

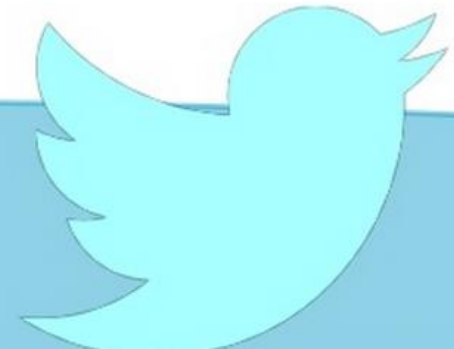


# **TWITTER 101 & SOCIAL MEDIA CAMPAIGNS**



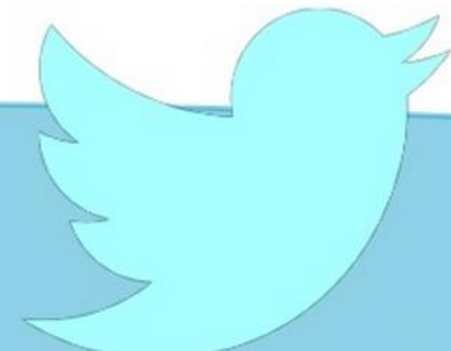
# WHY TWITTER?

- Twitter is for everyone. At its core, Twitter is a public forum where anyone can read, write and share messages.
- Tweeting is a direct line to your community—it instantly connects and empowers people with your message giving you powerful context to connect directly with consumers, policy makers, media outlets/journalists, advocates and thought makers in real time.
- Twitter is short and sweet. Twitter is made up of 140-character messages.
- Twitter is real-time, information is shared immediately. People use it on desktops, tablets and mobile devices, to share events, news and real-time conversations.
- Twitter allows you to listen in unique ways – through high level awareness of what people you follow are talking about right now to specific searches and list creation.



# TWITTER ACCOUNT: THE SET-UP

- Go to <https://twitter.com/signup>
- Enter your full name, email address, and a password (write this down somewhere safe!)
- Choose a professional name & handle. Your username is the name your followers see for @replies, mentions, and direct messages. Use your real name and choose an appropriate, short, memorable handle.
- Choose a photo for your avatar and create your header background and any other customizable options to match your branding.
- Create a 140 character bio, linking to your website.



# YOUR USER PAGE

Home

Notifications32

Discover

Me

Twitter

Search

Settings

Compose





TWEETS890

PHOTOS/VIDEOS46

FOLLOWING556

FOLLOWERS654

FAVORITES277

More

Edit profile

CCHI

@CCHI4families

California Coverage & Health Initiatives is a statewide outreach and enrollment network, helping California's families navigate into health coverage.

Sacramento, CA

Tweets

Tweets and replies

Retweeted by CCHI

 **MomsRising** @MomsRising · 7m

Welcome to #WellnessWed! This week we're joined by @GeorgetownCCF & attendees of the #CCF2014 conference to talk abt #health reform.

1

1

Who to follow · Refresh · View all

 **Bismarck Obando** @Bismarck. x  
Followed by Nicette Short an...

Follow

 **Assemblyman Bloom** @AsmR. x  
Followed by Ian Calderon an...

Follow



# YOUR USER PAGE

Anna Hasselblad (Anna4H x

Twitter, Inc. [US] https://twitter.com/Anna4Health

Home



Notifications

# Discover

Me

Search

1



TWEETS103

PHOTOS/VIDEOS11

FOLLOWING318

FOLLOWERS72

FAVORITES115


More ▾

Edit profile





Tweets



Tweets and replies

Retweeted by Anna Hasselblad

 **MomsRising** @MomsRising · 32s



So many gr8 twitter voices here today! Thanks for joining #WellnessWed @urbanbushwoman9, @kewaligora, @FWHC, @Anna4Health, & @EverThriveLL!

