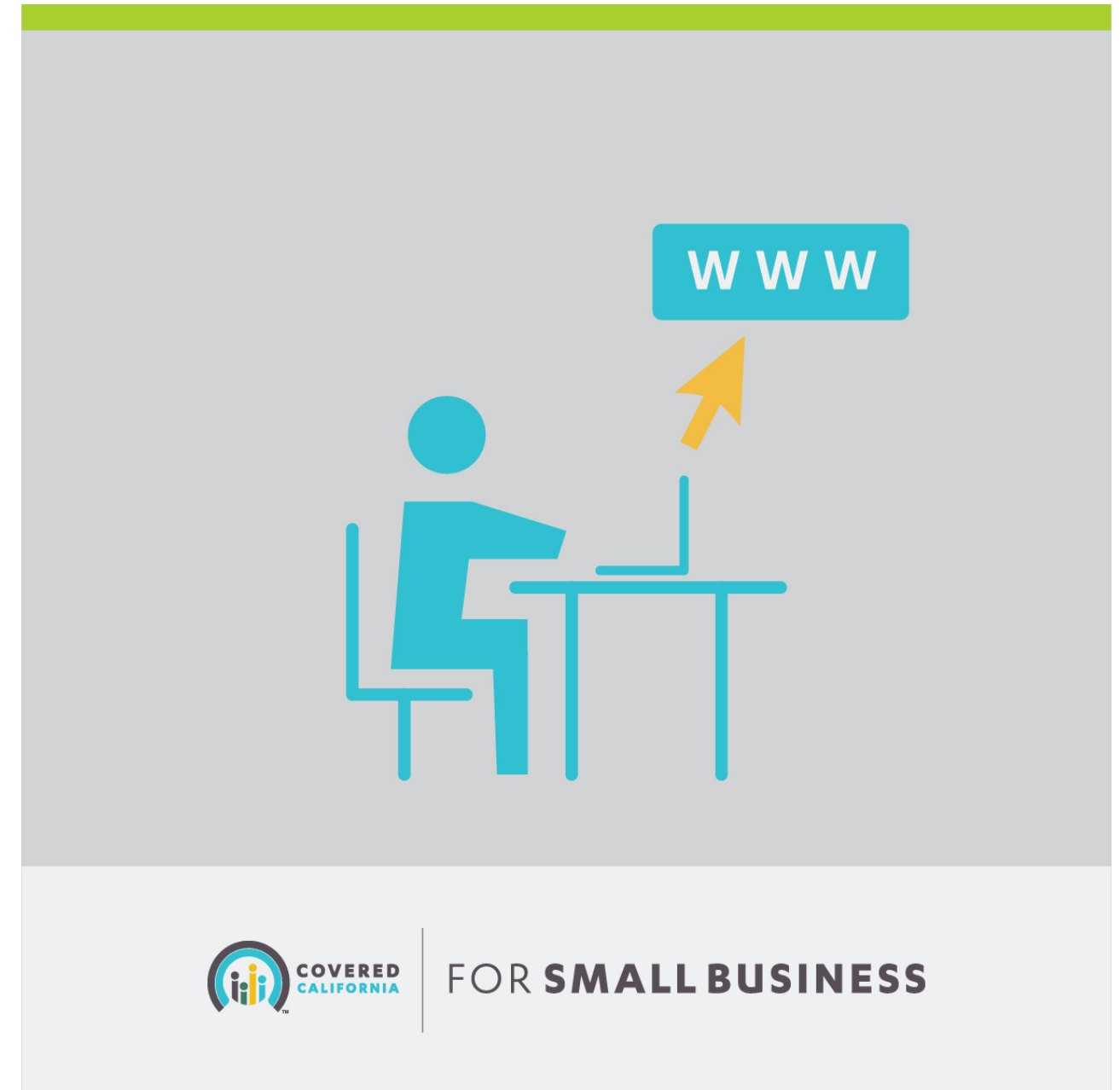
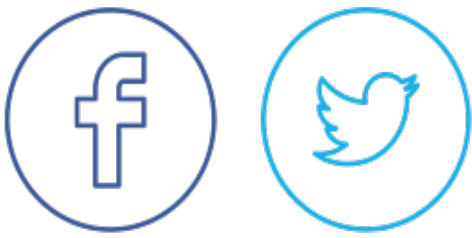


Image 6



Social Graphics



Image 7



Image 8

MESSAGES: OPEN ENROLLMENT 4, 2016-17



Social Messages: Facebook

Note: Consider tweaking or adapting recommended messages to be specific to your own audience, locale or name/brand, and/or including a link to your own site.

