

January Williams

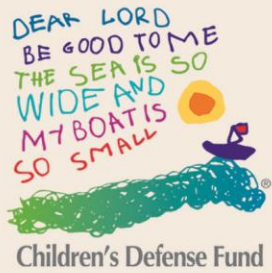
Director of Online Communications
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Children's Defense Fund

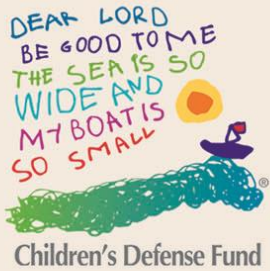
Measuring Social:

How to Apply Social Insights to Communications Strategy

April 21, 2017 | @ChildDefender | #PRNews



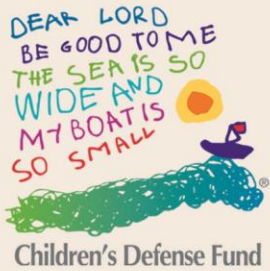
Using Digital Media to Reach and Exceed Your Communications Goals



You Have a Campaign Idea... Now What?

- You've sat around the table with stakeholders and have decided to move forward with an online campaign to promote and build awareness around your issue.
- Then the question arises...

How do we measure success?



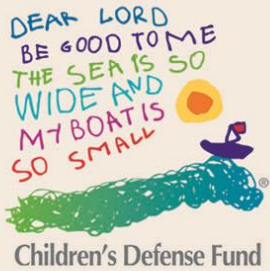
Before We Answer That

Let's Discuss Setting Goals for this Digital Campaign

- **What do you hope to accomplish?**
 - Build Public Awareness, Education and/or Relations
 - Grow Supporter Base
 - Enhance Engagement with New and Existing Supporters
 - Other
- **What are key indicators of success?**
 - Increase in social media followers
 - Interactions with Social Media content
 - High Conversions
 - Other

Here's an example of a digital campaign that relied heavily on social media.

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Case Study: Happy, Healthy, and Ready to Learn! Insure All Children Toolkit

In 2016 the Children's Defense Fund, in partnership with AASA, The School Superintendents Association launched an online toolkit to help school districts identify and enroll uninsured children in health coverage.

Our Vision:

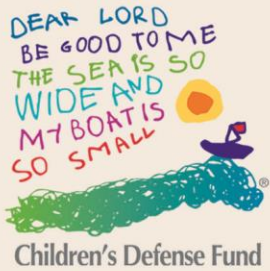
- A country where every child has access to comprehensive, affordable health insurance that is easy to get and easy to keep

• Our Goal:

- Reaching school and community leaders and parents and child advocates across the country, and providing them with the framework to build community support for connecting children to health insurance through schools.

• Our Challenge:

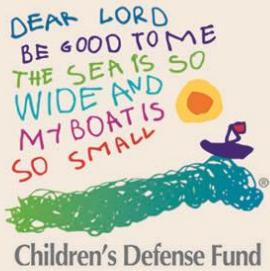
- Delivering an interactive toolkit to multiple audiences that outlined steps schools need to take, provided real examples, and provided an avenue for sharing and collaboration.



Accomplishing Our Goal

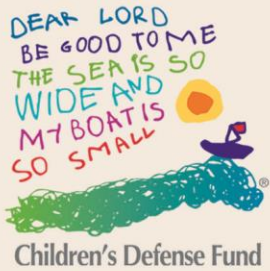
We leveraged traditional and digital marketing promotion to:

- Build awareness about of the number of uninsured school-aged children in communities across the nation.
- Educate school and community leaders, parents and child advocates on the importance of building community support to connect school-aged children to health coverage.
- Drive traffic to the Happy, Healthy, and Ready to Learn! Insure All Children toolkit.
- Generate social media conversations using #InsureAllChildren



Facing Our Challenges

- We knew that the best way to communicate our message to our intended audiences, was to connect with them through their “peers.” So we harnessed videos, samples of activities/work and other “lessons learned” from school districts.
- We had to overcome technology barriers to ensure the toolkit could be used by anyone especially those who weren’t “digitally savvy.”
- Supplying toolkit visitors with an experience that would make sharing information with their social networks seamless.
- Creating a platform where everyone felt welcomed and ready to collaborate.



Building a Toolkit to Serve as an Online Community Hub...

Does your child have health insurance?