  1  1 


 **Samsung Mobile US** @Sam  · Followed by Dan Walters and...

Follow

Promoted

 **NCLR** @NCLR 

Follow

 **fcd-us.org** @fcdusorg

Follow

11 Photos and videos

Anna Hasselblad @Anna4Health · 6m

# YOUR TWITTER FEED/HOMEPAGE

The screenshot shows the Twitter homepage for user Anna Hasselblad (@Anna4Health). The interface includes a top navigation bar with Home, Notifications, Discover, and Me tabs, along with a search bar. The main content area displays a list of tweets, including one from Georgetown CCF (@GeorgetownCCF) about children's coverage, a tweet from John Hrabe (@johnhrabe) about Croatian news, and a retweet from MomsRising about the #CCF2014 conference. The left sidebar shows the user's profile with 101 tweets, 318 following, and 71 followers, along with a 'Compose new Tweet...' button and a 'Trends' section. The right sidebar features 'Who to follow' suggestions like CA Common Sense (@CACSD) and Bob Salladay (@BobSalladay), and a 'World Cup 2014' section showing matches between Honduras and Switzerland, and Ecuador and France.

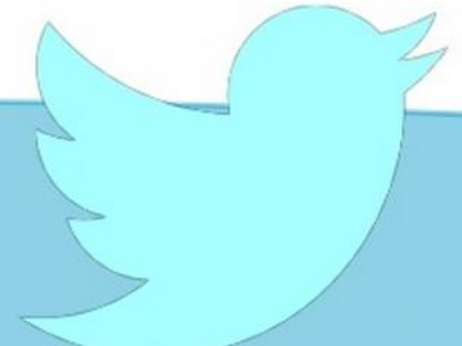
- All users that you follow will show up in your feed
- Feed is streaming and should be refreshed when a build up of unseen tweets occurs
- You can easily compose and send a tweet, retweet others, and find new handles to follow

# GLOSSARY OF COMMON SIGNS

- **@:** The "at" sign is used to mention another Twitter account (e.g., @cchi4families). Within a tweet, it becomes a link to a user's profile.
- **#:** The hash (or pound) symbol is used to highlight keywords, topics, events or even emotions in a tweet. Using a hashtag turns the word or phrase into a link that lets you see other tweets containing the same tag.

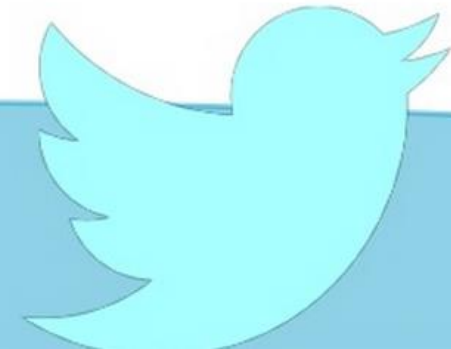
## Examples

- Tell your friends to #GetCovered, find out more at coveredca.com
- @CCHI4Families recognizes those who help families #GetCovered!  
#MyHiddenHero Contest details: [contest blog post url]



# # THE HASHTAG

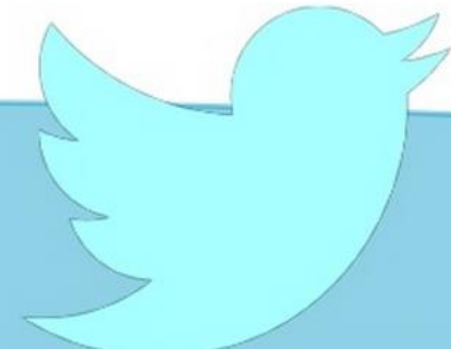
- When you add a '#' directly in front of a word – a link is automatically created. Click on the hashtag and you will see all the latest tweets containing that hashtag, making them easy to find among the millions of tweets sent each day.
- Hashtags are user generated and can be a valuable tool:
  - You can use a hashtag to follow or search tweets on a topic of interest. That may be an event, noteworthy cause/campaign, breaking news story, or group.
  - You can add a hashtag to your message so it reaches more people – your tweet is seen by your followers and anyone following the hashtag.
- Use hashtags already in existence as much as possible. If you do make up a new one, make sure it is actually new and not associated with a unrelated or negative conversation.





# GLOSSARY OF COMMON ABBREVIATIONS

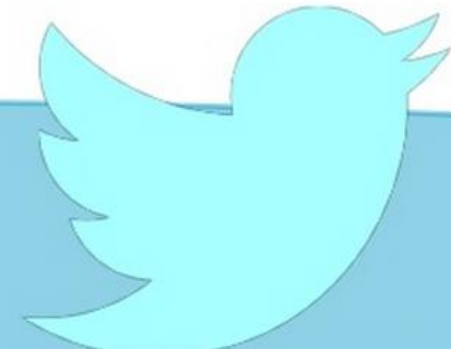
- **FF:** #FF stands for "Follow Friday," a way to give an endorsement to other users by suggesting that people follow them.
- **ICYMI:** "In case you missed it."
- **RT:** Forwarding another user's tweet, usually with an added comment, using the "RT" abbreviation to your followers
- **PLSRT:** "please retweet" as a request to your followers to share your tweet with their followers and spread the news.
- **MT or MRT:** Modified tweet or modified retweet. This means the same as "retweet" but used to show that you've edited the original tweet, usually due to space restrictions.
- **TT:** Translated tweet: a warning that an original tweet has been translated to a different language.



