

Social Media GuideBook



2022 Edition

WHAT IS SOCIAL MEDIA?

SOCIAL MEDIA is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and consuming information. **THE "SOCIAL" PART** refers to interacting with other people by sharing information with them and receiving information from them. **THE "MEDIA" PART** refers to an instrument of communication, like the Internet. Here are the three prominent examples of social media:

FACEBOOK is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

TWITTER is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

LINKEDIN is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

SOCIAL MEDIA PROMOTION

Promoting your chapter to increase member recruitment: To gain more members within your chapter, it is essential to keep a strong social media presence. Creating a schedule and staying accountable with posting, will help reach potential members at little to no cost. Adding pictures and catchy phrases will also increase your member involvement online and make your followers want to keep checking back.

Promoting your chapter events: When promoting an event, you can never go wrong with using social media as a marketing tool. Implementing social media techniques can help increase awareness within your social network, drive your audience to a webpage to learn more information about your event and encourage them to register with just one click.

Promoting your business: To successfully promote your business on social media takes learning all about how to engage with the right audiences and produce valuable content for the access. Promotion and engagement are really two sides of the same coin. Engagement is rooted in consistently sharing insight and providing value every time you connect with a customer. This establishes credibility while building trust and inspiring customers to tell their friends about you. Promotion extends your engagement efforts by presenting a valuable offer that's based on your customers' interests and needs. Social media amplifies your efforts so you can be found and engage a wider audience to grow your business.

SOCIAL MEDIA TUTORIALS

Are you new to Twitter or Facebook and looking to create an account to better promote your chapter or business? Maybe you are seeking to enhance your established social media presence by increasing your engagement and number of shares? Or do you want to better understand Twitter/Facebook lingo, get tips on how to effectively tweet and stay updated on trends within our industry?

NAHU has created [17 step-by-step social media tutorials](#) on how to properly use Facebook and Twitter so don't worry if you don't know how to create a post, know what a hashtag is or even how to "like" a post. With these modules, you will be a social media guru in no time!

First, we encourage you to watch our [social media introductory video](#) to give you insights on what social media platforms are and what to know before you begin utilizing them.

TWITTER

[Why Twitter?](#)

[Twitter Lingo 101](#)

[Difference in Accounts: Individual vs. Group](#)

[Setting up an Account and Gaining Followers](#)

[Customizing Your Twitter Profile](#)

[Tweeting and Engaging with Followers](#)

FACEBOOK

[Types of Facebook Accounts](#)

[Creating an Individual Profile](#)

[Adding Friends to Your Profile on Facebook](#)

[Personalizing Your Facebook Profile](#)

[Creating a Fan Page](#)

[Customizing Your Page with Images and Page Roles](#)

[Editing Page Settings](#)

[Posting on Your Page](#)

[Building a Following on Facebook](#)

[Facebook Lingo 101](#)

A large, faint, semi-transparent watermark of the Twitter bird logo is centered in the background of the blue field.

Twitter



INTRODUCING TWITTER FOR NAHU CHAPTERS

Twitter is a social networking site where users create 280-character messages to interact with other users. The main purpose for an individual to join Twitter is to connect and engage with other users who share his or her interests; but for businesses, the purpose is three-fold. First, Twitter creates opportunities for businesses to engage with customers through more personal interactions, thus increasing positive customer relations. Second, Twitter offers a venue to generate new business by sharing information, which in turn establishes the business as an authority. Third, Twitter is a platform to promote a business.

For our state and local chapters, this is a wonderful avenue to interact with like-minded individuals as well as those seeking more information on health insurance and healthcare reform. It can also be an effective tool to promote upcoming events, meetings and new health-related initiatives to enhance your members' experience and recruit more members. Being able to interact will help build positive sentiment toward our industry and encourage positive word-of-mouth referrals. Tweeting can help amplify your message to a wider audience to drive more engagement with your content. In this simple Twitter campaign outline, you will learn to effectively promote your Twitter profile.

CREATING A TWITTER CAMPAIGN

There are more than 300 million active Twitter users, and more than 500 million tweets are sent every day. That's 300 million potential clients for your members, but it also means that you have a one-in-500-million chance of people noticing what you're saying. Luckily, there are ways to increase your odds of getting noticed and generating followers.

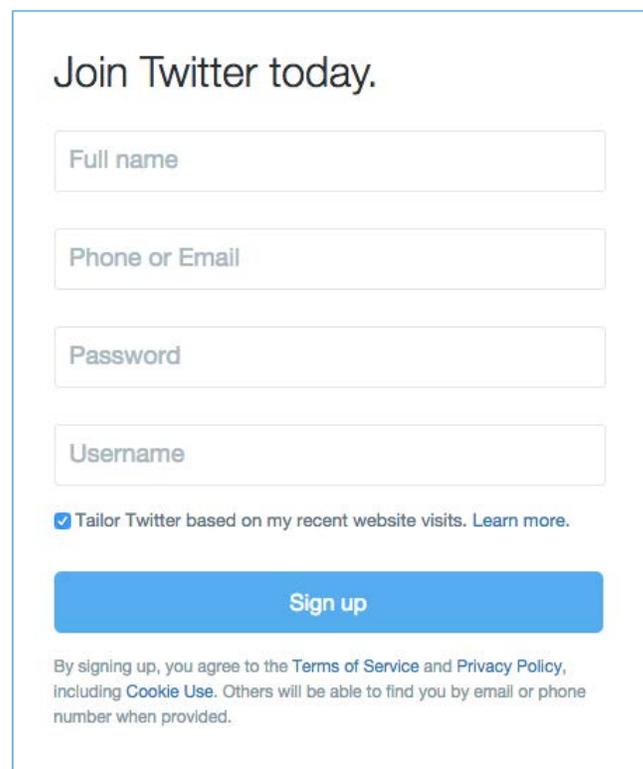
To boost your followers, messages and interactions, you can invest in a Twitter campaign. This can be done through Twitter Business at business.twitter.com, your own efforts, or a combination of both. With Twitter's ad campaign platform, you set your own pricing so it can be as high or as low as you'd like. If you go it on your own, be prepared for the time and effort you'll need to invest to make the campaign worthwhile.

