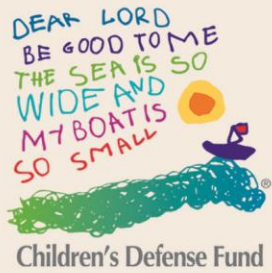# January Williams

Director of Online Communications and Outreach

Children's Defense Fund
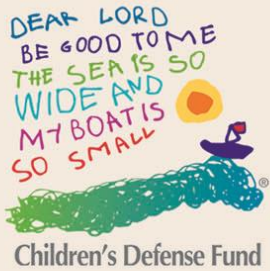
Measuring Social:

How to Apply Social Insights to Communications Strategy

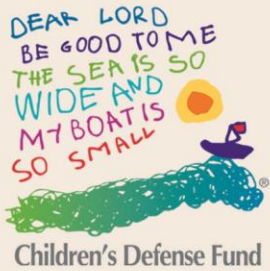**April 21, 2017 | @ChildDefender | #PRNews**

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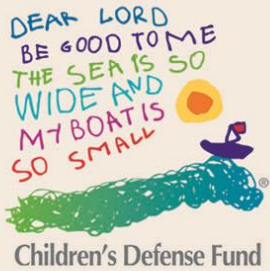
Case Study: Happy, Healthy, and Ready to Learn! Insure All Children Toolkit

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.
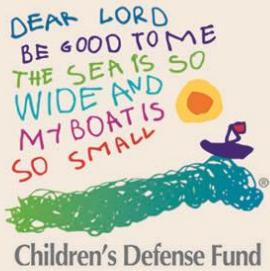
- Our Challenge:

– 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.

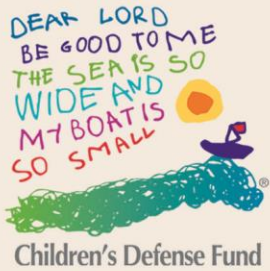@ChildDefender | #PRNews
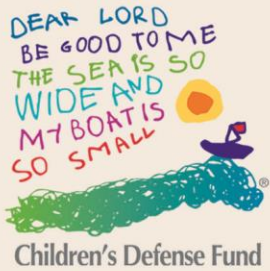
Accomplishing Our Goal

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.

DEAR LORD
BE GOOD TO ME
THE SEA IS SO
WIDE AND
MY BOAT IS
SO SMALL

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Building a Toolkit to Serve as an Online Community Hub…

- 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.
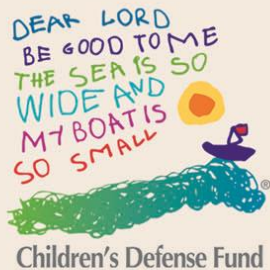
Setting Site Visitors Up for Success

- 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.
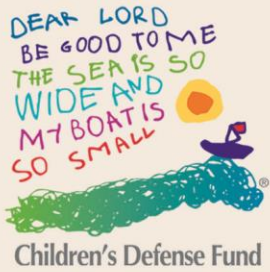
Next Section

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

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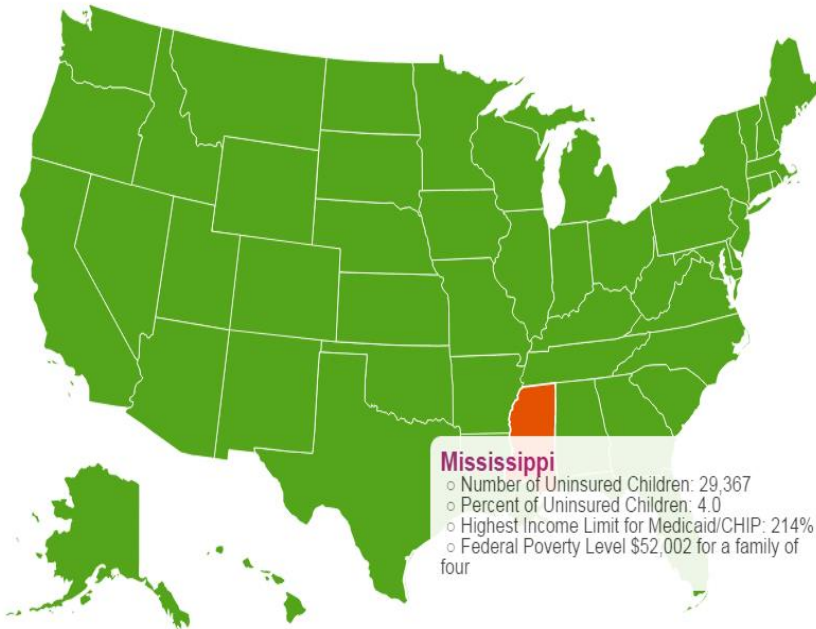Ask Us
Stay Informed
Download the Toolkit