# THE RETWEET

Retweeting is simple. Here's how:

- Click the Retweet button on any tweet. This will publish the original tweet in your followers' streams.
- Retweet the old-fashioned way. Copy and paste the original message into your tweet box, add a RT and quotations marks, click Tweet. The post will be published in your followers' streams as if it came from you.

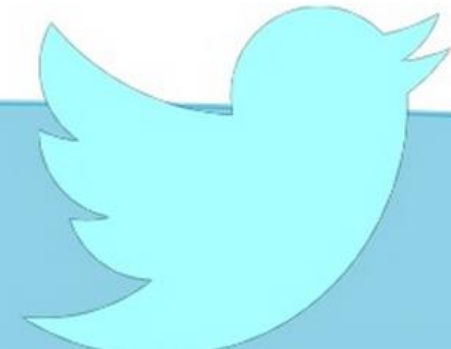


# FOLLOWING...

- In order to get the most out of Twitter you need to follow interesting and engaging users such as:
  - experts in your field,
  - foundations,
  - likeminded organizations and their leadership,
  - elected officials,
  - reporters,
  - celebrity advocates,
  - and colleagues, etc.
- Creating “Lists” gives you the easy ability to group users you follow into specific lists which you can refer to quickly. To create a list, visit <https://twitter.com/lists>

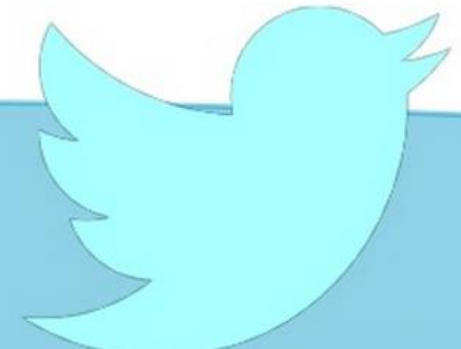
## Examples:

- <https://twitter.com/KidsHealthCA/lists/california-legislators>
- <https://twitter.com/JudyDarnell/lists/health-advocates>



# ...AND BEING FOLLOWED

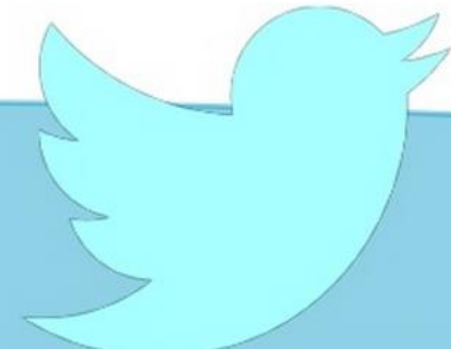
- Golden rule: engage with other users you want to follow you. Follow them, retweet them, favorite their tweets, etc.
- Keep it short! Yes even shorter than 140 characters. Leave space for RTs because RTs = more exposure = more followers.
- Tweet often, but not excessively.
- Use your real “voice”. Be authentic, people respond to it more.
- Use hashtags, but be smart about it, 1-2 hashtags is enough.  
(Example of what not to do: #health is #important! #getcovered today #ACA #Kidshealth #plsRT)
- Use images to pair with your content, it will increase the chance that users will click on your tweet and then opt to follow you.





# OTHER GENERAL OPERATING INSTRUCTIONS

- Implement a Social Media Policy: have staff read it carefully and make sure it is up to date
- Think before you tweet. Consider the audience you want to reach, what you want their response to be (call the Governor, laugh, learn about upcoming events, etc.) and *then* craft your tweet.
- Use an editorial calendar so that being active on Twitter is useful and even fun for you and not a burden on your time.
- Ask questions! There is always more to learn.