ESTABLISH A TWITTER PRESENCE

If you don't already have a Twitter account, this is the place to start. Let people know who you are and what you stand for. Remember that the look of your profile should reflect the mission of NAHU: to "advocate for our members, provide professional development and deliver resources to promote excellence." As such, your profile should look and sound professional as well as provide positive content for members, prospective members, policymakers and consumers.

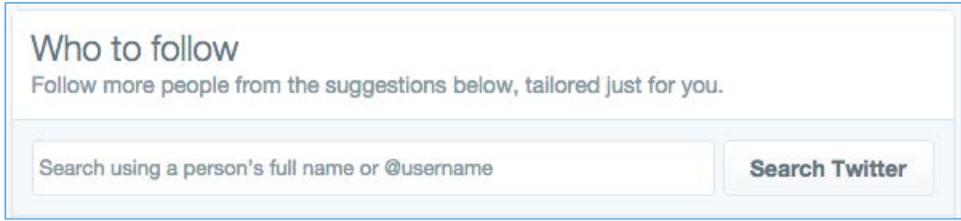
Create Your Profile

- 1. Set up an Account:** Go to twitter.com and find the sign up box, or go directly to twitter.com/signup. Enter your *chapter name*, *phone number* and a *password*. Create a *user name* that is simple yet recognizable. For example, the national office chose the full name "NAHU" and the username "@nahudotorg" so our members and other interested parties could easily find and follow us. Click [Sign up for Twitter](#).

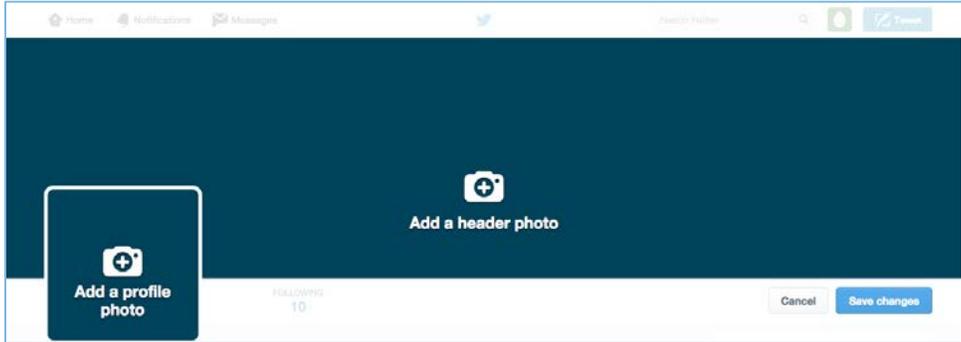


The image shows a screenshot of the Twitter sign-up form. At the top, it says "Join Twitter today." Below this are four input fields: "Full name", "Phone or Email", "Password", and "Username". There is a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." which is checked. Below the checkbox is a blue "Sign up" button. At the bottom, there is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided."

- 2. Start Following:** One of the easiest ways to build a following is to start following other users. When you create your account, Twitter will ask you what categories you are interested in following and will recommend other users for you to follow. We encourage you to follow other NAHU chapters and members as well as local, state and federal policymakers. News organizations, health commentators and healthcare-related businesses might also be good options of users to follow.



3. **Design Your Profile and Brand:** When you get redirected to your newly created Twitter page, click [Edit profile](#) to write a short bio, add your location, link to your website and individualize the look of your page. A Twitter profile picture is 240 pixels by 240 pixels (a four-inch-by-four-inch picture). A Twitter header picture is 1500 pixels by 360 pixels (a 25-inch by six-inch picture). Make sure that these images reflect the persona you're projecting through your tweets. For example, a header photo of chapter members dancing at an event isn't as professional as a picture of a group of members visiting the White House, and a profile picture of a flag isn't as specific to your image as a profile picture of your chapter logo. This is the first step in establishing your Twitter brand.



4. **Pin a Tweet:** Pinning a tweet means that your first tweet will stay at the top of your page. Tweets can only be 280 characters long, but you can add photos, web links, user tags and hashtags. To tag another user, type @ along with the user's name—for example, @nahudotorg or @CNN. You can also click the reply button on any comment to automatically tag a user. If you want to post on a certain topic or join an existing conversation, use # along with a word or phrase—for example, #NAHUConvention or #Wellness. So type your first message and click [Tweet](#). To pin the tweet, click [••• \(More\)](#) at the bottom of the posted tweet and select [Pin to your profile page](#).



Build a Content Strategy

1. **Start Tweeting:** Before you send your first tweet, you should take a moment to see what others are tweeting. Seek out organizations and people you respect to see how they manage their Twitter accounts. By first gathering ideas, you will be able to more effectively share your own thoughts. At the top right-hand corner of any Twitter page, you can find a [Search Twitter](#) box that will help you find Twitter users and topics. On the center-left of your homepage and the center-right of your profile page, you can find [Trends](#) that are currently popular on Twitter.

After you learn what people are saying and who (or what organization) you'd like to emulate, you need to determine your own voice. