



**Colorado
Consumer
Health
Initiative**

Facebook Marketing & Best Practices

Enrollment Rap Video

[Click Here for Enrollment Rap Video](#)

Tips for Organizations on Social Media

- Be creative.
 - Take risks, see what works.
 - Bring some levity.
 - Visuals are a plus!
- Video is king.
 - Subtitles!
 - Upload natively.
- Create content for mobile.
- Authenticity is essential.
 - Consistency in voice.
- Leverage existing talents.
 - NOT telling you to make a rap video!
 - What are you good at?



“How do you do, fellow kids?”

Facebook 101

- Facebook's goal: show each individual the content they want to see.
- If you can, post multiple times a day.
 - Curate!
- You won't reach everybody.
- Don't get too caught up in the type of post.
 - What story are you trying to tell? What is the best method to share it?
 - Vary content type.
- Engagement is key.
- Good content wins.

Know Your Audience!

- For audience insights, you need at least 1,000 people (for privacy reasons).
- Who are they?
 - Age, gender, location, language, lifestyle etc.
 - You can compare you audience to Facebook averages.
- When are they online?
- Keep an eye on similar pages.
- Audience insights works for custom audiences.





Colorado Consumer Health Initiative
@cohealthaccess

Colorado Consumer Health Initiative

Working for barrier-free access to quality, affordable and equitable health care for all Coloradans.



Liked Message More

Donate

Status Photo / Video Offer, Event +

Write something...

1 Scheduled Post
Scheduled for today at 3:45pm. See post.

Medical & Health · Denver, Colorado
5.0 ★★★★★

Search for posts on this Page

50% response rate, 4-mins response time
Reply more to turn on the badge

- Home
- About
- Photos
- Actions
- Events
- Likes
- Videos

- Overview
- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
- Events
- Videos
- People
- Local
- Messages

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Zach Stone

Edit Profile

FAVORITES

News Feed

Ads Manager

Messages

Events 3

Photos

Colorado Consume...

Shops

Saved

Buy and Sell Groups

PAGES

Scruffy Believes In ...

Create Ad

Pages Feed 20+

Like Pages

Create Page

GROUPS

Photo/Video

Photo/Video Album



What's on your mind?

Public

Post



Homeboy Sandman shared Rhymesayers's photo.

24 mins ·



YOUR ADS

Colorado Consum...

Promote Your Business



Reach up to Colorado w Consumer

Promote

This Week

2,249 Post Reach

Today's Results

Post: "We asked th 16 Link Clicks for \$2

Event: Colorado V Completed · 18 Link



★ Frequently Used

☰ Plan

+ Create & Manage

📊 Measure & Report

Ads Manager

Audiences

Pixels

Power Editor

Audience Insights

Ads Manager

Power Editor

Page Posts

Ads Reporting

Custom Conversions

Delivery Insights

[All Tools >](#)

 Hover to learn more about any link.



Create New

Open

Save

More ▾

Create Ad

■ (New Audience)