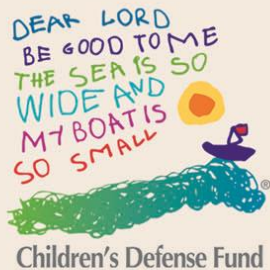
Happy, Healthy, and Ready to Learn! #InsureAllChildren

Schools are in a unique position to identify and connect eligible children to health insurance. Our goal in offering this toolkit is to provide school and community leaders and parents and child advocates with a framework to build community support for connecting children to health insurance through schools and to provide the practical steps schools need to take to implement a successful and sustainable campaign. This toolkit sets the stage for school districts to partner with community agencies to identify and enroll eligible students in health insurance through a proven strategy in a simple, routine and cost effective way. When we insure our children, we ensure our future. Asking this simple question, "Does your child have health insurance?" on important annual school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn.

Make sure to visit the Toolkit User's Guide as you get started.

Build Identify Reach Enroll Sustain

- The landing experience served to quickly educate and outline steps needed to start a school-based health enrollment program
- In addition as site visitors scrolled down, they were able to get information on each section very quickly.



Setting Site Visitors Up for Success

- We wanted to ensure that anyone who came to the toolkit could have a quick resource on how to navigate the toolkit. This included an explanation of how visitors could share information.

Toolkit User's Guide

We offer school systems, community agencies, child advocates and parents this toolkit. It is not a roadmap, but we hope it is a clear set of steps, useful tools, tips, and lessons learned from school districts and communities that have taken on ensuring their classrooms and neighborhoods are filled with healthy, educated, well-rounded, productive, contributing members of society.

This toolkit has five sections each focused on specific steps required of school district administrators to ensure uninsured children who are eligible for health insurance enroll. Each section details **why** we need to do this work, **who** are the key players, and **how** to accomplish the task.

- **Build Your Team**
- **Identify Uninsured Children**
- **Reach Out**
- **Enroll Children by Engaging Partners**
- **Sustain for the Future**

Start your journey to help Insure All Children by taking the **10-question Spotlight Assessment**, which will help you prepare to do this important work in your school district.

Navigating the Online Toolkit

Text links in the toolkit

in text link example 1, in text link example 2, **SECTION**

At the end of each section there are buttons to help you navigate to different sections of the toolkit.

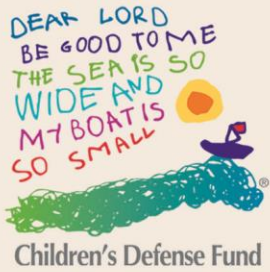


On the right side of the screen in each section, we've included "quick links"

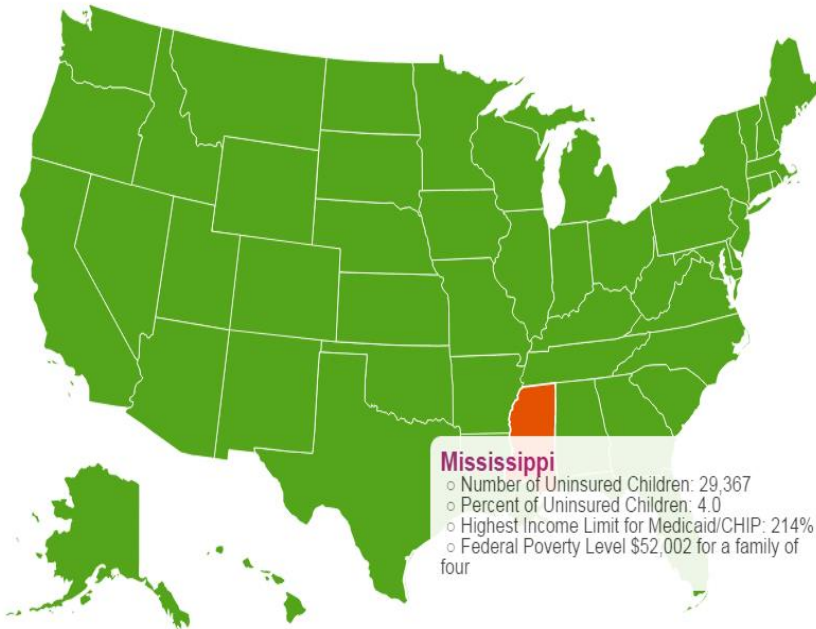


There are icons throughout the online toolkit which can be used to easily share information with your social networks.

