



MAY 11-13
WASHINGTON D.C.

Beyond Hashtags: Upping Your Social Media Game for Enrollment

May 12, 2016

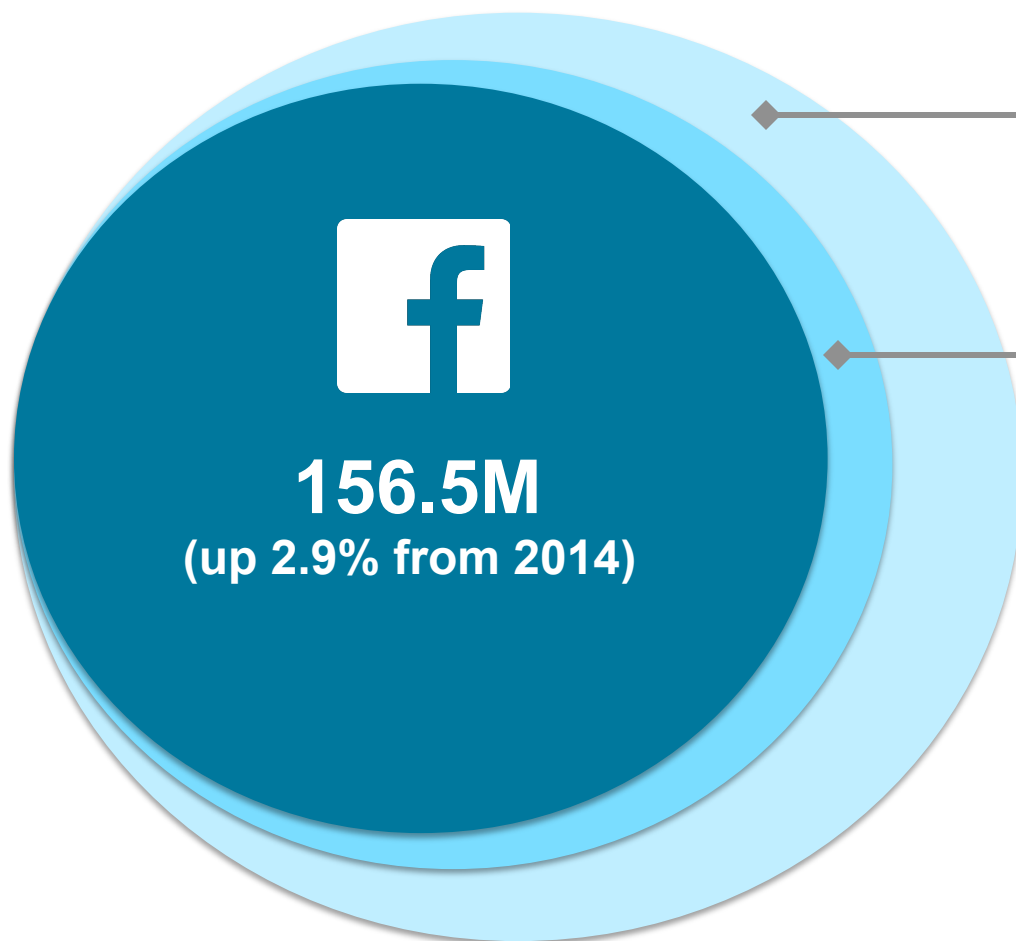
The Rise of the Nation of Multi-Screeners

