



MAY 11-13
WASHINGTON D.C.

Beyond Hashtags: Upping Your Social Media Game for Enrollment

May 12, 2016

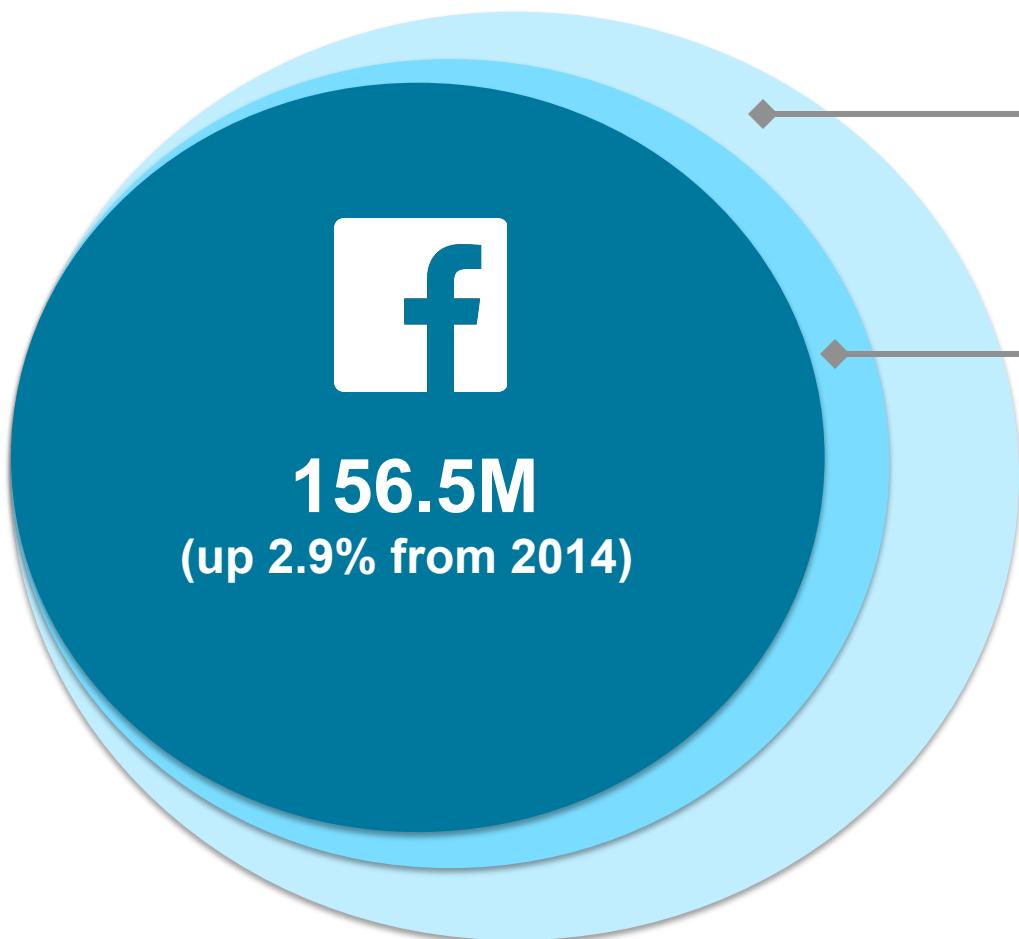
The Rise of the Nation of Multi-Screeners



