

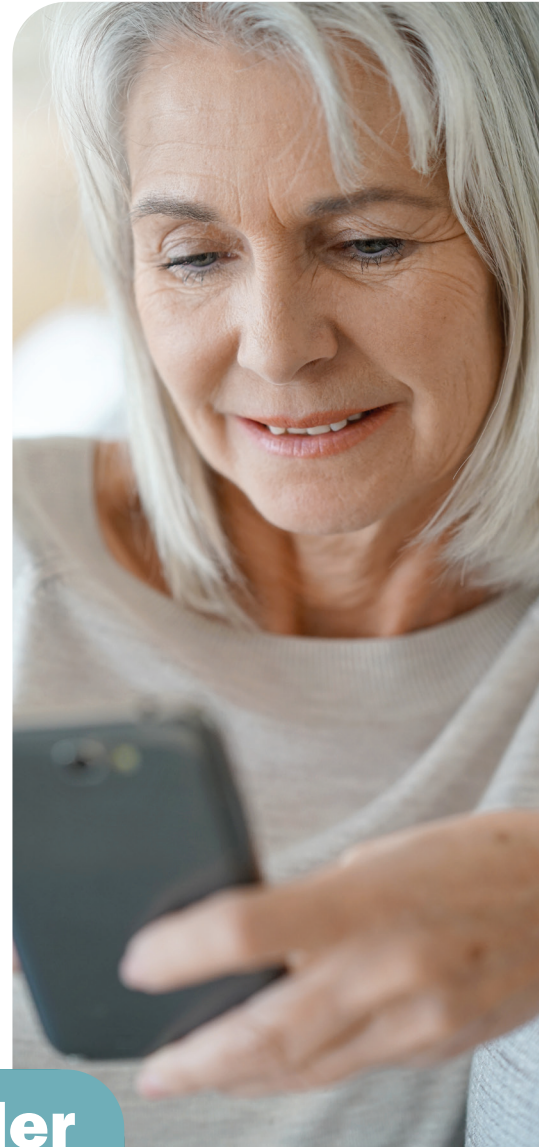


# Social Media Best Practices

Social media can be a powerful tool for your agency or small business. Attracting, engaging followers and leveraging social media's advantages will take time. Use the guidelines below to help build your audience and social media presence.

## THE BASICS

- 1** Create and share content that is valuable to your target audience. Sometimes, small businesses can fall into the habit of using Facebook, X (formerly Twitter) or LinkedIn to simply broadcast advertisements and promote themselves. To build a following (and engage the following you already have) you should aim to create content your audience is interested in and adds value.
- 2** Evaluate each platform and decide which is right for your business. There's no shortage of social platforms that allow you to interact with consumers and the general public. Facebook, X, Instagram and LinkedIn are just a few of the most common and more are created every day. Producing quality content and engaging with your audience will take time. Before launching a page on a new platform, consider if your audience is on that platform and ensure you have the resources to continually update and respond to any consumer engagement. If your page is not updated regularly or does not respond to messages, it will negatively affect the consumer's impression of your agency. Remember—many consumers now believe they should be able to contact you on social platforms 24/7. If you do not respond (or take too long to respond) they consider it poor customer service.
- 3** Don't be afraid to get personal. The content that typically performs the best on social platforms feels personal and authentic. Sharing stories about your employees and real customers will help engage your audience. You can also utilize content from other trusted pages and businesses by sharing on your page.



## TIP: Work smarter not harder

- Use a scheduling platform. They will help streamline your work and allow you to spend less time posting and figuring out what to post.
- Scheduling platforms such as Hootsuite or Buffer allow you to plan, write and schedule social posts so you do not have to log on and post at the specific time you want to share something.

## KNOW YOUR AUDIENCE

Before diving into social media, make sure you know and understand your audience and what they are looking for. Knowing your audience and how to communicate with them will have much better results in your social media efforts.