75% of a person's waking hours
are spent with major media channels

9 out of 10 people use
more than one screen to
accomplish a task over time



Social as a Reach Amplifier



US Internet Users

259.3M

up 2.5% from 2014

US Social Network
Users

179.7M

up 3.7% from 2014



60.3M

up 14.8%



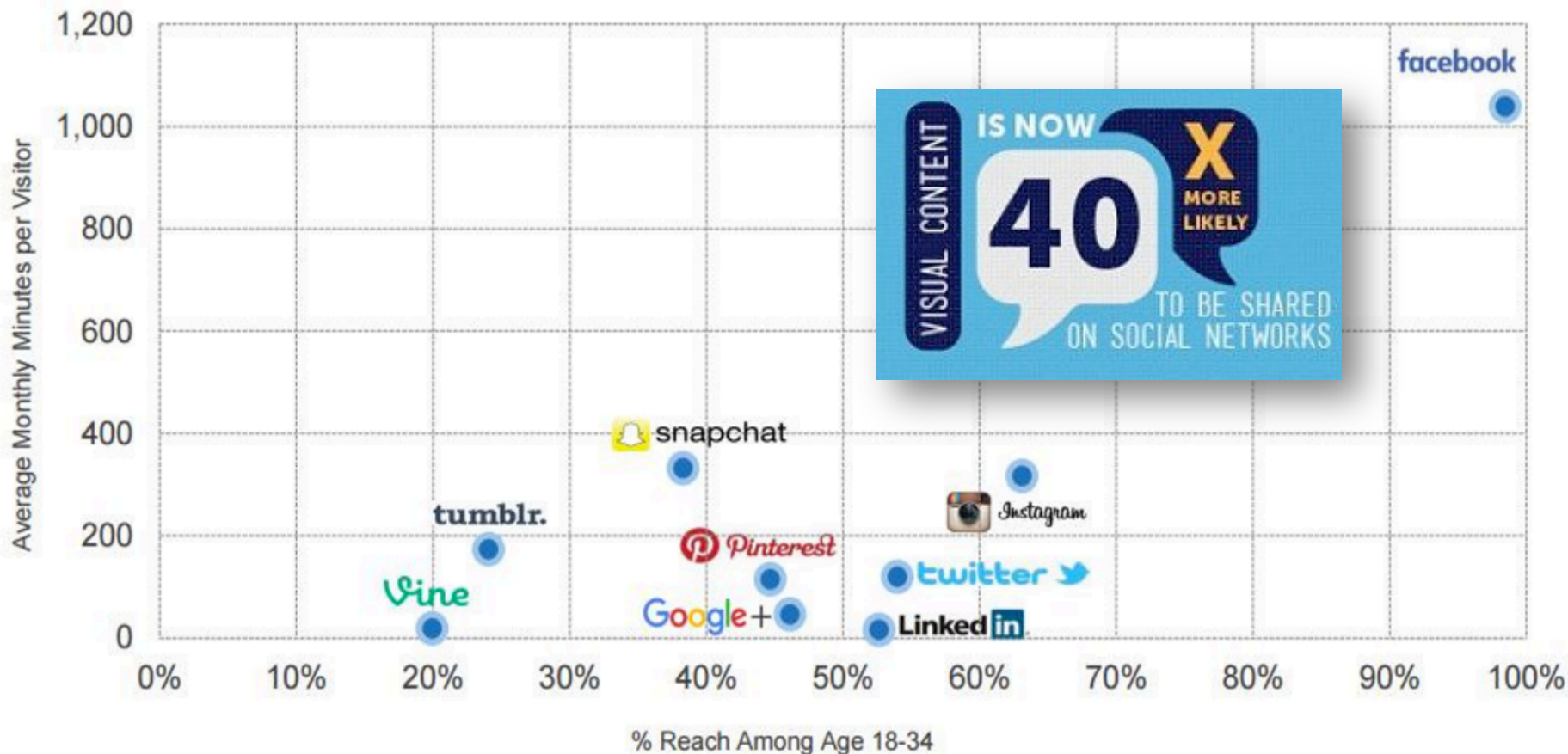
52.9M

up 9.4%

Platforms Built for Engagement

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



The Need for Breakthrough Content



By the way, in the 23 seconds you've been on this page, approximately 519202 GB of data was transferred over the internet.



WHAT WAS YOUR MOST SUCCESSFUL SOCIAL OUTREACH EFFORT IN OE3?

Capitalizing on the Finale Event for reach and engagement

- WoM works! Doubled the amount of FB fans
- 10,300 reach through social posts
- 15,800 through the event



Collaborate to maximize the momentum of the campaign

- Success! Doubled the amount of daily impressions from OE2
- Continual testing to find what works
- Collaboration and orchestration of outreach



Word of mouth really works!

- Highest daily impression (Dec 15 deadline)
- Become part of the Digital coalition group to bolster impact



Health Options @CmtyHlthOptns · 14 Dec 2015

A5: In ME or NH? Here are steps and resources to enroll or renew. ow.ly/VS9FG
#StayCovered #MillennialMon



1



OAH @TeenHealthGov · 14 Dec 2015

A5: Young ppl can check out this page that has advice specific to them abt how to **#StayCovered** qub.me/TIVTS2 #millennialmon



4



2





**HOW DO YOU KEEP
COMING UP WITH SO
MANY GOOD IDEAS?**

Think strategically from the start!



