GET NOTICED:
7 STRATEGIES TO RAMP UP YOUR FACEBOOK PRESENCE

for the SHIP, SMP, and MIPPA Networks
April 22, 2021
WEBEX TOOLBARS, MENUS, AND PANELS

1. The view icon in the upper right corner changes your WebEx view.

2. The toolbar on the left allows you to zoom in and out.

3. The panels on the right show participants, chat, and polling. Click the > or x to open and close panels.

4. The menu at the bottom allows you to mute, open participant and chat panels, and leave the event.

Tip: To raise your hand, open the participant panel, then click the hand icon in the lower right corner.
Raise hand. To raise your hand, open the participant panel, then click the hand icon in the lower right corner.

Polling. (Which I will open on the right side of your screen)

Yes and No. Click on the megaphone on the bottom right of the screen about the Chat bubble, and the Yes/No options will open
Welcome Networks!
Today’s Panelists

Angela Burk
SHIP TA Center
Communications & Technology Manager

Abby Batterson
SMP National Resource Center
Interactive Media Manager

Sue Choplin
SHIP TA Center
Training Coordinator
Topics covered

1. Social Media Platforms
2. Page Roles
3. Facebook Etiquette
4. Content Creation/Creator Studio
5. Strategic Planning/Business Suite
6. Utilizing Facebook Events
7. Insights

💡 Future Ideas
"THE ONLY CONSTANT IS CHANGE"

- GREEK PHILOSOPHER HERACLITUS

New to Facebook in the last two years:
- Creator Studio & Business Suite
- Facebook Live Studio
- Overall look/layout update (option of dark mode)
- Automated alt text added to images

No longer available or leaving soon:
- Scheduling posts from your timeline
- Analytics (leaving June 30)
- Polling
- Removal of "gray accounts"
SOCIAL MEDIA PLATFORMS

Facebook
LinkedIn
Twitter
YouTube
Pinterest
SnapChat
WhatsApp
TikTok
Instagram
What are the different Page roles and what can they do?

The five Classic Page roles you can use to utilize the variety of talents and skills of your staff and volunteers.

<table>
<thead>
<tr>
<th>Classic Page Roles</th>
<th>Page Access in the New Pages Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin</td>
<td>Facebook access with full control</td>
</tr>
<tr>
<td>Editor</td>
<td>Facebook access with partial control</td>
</tr>
<tr>
<td>Moderator</td>
<td>Task access for Message Replies, Community Activity, Ads, Insights</td>
</tr>
<tr>
<td>Advertiser</td>
<td>Task access for Ads, Insights</td>
</tr>
<tr>
<td>Analyst</td>
<td>Task access for Insights</td>
</tr>
</tbody>
</table>
FACEBOOK TASKS

CONTENT (Editor & up)
Create, manage or delete any content on the Page, such as posts, stories and more.

MESSAGES (Editor & up)
Respond to direct messages as the Page in Inbox.

COMMENTS (Moderator & up)
Respond to comments on the Page and edit or delete existing comments made by the Page.

ADS (Advertiser, Editor & up)
Create, manage and delete ads.

INSIGHTS (Analyst & up)
Use Page, post and ad insights to analyze the performance of the Page.

EVENTS (Editor & up)
Create, edit and delete events by the Page.

REMoval/BANS (Mod. & up)
Remove or ban people (spammers) from the Page.

Additionally, Administrators with full control can manage:

SETTINGS (Admin only)
Manage and edit all settings, such as Page information and deleting the Page.

ACCESS (Admin only)
Give or remove people’s Facebook or task access to the Page or linked Instagram account, including people with Facebook access with full control.
How to remain gracious on Facebook

Responding to comments and encouraging constructive conversation.
"Dress" & Manners

• Always have a profile picture and cover photo
• Take the Time to completely set up your Page.
• Spelling and Grammar!
Proper Page Management

- Don’t dump posts.
- Follow the 80/20 rule
- Tag, you’re it!
FACEBOOK ETIQUETTE

Correspondence

• Provide Response Timeline
• Always address Facebook comments
• Remove inappropriate comments
Content Creation

Social media graphic design tools on the web can help both amateur and advanced designers.