'Urgency/Agent Promotion'

- Need a hand? Certified Insurance Agents are here to help you find the best brand-name health insurance coverage for your small business. (link)
- Beat the rush! Enroll in a Covered California for Small Business plan now, avoid frustrations later: <http://bit.ly/2ePxOAL>
- It's time to get covered! Partner with a Certified Insurance Agent today and learn how Covered California for Small Business can help you and your employees: (link)
- Don't wait! Connect with a local Certified Insurance Agent and learn more about Covered California for Small Business offers choice, control, and quality: (link)

'General Promotional/Compliance'

- Discover quality, brand-name health insurance companies available for your small business through Covered California: <http://bit.ly/2ePxOAL>
- Is your small business ACA-compliant? Covered California for Small Business has the answers. Call 844-269-3761 or visit: <http://bit.ly/2ePxOAL>
- Take control of your health insurance budget! Covered California for Small Business is here to help. Visit: <http://bit.ly/2ePxOAL>
- Choice. Control. Quality Coverage. Covered California for Small Business offers the quality health insurance options your employees deserve: <http://bit.ly/2ePxOAL>

'Tax Credit'

- Millions of small businesses nationwide are eligible for a tax credit when they provide health coverage to their employees through a state or federal exchange. If you're in California, find out if you qualify or to learn more about Covered California for Small Business. Call 844-269-3761 and visit <http://bit.ly/2eBnHKK>
- Covered California for Small Business offers employer-defined contribution, employee choice, and federal tax credits for eligible employers. So you can save money, while keeping your employees healthy and happy. You owe it to your business (and your employees) to check out <http://bit.ly/2eBnHKK>
- Covered California for Small Business is the only place in California that offers a tax credit to help reduce the cost of providing employee health insurance. Find out if you're eligible so you don't miss out on this tax break next year. Call 844-269-3761 and visit <http://bit.ly/2eBnHKK>



Social Messages: Twitter

Note: Consider tweaking or adapting recommended messages to be specific to your own audience, locale or name/brand, and/or including a link to your own site.

'Urgency/Agent Promotion'

- Certified Insurance Experts are here to help! Get your #SmallBiz enrolled with #CoveredCA for #SmallBusiness, today: (link)
- Beat the rush! Enroll in a #CoveredCalifornia for #SmallBusiness plan now, avoid frustrations later: (link)
- Don't wait! Make sure your #smallbiz is ACA compliant, call #CoveredCA for #SmallBusiness at 844-269-3761 <http://bit.ly/2eqc3ra>
- Don't get backed up! Act now and buy quality health insurance for your #smallbiz employees. Agents are standing by: (link)
- Agents are standing by to help your #smallbiz offer quality health insurance for your employees #B2BChat (link)
- Are you a #smallbiz owner? Certified Health Insurance Experts are here to help you & your employees get covered: (link)
- Ready to help! Local Certified Insurance Experts can get your #smallbusiness the quality health coverage it needs (link)

'General Promotion/Compliance'

- Quality, brand-name health insurance is available for your #smallbiz through #CoveredCA for #SmallBusiness: <http://bit.ly/2ePxOAL>
- Is your #smallbiz shopping for #ACA compliant coverage? #CoveredCA for #SmallBusiness is here. Learn more today: <http://bit.ly/2eqc3ra>
- #SmallBiz owners can save \$ by offering employees health coverage through #CoveredCA for #SmallBusiness. Learn more: <http://bit.ly/2dVuGOO>
- #CoveredCA for #SmallBusiness now offers coverage for companies with 50+ employees! Learn more today: <http://bit.ly/2ePxOAL>

'Tax Credit'

- Own a #SmallBiz? You could receive tax credits for enrolling with #CoveredCalifornia for #SmallBusiness. <http://bit.ly/2eBnHKK>
- Want #SmallBiz tax credits? Enroll in health coverage through #CoveredCA for Small Business! #B2Bchat <http://bit.ly/2eBnHKK>
- Learn more about how enrolling your #SmallBiz with #CoveredCalifornia can earn you tax credits! Call 844-269-3761 <http://bit.ly/2eBnHKK>

Links to Share

“Welcome” SHOP Page: <http://bit.ly/2ePxOAL>

SHOP Apply Page: <http://bit.ly/2eBnIhW>

“How We Can Help Your Business”: <http://bit.ly/2dVuGOO>

Employer Mandate: <http://bit.ly/2eqc3ra>

Tax Credit Information: <http://bit.ly/2eBnHKK>

Mixing & Matching

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:

Earning tax credits is just one benefit of enrolling your #SmallBusiness in #CoveredCA:

Tweet 2:

Own a CA #SmallBiz? You may be eligible for up to 3 years worth of tax credits:

Tweet 3:

Provide your #SmallBusiness employees with health coverage through #CoveredCA: || #B2BChat



Mixing & Matching

Facebook examples:

Post 1:

Getting ready to file your taxes? Covered California for Small Business is the only place in California that offers a tax credit to help reduce the cost of providing employee health insurance. Find out if you're eligible so you don't miss out on this tax break next year:

Post 2:

Covered California for Small Business is here to help by offering tax credits to reduce the cost of health insurance. Find out more at:

Post 3:

With multiple plan options, no service fees and a substantial tax credit for qualified groups, Covered California is the money-saving choice for your small business.





Help Spread The Word!

1. Follow Covered California on social media



Covered California



@CoveredCA



@CoveredCA



Covered California

2. Share

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



Like Comment **Share**



Retweet



+ Add to **Share**