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%

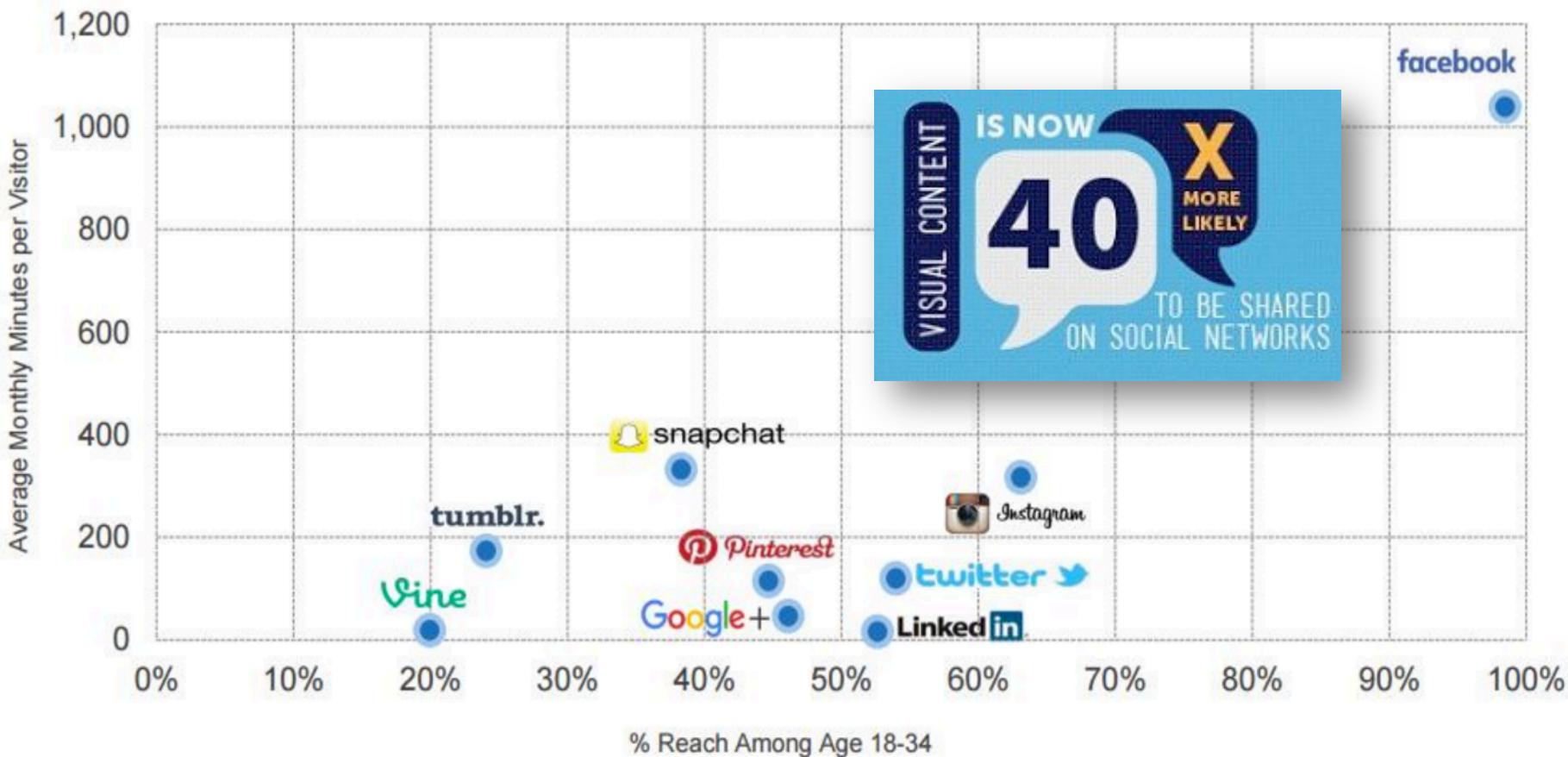


52.9M
up 9.4%

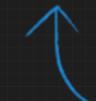
Platforms Built for Engagement

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

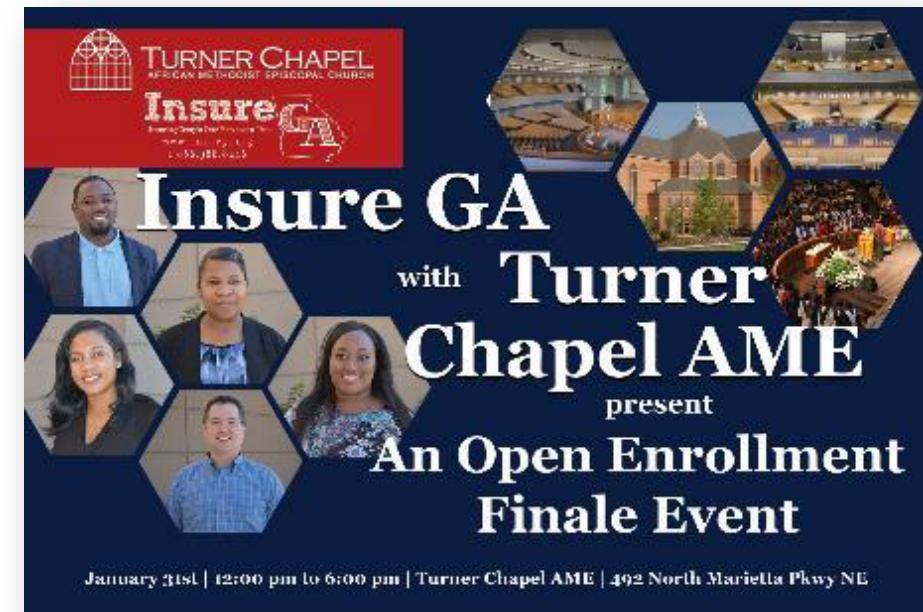


By the way, in the 23 seconds you've been on this page, approximately 519202 GB of data was transferred over the internet.

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



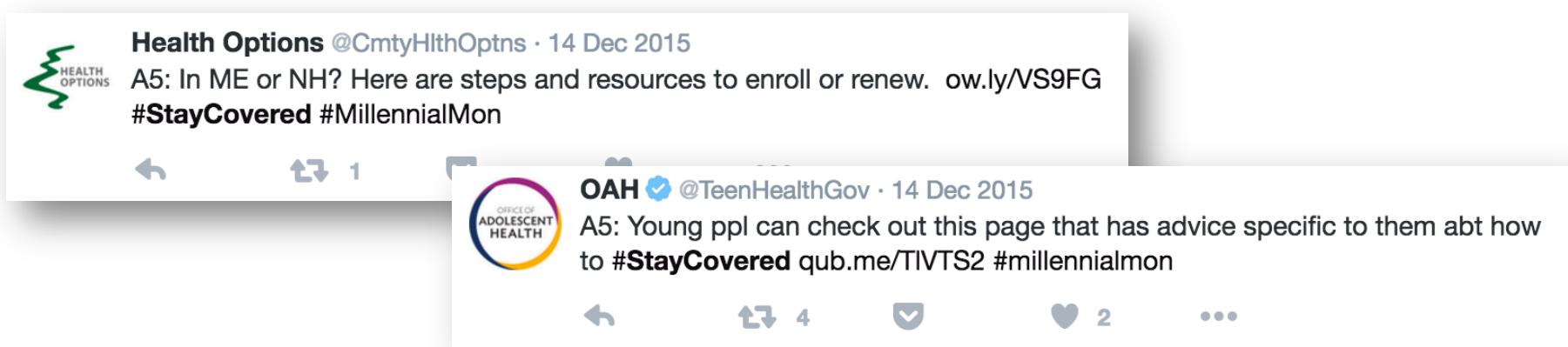
Collaborate to maximize the momentum of the campaign

- 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

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



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

Think strategically from the start!

 Insure GA
November 12, 2015 ·

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



 Insure GA
December 11, 2014 ·

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.



 Insure GA
December 1, 2015 · Macon, GA ·

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!



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



By Roy Povarchik

TIPS / HOW TO - NOVEMBER



By Kevan Lee

CONTENT MARKETING, SOCIAL MEDIA MARKETING - AUGUST 18, 2014