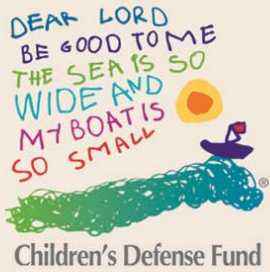




Highlighting the Problem By State



- We developed an interactive map to better highlight the number of uninsured children in each state.
- This allowed us to ensure that visitors could access the information that they found the most relevant.
- The map also highlights that this is a problem that effects all 50 states.



Making Content Easily Shareable on Social Media Platforms

personnel to access the data will yield better and more coordinated action. For districts that already have electronic enrollment systems and require parents to enroll their students online, consider making the question about health insurance a mandatory field to ensure all parents report their child's insurance status.

4. **Don't Forget About Special Populations.** Some of the most vulnerable children in your school district may still be uninsured. You can work within your existing programs and services to reach out to these children and families and inquire about health insurance. Some examples of special populations include:

- **Homeless children and children in foster care.** Consider options to reach homeless children and those in foster care through your district's homeless liaisons and foster care points of contact, partnering with service agencies and providers, and adapting any special intake forms your district may already use with these students.
- **Pregnant and parenting teens.** Does your district have special programs for pregnant and parenting teens? If so, these programs present an opportunity to inquire about health insurance and help connect not only the young parents, but also their newborns.



Michelle Walker
Director, Student Information, Orleans Parish School Board

Story

Martin arrived in Compton, California as an unaccompanied minor without health insurance. His nomadic journey across America included violence, poverty and separation from his mother and siblings. When Martin enrolled in the Compton Unified School District, a staff member connected him to a social worker. As an unaccompanied minor, the district provided gift cards for clothes and food, helped him get eyeglasses and health insurance. With his new insurance, Martin was able to receive the therapy he needed to address the trauma from the violence and his multiple relocations. He credits his successful graduation from high school with honors and admission into 11 universities to the support he received from the school district. Martin is now following his dream of becoming a college graduate and creating a better life for himself and his family.

Children from immigrant families. Immigrant children are more likely to be uninsured, and their families may be unaware of programs for which their child may be eligible. Undocumented parents may be hesitant to apply for insurance for their child even if their children are citizens, out of concern about deportation. Often schools are trusted messengers for these immigrant families and can play an important role in educating immigrant families about their child's health insurance options. However, this can be very confusing, so this special excerpt may be helpful.

• **Children of school district employees.** There may be district employees with children who are eligible for but not enrolled in health insurance. Share information about outreach and enrollment

	DOCUMENTED IMMIGRANTS					UNDOCUMENTED IMMIGRANTS
	GREEN CARD HOLDERS	PERMANENT RESIDENTS	NON-PERMANENT RESIDENTS	REFUGEEES, ASYLEES, AND OTHER IMMIGRANTS	OTHER LAWFULLY PRESENT INDIVIDUALS (DECEPT DECA)	
AFFORDABLE CARE ACT (ACA) <i>subsidies and mandate</i>	✓	✓	✓	✓	✓	✗
MEDICAID	STATE OPTION Starting first 3 years	STATE OPTION Starting first 3 years	✗ Until after 5 years	STATE OPTION 5 year or permanent program	STATE OPTION Emergency services	✗
CHIP	STATE OPTION Starting first 3 years	STATE OPTION Starting first 3 years	✗ Until after 5 years	STATE OPTION 5 year or permanent program	STATE OPTION Prenatal care services only	✗

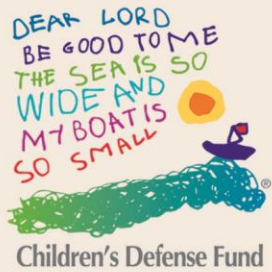
This chart was adapted from one originally created by the National Immigration Law Center and The Georgetown Center for Children and Families.

How Does Immigration Status Impact Eligibility for Health Insurance?

