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WELCOME – presentation starting soon



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**COLORADO**  
Department of Health Care  
Policy & Financing



Suzy Fitzgerald, Digital Marketing Manager at Connect for Health Colorado

# HOW TO GROW YOUR BUSINESS USING SOCIAL MEDIA



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# SOCIAL MEDIA- WHAT'S THE ADVANTAGE?



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# Goals of Social Media

- Engage with current followers
- Reach new audiences
- Promote your brand
- Build general brand awareness



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# Social Media Platforms

- Facebook
- Twitter
- Instagram
- YouTube
- Vimeo
- LinkedIn
- Reddit
- NextDoor



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# Audiences

## Facebook

- Current customers
- Lapsed customers
- Potential customers

## Twitter

- Industry professionals
- Community partners
- Health advocates
- Influencers
- Press

## Instagram

- Current customers
- Lapsed customers
- Potential customers
- Community partners
- Influencers



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# Pros and Cons-Twitter

## Pros

- Easy to share content
- Easy to reach many people quickly
- Easy to **share** other people's content

## Cons

- Messages can only be 280 characters long, including links
- Sometimes users follow thousands of other accounts



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# Pros and Cons-Facebook

## Pros

- Easy to share content
- Easy to reach many people quickly
- Easy to share other people's content
- Can post longer videos
- Easy to see how people interact with your content
- Event feature

## Cons

- Interface constantly changes and 'updates'



# Pros and Cons-Instagram

## Pros

- Content can be creative!
- Great to share photos
- Can build a large following

## Cons

- Harder to share other people's content
- Can't add links in posts
- More design-oriented



**WHAT ARE YOUR GOALS?**

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# Social Media Audit

- What platforms are you currently on?
- What's working, and what's not?
- Who is interacting with your content?
- Which network seems to be the most popular with your target audience?



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# FILLING OUT YOUR PROFILE

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# Profile Tips



A



B



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# Profile Tips



A



B

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# Profile Tips

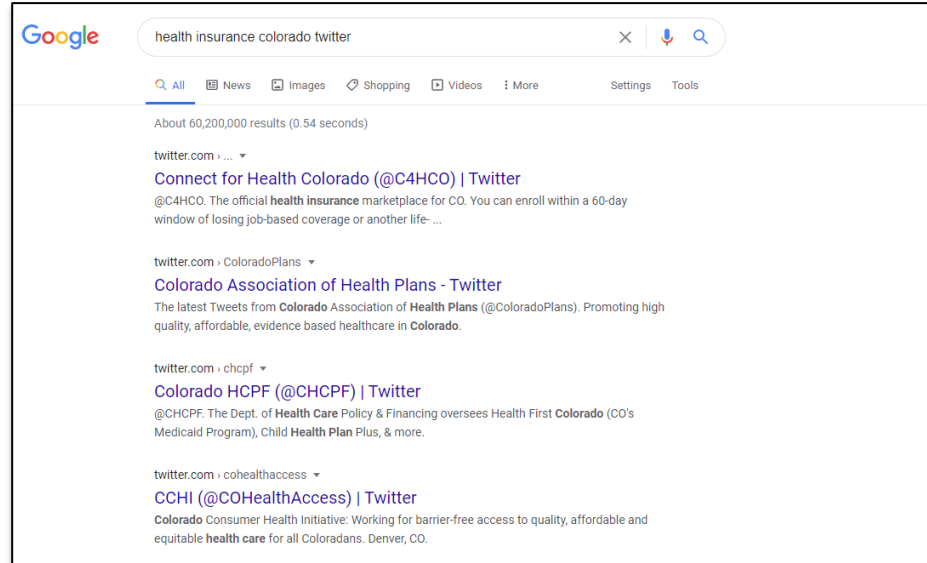
- Fill out all profile fields available to you!
  - Username
  - Location
  - Bio
  - Link
  - Profile picture
  - Cover photo





# Profile Tips

- Use keywords



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# Profile Tips

- Use correctly sized images
  - Facebook, 940x788
  - Twitter, 1024x512
  - Instagram, 1080x1080



# Profile Tips



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# Profile Tips

- Define a voice
- Connect for Health Colorado's voice is approachable, informative, and friendly



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# Messaging

- Before Open Enrollment
  - Increase awareness of the Marketplace
  - Provide information on how to enroll
- During Open Enrollment
  - Remind people about deadlines, financial assistance, in-person help
  - Share content from Connect for Health Colorado
- After Open Enrollment
  - Health insurance literacy
  - Reminders about 1095 forms
- All other times
  - SEPS
  - Health insurance literacy
  - Summer events
  - National health observance days
  - <https://www.healthline.com/health/directory-awareness-months#1>