It's Thursday which means it's time for our #NavigatorSpotlight. Are you in the Northeast region of the state? If so, you're in luck because your local navigator just so happens to be Karen Witten. Karen joined the Insure GA team this year. Karen is a retired physician who worked on public health approaches to malaria control for many years in Africa before coming to Georgia. Before moving to Africa she worked in one of a small number of public hospitals in the US that provided care to people without insurance.

Karen has many events, which anyone is welcome to attend, scheduled which you can find on our website at www.insurega.org



Today for our #navigatorspotlight, we feature Tenetta Holt. Holt is our West Volunteer Navigator. Holt serves as the Regional Education Coordinator for the West Central Georgia Cancer Coalition and is an executive committee member for the Live Healthy in Faith Columbus Coalition. Previously a Respiratory Therapist, Holt is experienced in the healthcare field and desires to continue the mission of caring for others through her work at Insure Georgia.

Holt holds a Bachelor's Degree from the University of Southern Mississippi in Community Health Science with an emphasis in Health Promotion and has started working on her Master of Public Health degree.



It's time for #TriumphTuesday and today we are celebrating Mark who got health insurance for the first time in many years. Being HIV positive, Mark had consistently been turned down for health coverage because of his pre-existing condition. Through the ACA, Mark was able to not only get health insurance but was able to easily afford it. Paying only \$40 each month, Mark can now see his doctor for only \$20.

Looking to see what you qualify for? Call 1.866.988.8246 today!



Triumph TUESDAY

Get More Followers And Increase Engagement With These 7 Counterintuitive Twitter Tips



By Roy Povarchik

TIPS / HOW TO - NOVEMBER

30+ Ultimate Headline Formulas for Tweets, Posts, Articles, and Emails



By Kevan Lee

CONTENT MARKETING, SOCIAL MEDIA MARKETING - AUGUST 18, 2014

Tweet

Buffer

5831

A headline can serve either as an apple pie on the windowsill of your



Have FUN with your audience

OUT2ENROLL.ORG **#GETCOVERED**

**NOT GOING TO ENROLL
IN HEALTH INSURANCE?** It's the law, and the penalty
is \$695 or 2.5% of your income.



Visit Out2Enroll.org to check out your options today.

Visit: Out2Enroll.org Twitter: [@Out2Enroll](https://twitter.com/Out2Enroll) Facebook: [Facebook.com/Out2Enroll](https://facebook.com/Out2Enroll)

OUT2ENROLL **#GOLDENGLOBES #GETCOVERED**

TARAJI'S NOT THE ONLY ONE GIVING OUT TREATS THIS YEAR!

#GetCovered and enjoy all the benefits of health insurance.



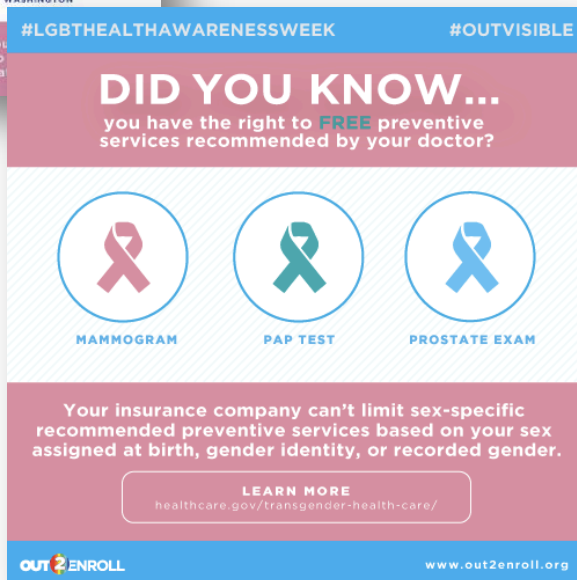
The deadline to enroll is January 31st.

@Out2Enroll **www.out2enroll.org**

ALL of your audiences



FB: 35K reach in 1 day!



Educate!

The background of the slide features a light blue map of the United States. A large, semi-circular graphic is overlaid on the right side, consisting of a thick blue outer ring and a thinner purple inner ring. The text is positioned on the left side of the slide, within the white space of the semi-circle.

WHAT ARE SOME GOOD TOOLS TO MEASURE PERFORMANCE?



The background features a light blue map of the United States with white state borders. A large, semi-circular graphic element is positioned on the right side, consisting of a thick blue outer ring and a thinner purple inner ring, creating a tunnel-like effect.

**WHAT CHALLENGES DO
YOU THINK WE'LL SEE AS
WE MOVE TOWARDS AND
THROUGH OE4?**

Q&A WITH OUR PANELISTS