Canva • Biteable • Easil • Pablo • Spark
Target market and competitors

One place with all the tools you need to effectively post, manage, and measure content across all your Facebook Pages.
CREATE
STUDIO DEMO

• Create and schedule posts
• Upload video
• Add a story
• Content overview
• Quick insights review
STRATEGIC PLANNING

CREATING A CONTENT CALENDAR

SCHEDULING IN BUSINESS SUITE

UTILIZING FACEBOOK EVENTS
LOOK OVER MONTHLY AWARENESS EVENTS
What is relevant to your mission/message? Incorporate # (hashtags) that would be trending.

PLAN CONTENT IN A CALENDAR
Mix up topics, type, and sources to create interest and keep people interested.

SCHEDULE IN ADVANCE
Be prepared, schedule as far out as you can.
All content should educate or entertain. Everyone is drawn to different styles and types of content, using a mix of images, video, short form posts, long form, etc. is a good idea to reach and appeal to your audience.

### MONTHLY CONTENT CALENDAR

**[April + 2021]**

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY 1</th>
<th>FRIDAY 1</th>
<th>SATURDAY 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>April Fool's Day</td>
<td>COVID-19 Vaccine Coverage by Medicare</td>
<td>National Charity Month</td>
</tr>
<tr>
<td><strong>Easter</strong></td>
<td>The Talk</td>
<td>Ambulance Fraud</td>
<td>Understanding Medicare Episode 5: BIlls &amp; About ESRD</td>
<td>Medical Identity Theft Day</td>
<td>Student Resource Organization</td>
<td></td>
</tr>
<tr>
<td><strong>SmartHome Day</strong></td>
<td><strong>National Social Security Month</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sunday 11</strong></td>
<td><strong>Wednesday 14</strong></td>
<td><strong>Tuesday 16</strong></td>
<td><strong>Wednesday 16</strong></td>
<td><strong>Thursday 16</strong></td>
<td><strong>Friday 16</strong></td>
<td><strong>Saturday 16</strong></td>
</tr>
<tr>
<td>Welcome to Medicare Video Event</td>
<td>National Volunteer Week</td>
<td>National Volunteer Week</td>
<td>National Volunteer Week</td>
<td>National Volunteer Week</td>
<td>National Volunteer Week</td>
<td>National Volunteer Week</td>
</tr>
<tr>
<td>People who talk about their</td>
<td>Understanding Medicare Episode 6: Bilingual Quick Fix</td>
<td>OD Blood Bank</td>
<td>Understanding Medicare Episode 6: Bilingual Quick Fix</td>
<td>Understanding Medicare Episode 6: Bilingual Quick Fix</td>
<td>Understanding Medicare Episode 6: Bilingual Quick Fix</td>
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</tr>
</tbody>
</table>

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**KEY**

- Holiday Awareness
- Share
- Article
- Poster
- Design/Video
- Infographic
- Video
- Website
- Resource
The Center's calendars are filled out with a title, the link or image file location that goes with the post, the date it was posted, the platform it was posted on, then the actual post content.