4.3K monthly active people

■ People on Facebook

Country: United States of America 🇺🇸

Demographics

Page Likes

Location

Activity

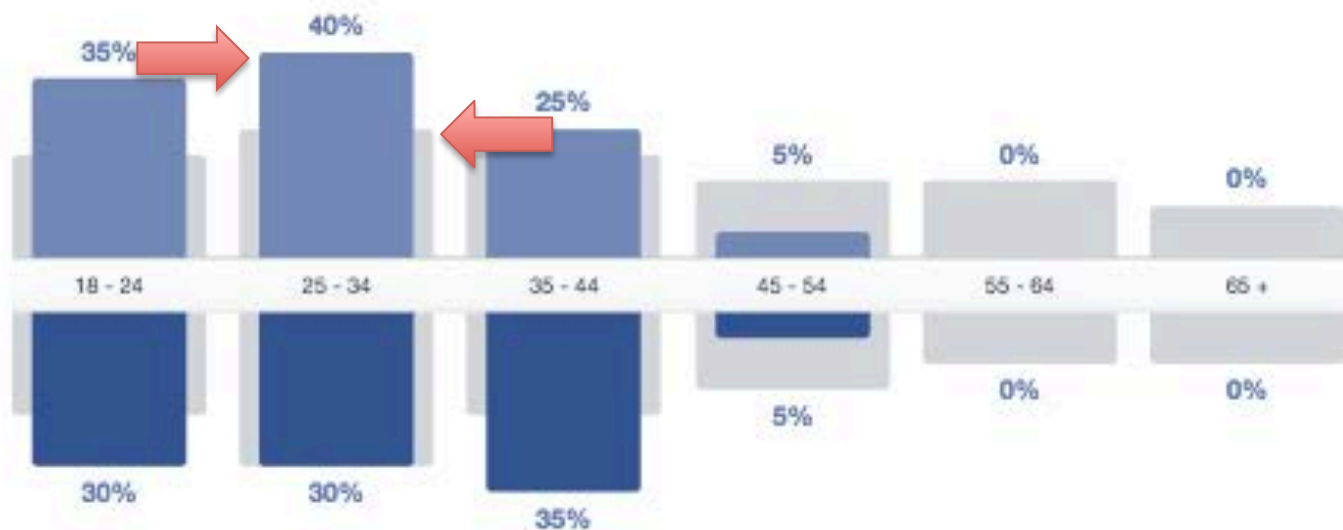
Household

Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

■ 55% Women
55% All Facebook



■ 45% Men
45% All Facebook

Marketing on Facebook

- Good bang for your buck.
- Promote your own content.
- The **boost button** is the easy button.
 - Easiest to use, but has the most limitations.
- **Ad create tool** is the next step up from the boost button.
 - Full targeting.
 - Can create multiple ads.
- **Power editor** is best for mass editing and ad creation.



Zach Stone

Edit Profile

FAVORITES

News Feed

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Messages

Events 3

Photos

Colorado Consume...

Shops

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Buy and Sell Groups

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CCHI (4110182754431) ▾

CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#) | [Use Existing](#)

Campaign
└─ Objective



What's your marketing objective?



Ad Set
└─ Audience
└─ Placements
└─ Budget & Schedule

New ad
└─ Format
└─ Media
└─ Text

Close

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	Get people to visit your stores

Targeting 101

- Target those closest to you first.
 - Don't take them for granted!
- Use the **Facebook pixel**.
 - A snippet of code that you can add to your website.
- Utilize **custom audiences**.
 - Create website custom audiences.
 - Import your email list.
- Use **lookalike audiences** when your audience is small.
 - You need 100 contacts to create a lookalike audience.

CCHI (4110182754431) ▾

CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#) | [Use Existing](#)


- Campaign
 - Objective
- Ad Set
 - Audience
 - Placements
 - Budget & Schedule
- New ad
 - Format
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What's your marketing objective?


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	Collect leads for your business	Get people to visit your stores

Custom Audiences  Lookalike


Lookalike (US, 1%) - People who like Colorado Consumer Health Initiative


Add Custom Audiences or Lookalike Audiences

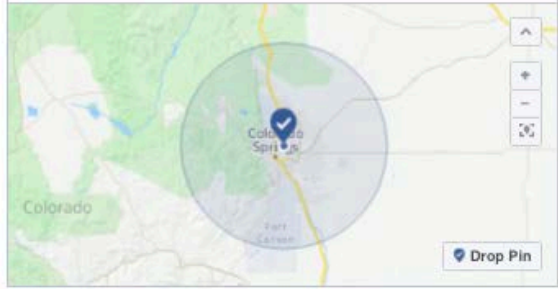



Locations  Everyone in this location ▾

United States

 **Colorado Springs, Colorado** +25mi ▾



 Include ▾ | Add locations



Age  18 ▾ - 65+ ▾

Gender  **All** Men Women


Languages  Enter a language...

Detailed Targeting  INCLUDE people who match at least ONE of the following 

Demographics > Financial > Income

\$40,000 - \$50,000

Add demographics, interests or behaviors


and **MUST ALSO** match at least ONE of the following  X

Interests > Fitness and wellness

Nutrition

Add demographics, interests or behaviors

Exclude People or Narrow Further

Connections  Add a connection type ▾

Audience Definition



Your audience is defined.



- Audience Details:**
- Custom Audience:
 - Lookalike (US, 1%) - People who like Colorado Consumer Health Initiative
 - Location:
 - United States: Colorado Springs (+25 mi) Colorado
 - Age:
 - 18 - 65+
 - People Who Match:
 - Income: \$40,000 - \$50,000
 - And Must Also Match:
 - Interests: Nutrition
 - Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 5,800 people

Estimated Daily Reach



This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 30 days

Additional Tools and Resources

- Additional tools on Facebook
 - **Lead ads** for email signups.
 - **Messaging destination ads** to start conversations.
- Non-Facebook tools:
 - **Videoscribe** for whiteboard style animation.
 - **Canva** for graphic design.
 - **Buzzsumo** for what's trending on social media.
- Resources
 - **Action Sprout** for non-profits on Facebook.
 - **Jon Loomer** for more advanced Facebook marketers.