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

Highlighting the Problem By State
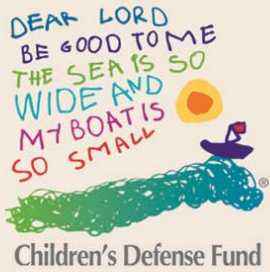

Mississippi
○ Number of Uninsured Children: 29,367
○ Percent of Uninsured Children: 4.0
○ Highest Income Limit for Medicaid/CHIP: 214%
○ Federal Poverty Level $52,002 for a family of four

- 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.

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BE GOOD TO ME
THE SEA IS SO
WIDE AND
MY BOAT IS
SO SMALL

Making Content Easily Shareable on Social Media Platforms

- 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

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 where we able to highlight social media conversations using #InsureAllChildren, but we were also encouraging site visitors to engage where they felt comfortable

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#InsureAllChildren Social Media Guide

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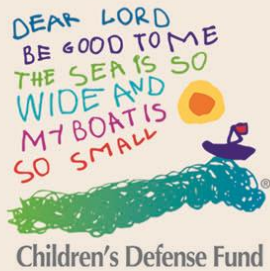
"School Administrators are the ones who have the day-to-day contact with students and families. They know that when students have access to health care, academic performance improves."

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

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

Spread the Word

Best Practices

Social Resources

Graphics & Videos

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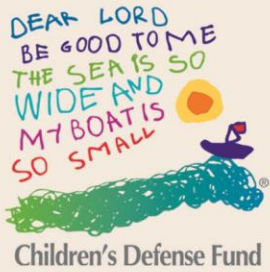
Our social media guide encouraged toolkit visitors to spread the word and provided Social Media Best Practices and Easily Shareable Resources

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

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#InsureAllChildren
#Enroll365
#GetCovered
#InsureKidsNow
#Medicaid
#CHIP
#KidsCoverage

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

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/ @cdfca & @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/OXIy303CGVP

DYK? is short for Did You Know?

#insureallchildren

Nichelle Mitchem Retweeted
ChildrensDefenseFund @ChildDefender
CDF promises to double efforts to #InsureAllChildren in America. ow.ly/EAXJ303aeZnC

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
ChildrensDefenseFund @ChildDefender
CDF promises to double efforts to #InsureAllChildren in America. ow.ly/EAXJ303aeZnC

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

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

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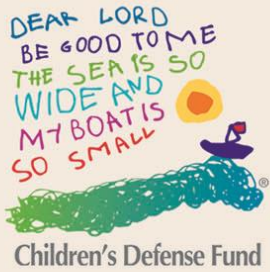
Remember the Earlier Question

How do we measure success?

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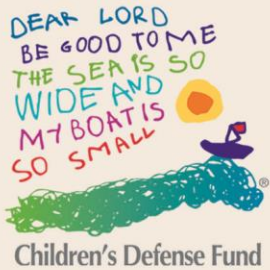
What We Tracked

- 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
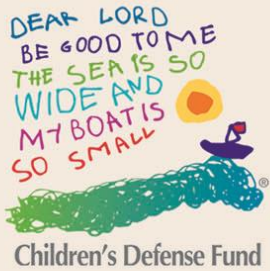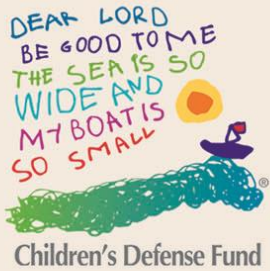
Weeding Out the Fluff

- 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. ☺
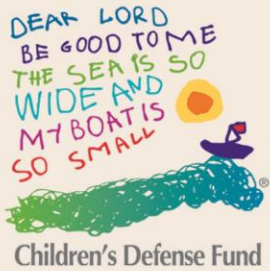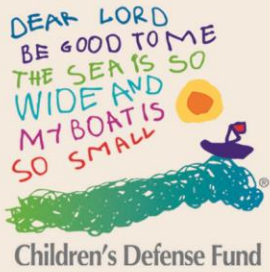
Data Analytics = Optimization

- 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

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Questions?

Let them rip! ☺