### ORGANIZING POSTS

<table>
<thead>
<tr>
<th>CONTENT TYPE</th>
<th>Title</th>
<th>LINK</th>
<th>IMAGE</th>
<th>Date Posted fb</th>
<th>Date posted Twitter</th>
<th>Posts/Infographic Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>Understanding Medicare: Episode 2 - Bill Learns About Keeping Track of His Medicare Statements</td>
<td><img src="https://www.youtube.com/watch?v=Q6hLjGQ2k&amp;feature=youtu.be" alt="Link" /></td>
<td>N/A</td>
<td>scheduled 4.12</td>
<td>scheduled 4.12 am</td>
<td>Understanding Medicare, Episode 2 of 4: Bill Learns About Keeping Track of His Medicare Statements</td>
</tr>
<tr>
<td>Holiday Awareness</td>
<td>Boost Your Budget Week</td>
<td>![Link](Z:\WCPTRC\Social Media Calendar\2021\April)</td>
<td>Z:\WCPTRC\Social Media Calendar\2021\April</td>
<td>scheduled 4.12</td>
<td>scheduled 4.12 pm</td>
<td>#DYK $30 billion in benefits go unclaimed every year. You might be unaware that these programs exist or how to claim them. BenefitsCheckUp is a free and confidential tool managed by the @National Council on Aging. For more information, visit the website.</td>
</tr>
<tr>
<td>Infographic</td>
<td>If you see it report it: Genetic Testing</td>
<td><img src="https://smprecources.news/genetic-testing" alt="Link" /></td>
<td>Z:\WCPTRC\Social Media Calendar\2021\April</td>
<td>scheduled 4.13</td>
<td>scheduled 4.13</td>
<td>Scammers are offering Medicare beneficiaries their Medicare information for fraudulent benefits. If you see or hear of this type of offer, report it here: <img src="https://smprecources.news/guardyourcard" alt="Link" /></td>
</tr>
<tr>
<td>Reshare</td>
<td>Medicare Fraud Prevention Tips</td>
<td>![Link](Z:\WCPTRC\Social Media Calendar\2021\April)</td>
<td>Z:\WCPTRC\Social Media Calendar\2021\April</td>
<td>scheduled 4.14</td>
<td>scheduled 4.14</td>
<td>Here are a few tips to help you protect your Medicare card: <img src="https://smprecources.news/guardyourcard" alt="Link" /></td>
</tr>
<tr>
<td>Holiday Awareness</td>
<td>Boost Your Budget Week</td>
<td><img src="https://youtu.be/L10DVRV-1m" alt="Link" /></td>
<td>N/A</td>
<td>scheduled 4.14</td>
<td>scheduled 4.14 pm</td>
<td>So many Americans, including older adults, face financial issues throughout their lives. Learn more about COVID-19 benefits here: <img src="https://smprecources.news/guardyourcard" alt="Link" /></td>
</tr>
</tbody>
</table>
Connects Facebook and Instagram accounts to manage posting, insights, ads and messaging in one place.

- View Activity
- Use Messenger and Instagram Inbox
- Create Posts and Stories
- Access Commerce Manager
- Create Ads
- View Insights
- More tools - Ads Manager and Business/Page Settings
Accessing Business Suite

The tab to enter Business Suite is located along the left hand side of your Facebook page. Similar to Creator Studio, once you click this tab, you will be taken off of your page and into Business Suite.
BUSINESS SUITE DEMO

- Creating a scheduled post
- Creating a story
- Check messages
- Check Insights
Facebook events promote in person or online events through the Facebook platform.

Strategically converting in person presentations to a Facebook event through using Facebook Live or Zoom to continue outreach during the pandemic and to reach hard-to-reach populations.
FEATURES OF A FACEBOOK EVENT FOR ATTENDEES

• Attendee's RSVP to by selecting interested, going, or not interested.
• If they select interested or going, they will receive notifications around the event to remind them to attend.
• They can also invite and share the event with others.
• Attendee's can comment with one another or the hosts of the event through the discussion tab.
• Attendee's who join the event can comment in real time and ask questions.
FEATURES OF A FACEBOOK EVENT FOR HOSTS

- Allows multiple hosts (ex: SMP and SHIP could host an event together.
- Can pay to boost the event to reach a broader audience.
- Can make posts in the discussion board.
- Can check insights on who is seeing the event as well as attending.
CREATING A FACEBOOK EVENT DEMO

- Where to create an event
- The steps to set up an event
- Inviting guests
INSIGHTS

68% of the US population is on Facebook everyday.

-Statista
INSIGHTS

Tracking insights on your Facebook page allows you to:
- keep up on trends
- shows you what content or types of content are your followers responding to.
- track how many new followers you gain in a time period.
- track impressions, reach, and engagement on your page.
Poll: What future social media topics are you interested in?

Or provide other ideas in the chat.

Facebook Live

Facebook Ads/Boosting Posts

Content creation platforms like Canva & Biteable

When the polling has ended, click the arrow to re-open the Participants panel.
1. Login at www.shiptacenter.org (click the orange SHIP Login padlock). 🗝 SHIP Login
2. Go to the Resource Library.
   • Search for keyword “Facebook.”

1. Step 1: Login at www.smpresource.org (click the blue SMP Login padlock). SMP Login
2. Step 2: Search for keyword “Facebook.”

• Resources will be emailed to the MIPPA listserv.
QUESTIONS & DISCUSSION

The slides from this event, a Content Calendar Template, and an Awareness Events calendar are available in the SHIP & SMP libraries.

www.shiptacenter.org
www.smpresource.org

CONTACTS FOR QUESTIONS OR COMMENTS

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This webinar was supported, in part, by grant numbers 90SATC0002 and 90MPRC0002 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.