Thank You!



**Colorado Consumer
Health Initiative**

www.cohealthinitiative.org

Facebook and Twitter: @cohealthaccess

Zach Stone

Zstone@cohealthinitiative.org

720-443-6473

Social Media Campaigns

Facebook – @connectforhealthco

Twitter - @C4HCO

Instagram - @C4HCO

American Indian Facebook and Instagram Campaign



18,570 people reached

Boost Post

Like

Comment

Share

Hootlet



1.2K

Chronological

305 shares

44 Comments

Boosting Process

The image shows a screenshot of the Facebook interface. At the top, the navigation bar includes a search icon, the name 'Linda', and the 'Home' button. On the right side of the navigation bar, there is a profile picture icon and a dropdown menu icon, which is highlighted with a red box. Below the navigation bar, the page content is visible, featuring a blue background with the text 'Small Business Enroll Yourself' and 'Individuals with... may still be able...'. A red box highlights the 'Create Ads' option in the dropdown menu. Other options in the menu include 'Your Pages', 'Connect for Health Colo...', 'Create Page', 'Manage Page', 'Create Group', 'New Groups' (with a '5' badge), 'Manage Ads', 'Activity Log', 'News Feed Preferences', 'Settings', 'Log Out', 'Help', 'Support Inbox' (with a '1' badge), and 'Report a Problem'.

Select Objective

Campaign

└ Objective

Ad Set

- └ Audience 
- └ Placements 
- └ Budget & Schedule 

New ad


- └ Format 
- └ Media
- └ Text

What's your marketing objective?

Awareness

 Boost your posts

 Promote your Page

 Reach people near your business

Campaign Name ⓘ

Post engagement

brand awareness

Continue

Select Audience

Locations ⓘ Everyone in this location ▾

United States

United States

Include ▾ | colorado|

Age ⓘ 18 ▾ - 65+ ▾

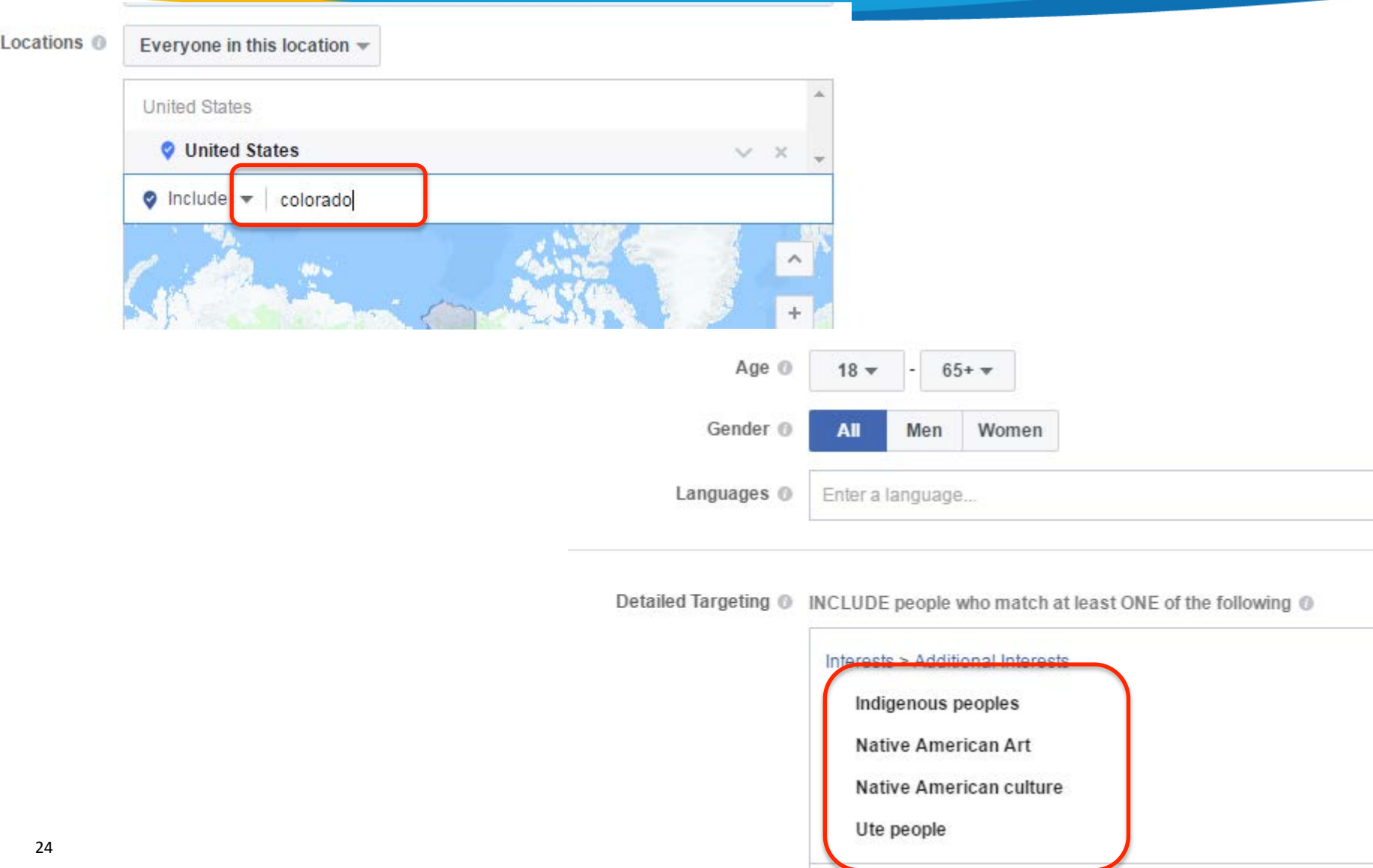
Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