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 Facebook.com/Out2Enroll

REALLY connect with your audience

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



OUT2ENROLL #BEOUTBEHEALTHY

THANKS, PENNSYLVANIA!

FOR BECOMING THE 17TH STATE, PLUS DC, TO PROHIBIT TRANS EXCLUSIONS IN INSURANCE COVERAGE!



CALIFORNIA COLORADO CONNECTICUT DC DELAWARE ILLINOIS
MARYLAND MASSACHUSETTS MICHIGAN MINNESOTA MONTANA NEW YORK
NEVADA OREGON RHODE ISLAND VERMONT WASHINGTON

Even if your state doesn't ban trans exclusions, you have the right to **FREE** preventive services recommended by your doctor?

#LGBTHEALTHAWAWARENESSWEEK #OUTVISIBLE

DID YOU KNOW...

you have the right to **FREE** preventive services recommended by your doctor?



MAMMOGRAM



PAP TEST



PROSTATE EXAM

Your insurance company can't limit sex-specific recommended preventive services based on your sex assigned at birth, gender identity, or recorded gender.

LEARN MORE
healthcare.gov/transgender-health-care/

OUT2ENROLL www.out2enroll.org

**FB: 35K reach in
1 day!**

Educate!

WHAT ARE SOME GOOD TOOLS TO MEASURE PERFORMANCE?





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

Q&A WITH OUR PANELISTS