Immigration status is a critical factor in eligibility for health insurance. While there are some federal guidelines states must follow in setting eligibility rules for public coverage, states also have some flexibility. As a result, eligibility differs from program to program and state to state. Because schools enroll all children regardless of immigration status, they are particularly well suited to communicate with undocumented families. It is very important

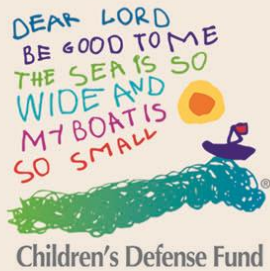
- Throughout the toolkit there are elements that can be easily shared on any visitor's social networks.
- Here you can see the social share buttons on a video and compelling story.
- The share buttons included pre-written messages that incorporate #InsureAllChildren

- About
- Vision
- User's Guide
- Take the Assessment
- Evaluation
- Resources
- References
- Share Your Story
- Join the Conversation
- Videos
- Ask Us
- Stay Informed
- Download the Toolkit



Using Social Media to Your Advantage

- Since one of the goals of the campaign was to create an online community of collaboration and sharing, we felt it very important to provide our site visitors with information on engaging and sharing our information online.
- So we brought the conversation to them, and provided all the necessary tools for them to engage and created an interactive social media guide.
- Not only were we able to highlight social media conversations using #InsureAllChildren, but we were also encouraging site visitors to engage where they felt comfortable



#InsureAllChildren Social Media Guide

"School Administrators are the ones who have the day-to-day contact with students and families. They know that when students have access to health care, academic performance improves."

- Director of Special Populations Jennifer Key, Alief ISD, Texas



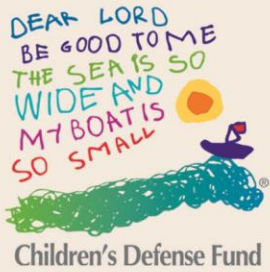
Our social media guide encouraged toolkit visitors to spread the word and provided **Social Media Best Practices and Easily Shareable Resources**

When we insure our children, we ensure our future. Asking the simple question, "Does your child have health insurance?" on important school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn! You can help spread the word in your community, state and across the nation by using #InsureAllChildren in your social media conversations. We invite you to join @childdefender and @AASAHQ as we help school districts across the country connect children with the health insurance they need to survive and thrive. Please find messaging and other content to share with your community in the #InsureAllChildren social media guide.

Together we can make sure all children are happy, healthy and read to learn. Let's #InsureAllChildren



@ChildDefender | #PRNews



Give Your Audience With What They Need To Spread the Word!

#insureAllChildren
 #Enroll365
 #GetCovered
 #insureKidsNow
 #Medicaid
 #CHIP
 #KidsCoverage

Sample Social Media Messages

Twitter

Promote and Educate

1. If a simple question could save a child's life, wouldn't you want to ask it? #insureAllChildren <http://ow.ly/QqNa303CGPz>
2. Does your child have health insurance? This simple question from schools can make all the difference. #insureAllChildren <http://ow.ly/QqNa303CGPz>
3. Healthy students do better in school. Close the #AchievementGap #insureAllChildren <http://ow.ly/QqNa303CGPz>
4. NEW Toolkit from @ChildDefender & @AASAHQ explains how schools can #insureAllChildren <http://ow.ly/QqNa303CGPz>
5. #insureAllChildren: Schools keep students happy, healthy and ready to learn. <http://ow.ly/QqNa303CGPz>
6. #insureAllChildren matter. #MarianWrightEdelman and @AASADan explain. <http://ow.ly/fOwf303ivTq>
7. Attention #EdLeaders. Is the #insureAllChildren toolkit on your #BacktoSchool checklist? <http://ow.ly/QqNa303CGPz>
8. 2.8M children are eligible but not enrolled in #Medicaid or #CHIP. Schools can help #insureAllChildren. <http://ow.ly/QqNa303CGPz>
9. When it comes to student health — every school's vision should be to #insureAllChildren. <http://ow.ly/QqNa303CGPz>

Build Support

1. Students do not come in pieces. Support #TheTotalChild. #insureAllChildren <http://ow.ly/QqNa303CGPz>
2. School districts worked w/ @cdtca & @CDFTexas to help #insureAllChildren. Learn more. <http://ow.ly/gnIM303CGRL>
3. Step 1: Identify Uninsured Children Step 2: Link Them to Insurance Step 3: #insureAllChildren <http://ow.ly/mkDH303CGSO>
4. How many of the 2.8 million eligible but uninsured children are in YOUR district? #insureAllChildren <http://ow.ly/KZXp303CLUK>
5. More than ___ children in our community lack health insurance. @school district handle) can lower this number. #insureAllChildren <http://ow.ly/QqNa303CGPz>
6. DYK Schools can play a critical role connecting children & families to #Medicaid/#CHIP? #insureAllChildren <http://ow.ly/QqNa303CGPz>
7. Q: Why should schools and community agencies partner? A: To #insureAllChildren <http://ow.ly/OXly303CGVP>

HELPFUL TIP:
 Don't forget to use shortened links to the toolkit (www.insureallchildren.org) when sharing your posts. Use a URL shortener like ow.ly or bit.ly

DYK?
 is short for Did You Know?