- Indigenous peoples
- Native American Art
- Native American culture
- Ute people



Select Budget

Schedule

much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Lifetime Budget** ▼ \$350.00

Daily Budget \$350.00 USD

Schedule ⓘ **Lifetime Budget**

Start

End
(Mountain Time)

Your ad will run until **Saturday, November 12, 2016.**

You'll spend up to **\$350.00** total.

Select Page and Post – Then Place Order

Page & Post

Preview the image and text from your Page post. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.



Connect for Health Colorado



Instagram Account

If you don't want to use a Facebook Page to represent your business, then this Instagram account will be used. Remove any accounts in your Page Settings.



c4hco



Review Order

Place Order

Results



Account: Connect for Health Colorado

Campaign: Native American Enrollment

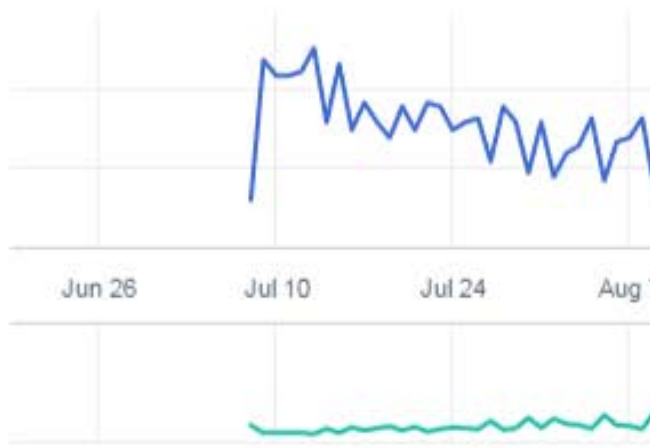
2,491
Results: Post Engagements

14,294
People Reached

\$192.61
Amount Spent

Custom

2,491 Results: Post Engagements \$0.0



To date: \$192.61

305 – Facebook shares

2,491 – Facebook post engagements

421 – Instagram likes

\$0.08 – cost per result



Learn More >



♥ 421 likes

c4hco Native Americans living in Colorado have protections and benefits through Connect for Health Colorado©. You can sign up, all year, for health insurance with comprehensive benefits, regardless of pre-existing conditions, Medicaid or Child Health Plan Plus (CHP+) and continue to receive services from Indian Health Service, tribal health programs, or urban Indian health programs. #Native #Ute #Tribe #coverCO <http://connectforhealthco.com/get-started/individuals-families/native-americans/>