# SOCIAL MEDIA CAMPAIGN: HIDDEN HEROES



# ANATOMY OF A SOCIAL MEDIA CAMPAIGN

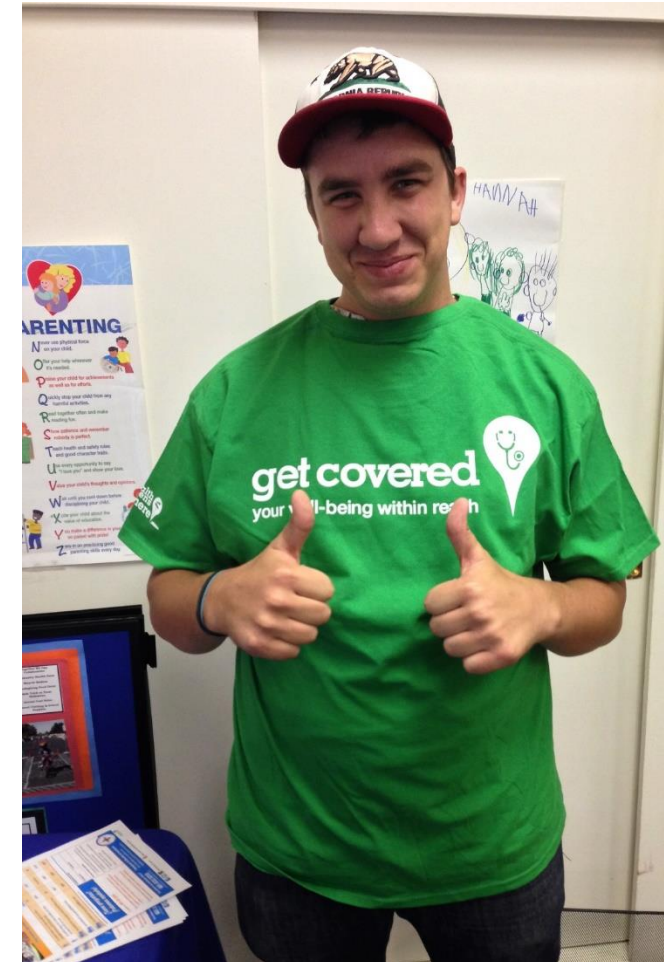
1. **Set objectives/goals:** What do you want to accomplish? What does success look like?
2. **Develop your messaging:** What should the campaign be called, who are your audiences?
3. **Plan your activities:** Can your staff create communications materials, graphics, obtain media coverage?
4. **Identify partners:** Who could benefit from working on this campaign? Who has influence on social media, blogs, emails lists?
5. **Implement the campaign:** Who is in charge of running the campaign?
6. **Listen:** Did you reach your goal? What tactics worked best?

# PLANNING

- **Goal(s):** Highlight and thank the people who have helped others enroll in local communities in CA. By doing so we will encourage other families in California to learn about their own/their kids health care options and enroll.
- **Messaging:** ?
- **Activities:** ?
- **Partners:** ?



# MESSAGES — HIDDEN HEROES



# PLANNING

- Goal(s): Highlight and thank the people who have helped others enroll in local communities in CA. By doing so we will encourage other families in California to learn about their own/their kids health care options and enroll.
- Messaging: California's Hidden Heroes, #MyHiddenHero
- Activities: ?
- Partners: ?

# ACTIVITIES

Click to the website

Facebook promoted posts

Blog posts

Emails

Contest

Twitter chat

Story collection

Memes

Infographic



# PLANNING

- Goal(s): By thanking people who have helped others enroll, we will encourage uninsured families in California to learn about their health care options and enroll, both themselves and their kids.
- Messaging: California's Hidden Heroes
- Activities: Contest, Twitter chat, blog posts
- Partners: ?



## PARTNERS



## Healthcare Heroes

REAL LIFE HEROES HELPING  
IN THEIR COMMUNITIES

“ACA personal success stories aren't being told by the media, because news media tends to report on anomalies, rather than the norm. I'm dedicated to telling my story and to providing others a place to share their own. Our health affects every facet of our lives, our livelihoods and our happiness. Healthcare in America is bigger than politics. Ultimately, It's about humanity.”

– Pamela



**MomsRising.org #GetCovered**

# BUILD YOUR SOCIAL MEDIA CAMPAIGN TOOLKIT

- Prewrite your content: Create templates of social media posts for each platform you are going to use.
- Create an editorial calendar: A calendar of when to post, on what social media platform and what content to include.
- Create your graphics:
  - Infographic
  - Memes/Text overlays
- Metrics Dashboard: How to measure success.





# Fast Facts on Children's Health Coverage in CA



Total Uninsured Children in the US:



7,633,872

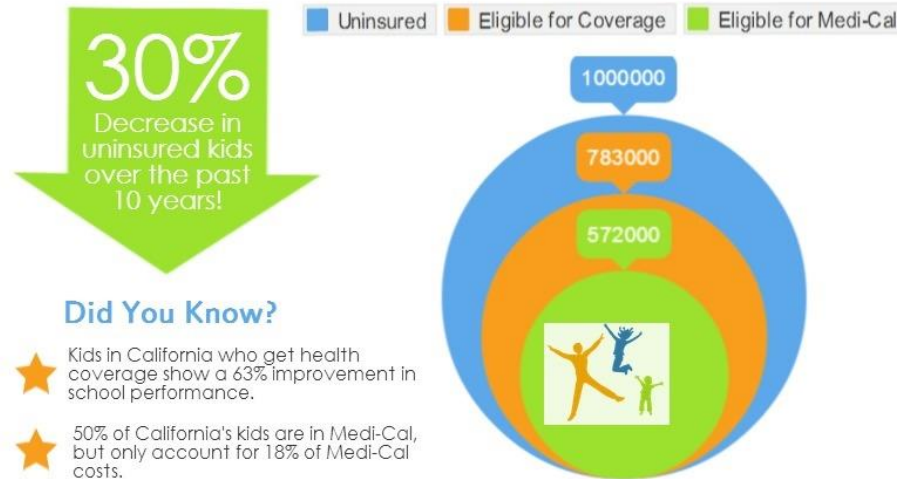


14.3% of them live in California and are eligible for public health coverage.

The only state with more is Texas.

Of California's approximately 1 million uninsured kids, more than 700,000 of them are currently eligible for coverage!

In local communities across the state families can talk 1:1 with enrollment counselors who can help them get affordable coverage for their kids.



## Did You Know?

- ★ Kids in California who get health coverage show a 63% improvement in school performance.
- ★ 50% of California's kids are in Medi-Cal, but only account for 18% of Medi-Cal costs.



Join us this July and help us recognize those who help families  
#GetCovered!

#MyHiddenHero Contest details:  
[CCHI4Families.org](http://CCHI4Families.org)

Data Sources:  
Robert Wood Johnson Foundation, Medicaid/CHIP Participation Rates Among Children: An Update, September 2013  
California Health Care Foundation, California's Uninsured: By the Numbers, December 2013  
California Health Care Foundation, Covering Kids: Children's Health Insurance in California, November 2012  
U.S. Census Bureau, American Community Survey (ACS) Public Use Microdata Sample (PUMS) 2011, October 2013  
Managed Risk Medical Insurance Board, "The Healthy Families Program Health Status Assessment (PedsQL) Final Report, September 2004  
Analysis conducted by the Urban Institute for Families USA based in the 2005 National Health Interview Survey as cited in Campaign for Children's Healthcare, "No Shelter from the Storm: America's Uninsured Children," November 2004  
Kaiser Commission on Medicaid and the Uninsured and Urban Institute estimates based on data from FY 2010 MIS and CMS-64 reports as cited in The Henry J. Kaiser Family Foundation, State Health Facts, Distribution of Medicaid Payments by Enrollment Group, 2010

# METRICS DASHBOARD

Date	Tweet	Retweets	Comments	Estimated Reach
<i>Date of tweet</i>	<i>Copy and paste the tweet's content</i>	<i>How many organizations or people retweeted the tweet?</i>	<i>How many organizations or people commented on the tweet?</i>	<i>Use TweetReach and type in the entire text (including links) of the tweet in the search box. Reach=the amount of news feeds your tweet appeared in.</i>

Date	Post	Reach	Likes	Comments	Shares
<i>Date of post</i>	<i>Copy and paste the post's content</i>	<i>How many news feeds did the post appear in?</i>	<i>How many likes did the post receive?</i>	<i>How many comments did the post receive?</i>	<i>How many shares did the post receive?</i>



**Thank you for participating!**

**CONTACT: ANNA HASSELBLAD**  
**AHASSELBLAD@CCHI4FAMILIES.ORG**