### Facebook:

- Post 2-5 times a week
- The 55+ age group is the fastest growing age group on Facebook
- Robust ad targeting options

### LinkedIn:

- Post 2-5 times a week
- A professional focused platform
- Good ad targeting options, lead generation

### X:

- Post at least once a day
- Do you have the time commitment for X? Does your audience use X? Don't invest the time unless it makes sense for your business

### Instagram:

- Post 2-5 times a week
- Is your audience here? Instagram tends to skew younger, so Medicare prospects are not likely to be here in large numbers

## DO AND DON'TS

### Do:

- Know your audience
- Aim for quality over quantity
- Post things relevant to your business
- Ask yourself "how does this help my audience" for every post
- Use free learning resources like Facebook Blueprint
- Utilize content from other trusted partners
- Share posts, this lessens your workload creating new content
- Avoid using blurry or small images
- Spell check/proof all copy

### Do Not:

- Count the number of followers you have as a measure of page success
- Post to jump on trends that don't make sense for you—just because its trendy content doesn't mean you should do it
- Spend all of your time on social media selling—mix up content from selling to useful information
- Use a lot of posts with lots of text on images

## FREQUENTLY ASKED QUESTIONS

### 1 What are good metrics for success on social platforms?

**Engagement.** It can help to keep an eye on followers, but the best measure for success is engagement – it's better to have fewer very engaged followers than a ton of not at all engaged followers.

### 2 What is a good way to build up followers if you don't currently have many?

**Consistency, quality, sharing and interacting.** Unfortunately, there is no quick and easy way to gain followers; quality growth takes time and patience.

### 3 What is a “lookalike audience” for Facebook ads and how do you use them?

When you create a lookalike audience on Facebook, you choose a source audience (a Custom Audience created with information pulled from your pixel, mobile app, or fans of your Page). Facebook then identifies the common qualities of the people in it (for example, demographic information or interests). Then, deliver your ad to an audience of people who are similar to (or “look like”) them.

Network Health ad images are available for download at  
<https://networkhealth.envision-ink.com/login.php>

## SOCIAL MEDIA ADVERTISING

In 2019 alone, Facebook's ad revenue was \$69.7 billion from advertising. Most of this revenue comes from small to medium sized businesses advertising and the platform has over 8 million advertisers with more joining since the pandemic and more and more audiences and businesses shifted to online operations. According to Pew Research Center, seniors are the smallest but fastest growing demographic on Facebook with the share of older Americans more than doubling since 2012. Facebook is also the social media platform of choice for seniors.

Social platforms are continually working to make it more convenient for companies and small businesses to use their ad services. With a little bit of research, even a modest budget can help boost your agency's presence and reach.

**Before deciding on a budget for a social media campaign, consider the following.**

- What are your social media goals? Clearly define your goals before starting a campaign.
- How will you track and measure your goals? Facebook's campaign manager and Google Analytics are both free tools.
- How often will you measure your progress? You will want to check in on your campaign's performance often so you can adjust to earn the best return on investment possible.
- What is the goal worth to your small business? This will help you decide on your budget.

### TIP: Test and adjust

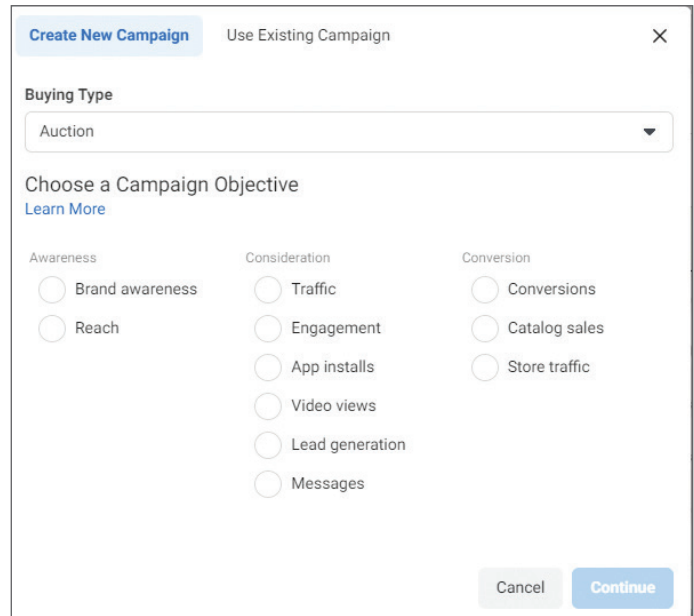
- Pay attention as your ads are running.
  - Are some performing better than others?
  - What seems to be performing well that you can utilize in other or future campaigns?
- You can make changes to most ads or ad campaigns after they have started running

# FACEBOOK AD CHEAT SHEET

## How to Create a Facebook Ad Campaign

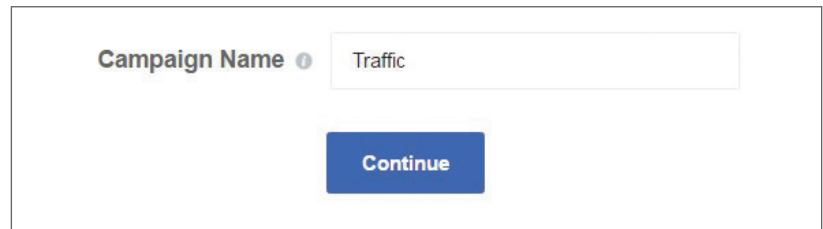
Facebook Ads Manager makes it simple to create an ad that will reach your target demographic. Note that while you are walking through these steps, what you are seeing may look different depending on where you are creating your ad from. The basic steps are the same and Facebook generally does a good job at walking you through what you need. Just ensure that you complete the steps listed below to set up you ad properly.