# HOW OFTEN SHOULD I POST?

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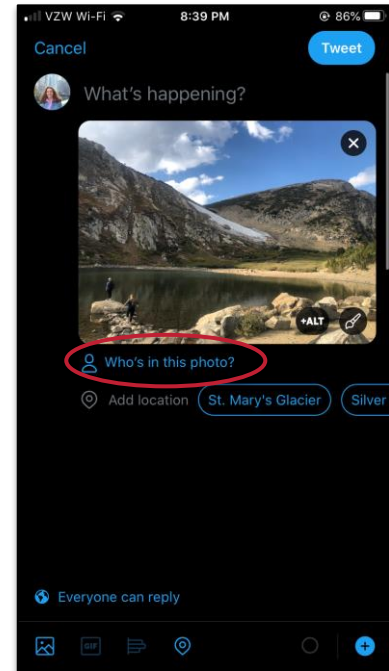
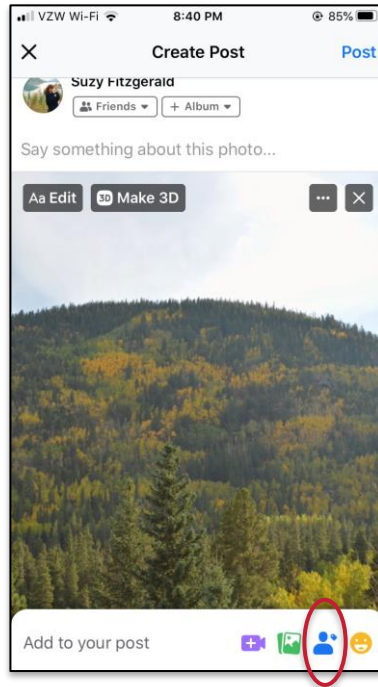
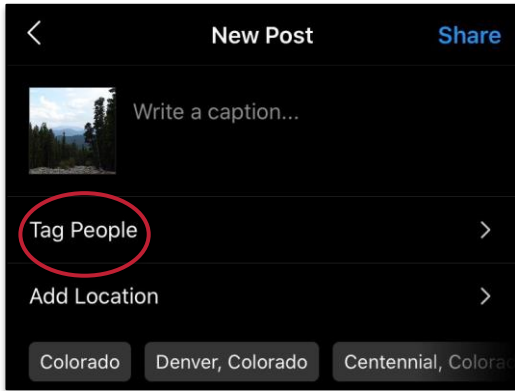
# Grow your network

- Follow me! @SuzyFitzCO on Twitter
- Follow Connect for Health of course! @C4HCO on Twitter and Instagram
- Other Assisters, Brokers, and Enrollment Centers
- Community organizations



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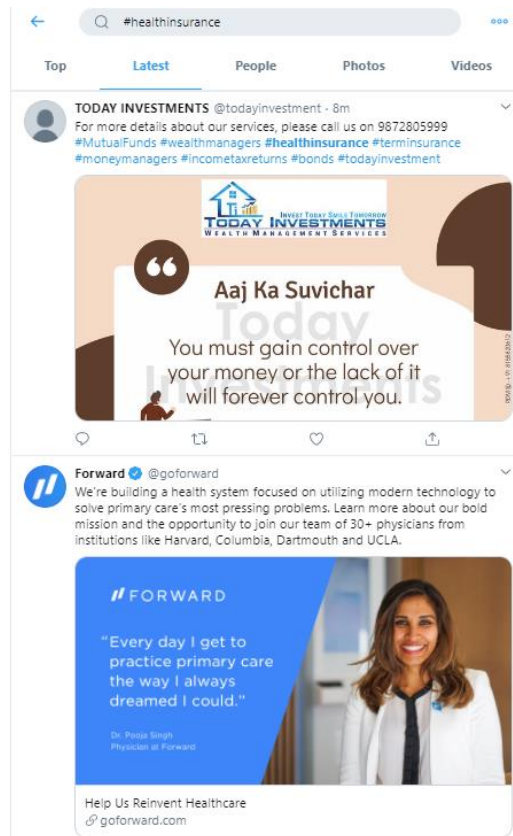
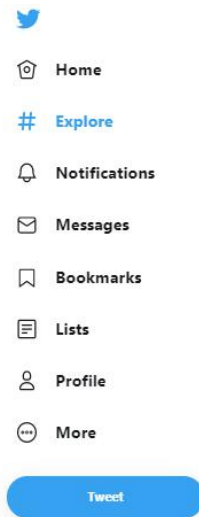
# Tagging



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# Let's talk about #Hashtags



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# Let's talk about #Hashtags

- #CoverCO
- #Cohealth
- #HealthyCO
- #GetCovered
- #HeretoHelp
- #openerollment
- #KnowYourPlan
- #healthinsurance
- #DYK
- #covered



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# Social Media and CoverCO

- In the Whova app, add your Twitter name to your profile
- Use #CoverCO in posts



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# Elements of a successful post

- Every post should have a point (Call to Action, informative)
- Calls to action
  - Click this link
  - Register for this event
  - Take this survey



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# Elements of a Successful Post

Okay tweet:

Don't forget to sign up for health insurance today! If you have recently been married, don't forget that you may have a 60-day window to sign up for health insurance!



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# Elements of a Successful Post

Okay tweet:

Don't forget to sign up for health insurance today! If you have recently been married, don't forget that you may have a 60-day window to sign up for health insurance!

Better tweet:

#DYK that @C4HCO is the only place you can apply for financial help to lower monthly health insurance costs? If you have recently lost your job, you may have a 60-day window to purchase #healthinsurance coverage. Learn more: [www.connectforhealthco.com](http://www.connectforhealthco.com)



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# Elements of a Successful Post

- Creativity is key!



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# BREAKOUT ROOMS

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# Tips and Tricks

- Look at other people's profiles
- Consistent branding
- Responding to people that comment on your posts. Respond to positive comments, as well as the negative ones
- Videos
- Editorial calendar
- Tools! (Buffer, Tweetdeck, Canva)
- Boosting
- Pixabay



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Thank you!  
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@SuzyFitzCO

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RESOURCES.  
CONNECTIONS.  
SUPPORT.