Customer Stories



Connect for Health Colorado

Published by Linda Gann [?] · February 24 · 🌐

Are you turning 26? Happy Birthday! If you're on your parent's health insurance plan, you'll need new insurance. Check with your parents to find out when your coverage will end. You will have 60 days from the day your coverage under your parent's plan ends to find a new plan. Call your #broker or a member of our Community-Based Assistance Network to talk options! <http://connectforhealthco.com/qualifying-life-change-events/>



32,666 people reached



▶ \$253.23 Left

19K Views

👍 Like 💬 Comment ➦ Share 📧 Hootlet

👍 20

Chronological ▾

Post: "Are you turning 26? Happy Birthday! If you'

19,556 Results: Video Views \$0.04 Cost per Result



Twitter - @C4HCO



C4HCO
@C4HCO

The official Twitter of Connect for Health Colorado a new health insurance marketplace for individuals, families and small employers in Colorado.

Denver, CO

ConnectforHealthCO.com

Joined March 2013

520 Photos and videos



TWEETS 4,166 FOLLOWING 660 FOLLOWERS 2,231 LIKES 318 LISTS 1 MOMENTS 0

Edit profile

Tweets Tweets & replies Media



C4HCO @C4HCO · 18h

#OE 2017 begins on Nov 1. Having health insurance is important. We can help. #coverCO



Why is health insurance important?

Get covered to protect your health, finances and avoid a tax penalty.
youtube.com

Retweets 2 Likes 0



C4HCO @C4HCO · Oct 10

Register now: Hot Issues in Health Care at Cheyenne Mountain Resort

Your Tweet activity

Your Tweets earned **3,408 impressions** over the last **24 hours**



[View your top Tweets](#)

Who to follow · Refresh · View all



YouTube @YouTube

Follow



Derek Flanzraich @der...

Social Media Calendar - October

Themes	Marketing Messaging	Health Insurance Literacy
Medicaid enrollment is open all-year round	Election	Getting Ready for OE: https://www.coveredhq.org/pla
SHOP enrollment is open all-year round	OE is Near!	
Health Literacy Month (10/1)	Renewals process	
National Breast Cancer Awareness Month (10/1)	Financial assistance	
Mental Illness Awareness Week	Plan Analysis: Plan Options & Rates	
National Child Health Day (10/5)		
National Latino AIDs Awareness Day	<ul style="list-style-type: none"> • <i>Upcoming Election/Political Climate (reoccurring)</i> 	
Boss' Day (10/17)	<ul style="list-style-type: none"> • <i>Open Enrollment is Near!</i> 	
National Health Education Week	<ul style="list-style-type: none"> o Another Open Enrollment is around the corner. Connect for Health Colorado customers 	
Halloween (10/31)	<ul style="list-style-type: none"> o Support our customers in understanding their plan options, any financial assistance or c 	
Baseball World Series	<ul style="list-style-type: none"> o Inform customers about what Open Enrollment means to them, the important deadline 	
	<ul style="list-style-type: none"> • <i>Affordability (Financial Assistance):</i> <ul style="list-style-type: none"> o The tax credit amount depends on household size, income and zip code o \$294 is the average monthly tax credit for those who qualified for assistance in 2016 o Emphasize the household sizes and incomes that are eligible for assistance 	

Thank you

www.ConnectforHealthCO.com



Social Media



Takeaways

- Helpful Tools for fast and easy social media design
 - Photo and text editing
 - Video editing
- Instagram
 - Instagress
- Branding

Helpful Tools



LiveCollage Phone APP

Create fun, amazing layouts & collages by remixing your own photos with text, sticker, background in seconds and sharing them with your friends.

Helpful Tools

Examples of using LiveCollage Phone APP



We want you!