Before creating the ad, you will be prompted to select your marketing objective from the list below.



The screenshot shows the 'Create New Campaign' dialog box in Facebook Ads Manager. It has two tabs: 'Create New Campaign' (active) and 'Use Existing Campaign'. Below the tabs is a 'Buying Type' dropdown menu set to 'Auction'. Underneath is the 'Choose a Campaign Objective' section, which includes a 'Learn More' link and three columns of radio button options: 'Awareness' (Brand awareness, Reach), 'Consideration' (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and 'Conversion' (Conversions, Catalog sales, Store traffic). At the bottom right are 'Cancel' and 'Continue' buttons.

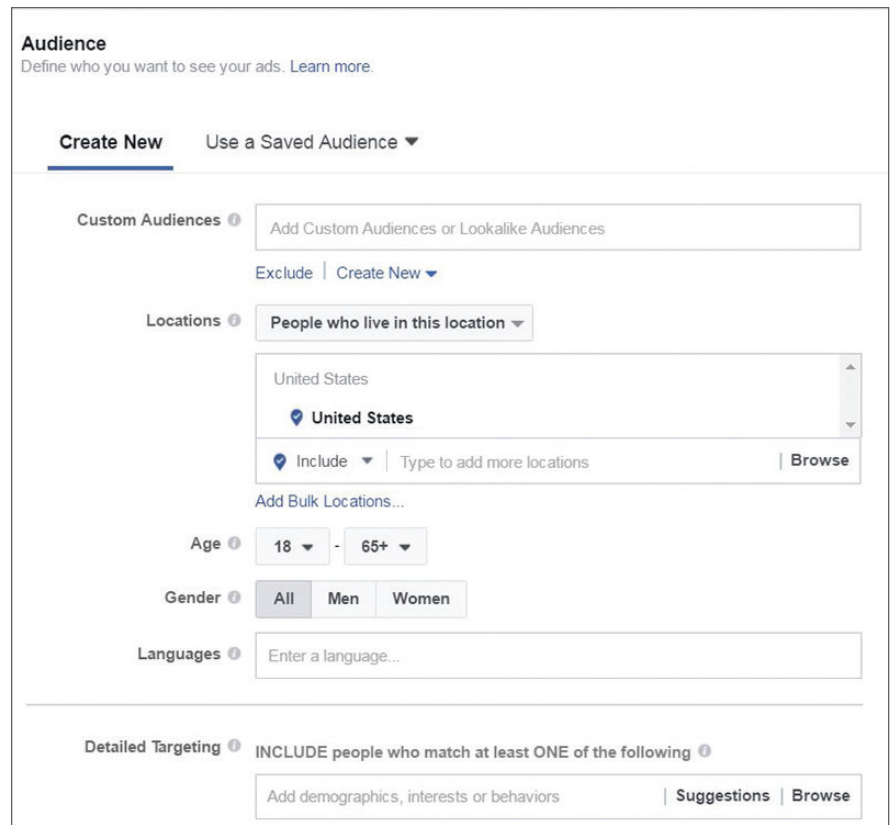
After selecting your objective, you will be prompted to name your campaign.



The screenshot shows the 'Campaign Name' input field in Facebook Ads Manager. The text 'Traffic' is entered into the field. Below the field is a blue 'Continue' button.

Next, you will set your audience. You will be able to select the location, age, gender and even the language of your target demographic.

In the detailed targeting section, you can include people who match one of the interests or behaviors Facebook has created.



The screenshot shows the 'Audience' selection screen in Facebook Ads Manager. It has two tabs: 'Create New' (active) and 'Use a Saved Audience'. Below the tabs is the 'Custom Audiences' section with a text input field 'Add Custom Audiences or Lookalike Audiences' and a dropdown menu 'Exclude | Create New'. Below that is the 'Locations' section with a dropdown menu 'People who live in this location', a list of locations (United States, United States), and a 'Browse' button. Below that is the 'Age' section with a range of '18 - 65+', the 'Gender' section with 'All', 'Men', and 'Women' buttons, and the 'Languages' section with a text input field 'Enter a language...'. At the bottom is the 'Detailed Targeting' section with a checkbox 'INCLUDE people who match at least ONE of the following' and a 'Browse' button.