#insureallchildren

Nichelle Mitchem Retweeted
 ChildrensDefenseFund @ChildDefender
 CDF promises to double efforts to #insureAllChildren in America. ow.ly/EAXU30aeZnC

Children's Defense Fund Statem...
 More than 14.5 million of our nation's children live in poverty. It's past time to childrensdefense.org

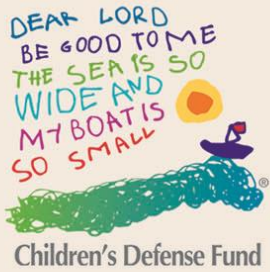
SunnysideFreedomSch Retweeted
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Children's Defense Fund Statem...
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Steve Smith Retweeted
 AASACHildrenProgram @AASATotalChild

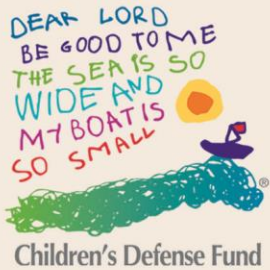
Spread the Word
 Best Practices
 Social Media Resources
 Graphics & Videos
 Return to Toolkit

- Here we incorporated easy to share messaging for Facebook, Twitter and LinkedIn.
- On the far right you will see a a stream of relevant #InsureAllChildren conversations happening on Twitter @ChildDefender | #PRNews



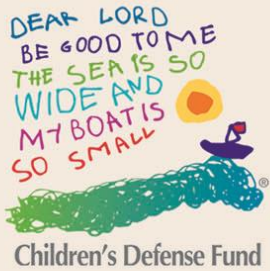
Remember the Earlier Question

How do we measure success?



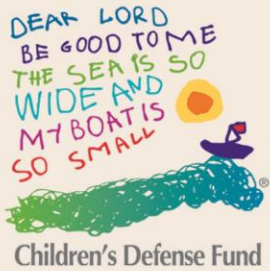
What We Tracked

- Campaign success required us to track a number of different variables:
 - Shares from the toolkit and social media guide
 - What content was being shared
 - Which channels content was being shared
 - Traffic to the toolkit and social media guide
 - Visits from targeted social media platforms
 - Which content drove visitors back to our site
 - Audience demographics – location
- We of course tracked engagement through google analytics
 - Monitoring bounce rate, time on site, pages visited, and traffic sources



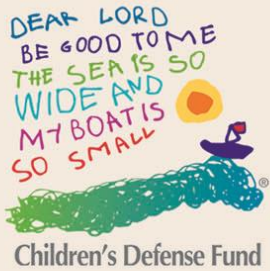
Weeding Out the Fluff

- There are A LOT of analytics that you can get from social media platforms:
 - Likes, comments, shares, retweets, and clicks
 - Audience size and demographics
 - Reach and engagement
 - Traffic
 - Sentiment and Content analysis
 - Responsiveness
- Specifically for this campaign we monitored social media reach and toolkit traffic. Which informed engagement for the site. We also have a data base of people who have signed up to receive additional information to help them meet their overall goals.
 - This of course leads into email communications and our strategy there. Unfortunately, we'll have to save that for another time. 😊



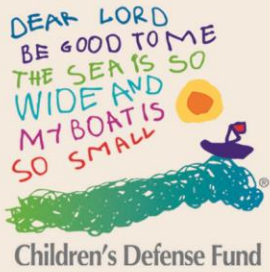
Data Analytics = Optimization

- Based off the information we gathered, we were able to determine:
 - What content was considered the most compelling
 - What content drove visits to the toolkit
 - Where our messages were resonating the most
 - If we had an engaged community
- Our ability to monitor and track information in real time allowed us to update content and leverage what was working.



Key Take Aways

- Set clear goals for what success looks like
- Identify key indicators for success – what are you tracking
- Track only the metrics that matter to your end goal
- Find ways to make the information you're sharing relevant to multiple audiences
- Get rid of barriers to your content
- Give your audience the tools they need to help you reach campaign success



Questions?

Let them rip! 😊