Sign up for a healthcare plan
303-617-2328 www.connectaurora.org



**Why wait in line when
Our Health Coverage Guides
Can Help with one on one
Insurance Enrollment**
www.connectaurora.org

Helpful Tools

Video Cute Cut Pro

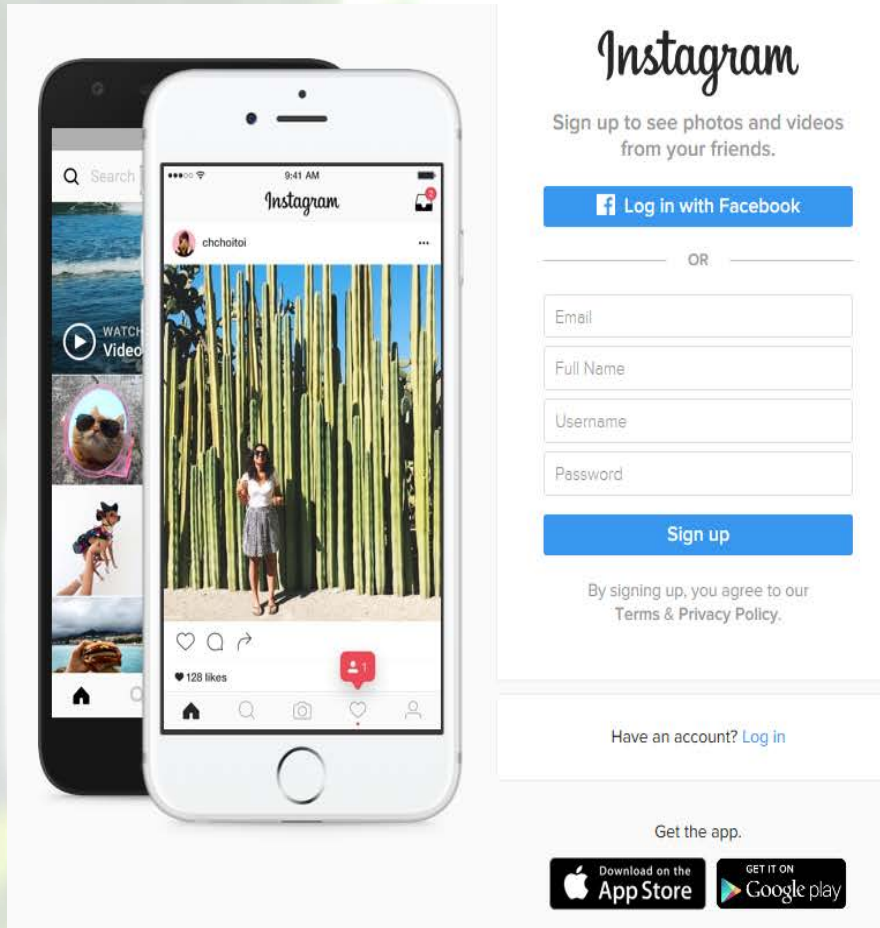


Do you want to create your own unique movie? Cute CUT's robust and intuitive feature set will have you doing so in no time, drawing gorgeous, one-of-a-kind movies and so much more!

Instagram



Instagram



A Social Media App that allows you to post

Connect with other Instagram posters from around the world!

Two different picture sizes

1 minute video

24 hour insta-story (like snap chat)

Post pictures from your phone or from your computer

#Hashtag for easy to find and connecting to a common theme

Instagram Helpful Tools



Instagress

You can easily automate your liking, commenting and following activities based on specific hashtags and geolocations, as well as unfollow users from different sources.

How to use instagress

3:04 PM
instagress.com

Started on Oct 4, 2016 9:29 AM
Time used 1 day 03:42

Stop

[Quick start guide](#)

Buy time package

90 days \$24.99 \$0.28 per day	180 days \$44.99 \$0.25 per day	360 days \$79.99 \$0.22 per day
--------------------------------------	---------------------------------------	---------------------------------------

[Buy](#) [Buy](#) [Buy](#)

[Normal time packages](#)

Save/Load settings

Targeting New

3:04 PM
instagress.com

Activity

Select what you want to do

- Likes 1235
- Comments 281
- Follows 0
- Unfollows 670

Remaining Time 23 days 17:10

[How time works](#)

Status Started Oct 4, 2016 9:29 AM
Time used 1 day 03:42

Stop

[Quick start guide](#)

Buy time package

3:04 PM
instagress.com

Tag + Tag filter

Location + Tag filter

Username + Tag filter

Comment —

Don't comment same users

3:04 PM
instagress.com

Comments

Nice

Love it

Yes!

Great pic!!!!

Nice:thumbsup:

This

Awesome pic

Perfection

Rock on!

Good picture

Add

How to use instagress

Branding through social media

Using video, text and pics to link one event, program and or enrollment location to one another though Facebook, email, YouTube Instagram etc.

Branding



<https://drive.google.com/file/d/0B8tTfqU8dBZQMDNGR1EwTEdYd3M/view?usp=sharing>

Contact

Jesse Lopez

Aurora Coverage Assistance Network Supervisor

Aurora Mental Health Center

Connect *for* Health Colorado Certified Assistant Site
in Partnership with the Arapahoe County Early Childhood
Council

303-617-2328

www.connectaurora.org



Questions?