After you have defined your audience, you can set your budget and schedule.

**Important note—Facebook will default to running the ad set continuously. Make sure to select the button ‘Set a start and end date’.**

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▼

\$20.00

\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☐ Run my ad set continuously starting today

☒ Set a start and end date

Start

End

(Central Time)

Your ads will run for **31 days**. You'll spend no more than **\$620.00**.

Optimization for Ad Delivery ⓘ

Link Clicks ▼

Bid Amount ⓘ

☒ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.

☐ Manual - Enter a bid based on what link clicks are worth to you.


When You Get Charged ⓘ

Link Click (CPC)


[More Options](#)

Next, you will select your ad format. For a traffic ad, Facebook allows you to select single image, carousel, slideshow or video ad.


☒

**Carousel**  
Create an ad with 2 or more scrollable images or videos


☐

**Single Image**  
Create up to 6 ads with one image each at no extra charge


☐

**Single Video**  
Create an ad with one video

☐

**Slideshow**  
Create a looping video ad with up to 10 images

☐

**Canvas**  
Tell a more immersive story by combining images and videos

**Important note—if you decide to run a video clip, try to keep the video to under 60 seconds for more completed views.**

## REMEMBER -

Just like other marketing pieces, HPMS must review social media posts or advertisements that contain plan-specific benefits, premiums, cost-sharing or Star Ratings.

You must not post or promote content on social media that discusses any benefit information, premiums cost-sharing or Star Rating for products offered in the next contract year prior to October 1.




Finally, you can preview your ad and if you have an Instagram account, you are able to connect the ad with your Instagram profile as well.

### Page & Links


Enter the text for your ad. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page.

 Network Health Wisconsin

Instagram Account

 copilotwi

Connect your Instagram accounts in Business Manager.

Destination

WEBSITE

☒ Website URL

MESSANGER

☐ Message Text



☐ Structured Message (JSON)

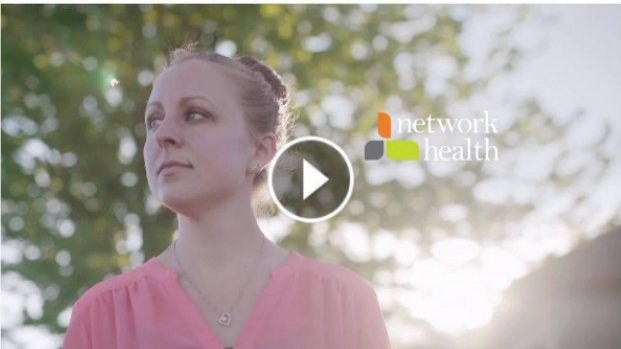
### Ad Preview




1 of 1 Ad

Desktop News Feed

1 of 9

 **Network Health Wisconsin**  
Sponsored · 



 Like  Comment  Share

Once you submit your ad, Facebook will review and email the administrator or send the page admin a notification of your Facebook Ad Manager account once it is approved.


Make sure to monitor the ad's performance daily and answer any questions that may be posted on the ad. How well your ad performs will depend on how your audience responds to the content. If more people click or comment, the ad will reach more people overall.

## BOOSTING A POST

Another option for sponsoring your content is to boost a post. You can do this by simply selecting the blue Boost Post button under the desired post. You will lose some of the advanced options of creating an ad campaign, but you can still define your audience and add a button to the post with your desired call to action. ***Note that you will no longer be able to edit the post once boosted.***

### POST BUTTON (Optional)

Add a button to your post



Choose a link for this button

Choose the website address you'd like to send people to.

### AUDIENCE

☐ AEP (No TC employees)

☒ People you choose through targeting [Edit](#)

Location: United States: Ephraim, Fond du Lac, Green Bay (+50 mi), Green Lake (+25 mi), Milwaukee, Oconto (+25 mi), Portage (+25 mi), Racine Wisconsin

[More](#)

☐ People who like your Page


☐ People who like your Page and their friends

### DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM

What is your health goal? Network Health's President and CEO Coreen Dicus-Johnson has decided to train for her first half-marathon. Every month, she'll share updates on how her training is progressing as she prepares for the [#FoxCitiesMarathon](#) this September. Learn more in today's blog. <http://bit.ly/2mw9neN>



Coreen Dicus-Johnson Takes on Her First Half Marathon

NETWORKHEALTH.COM

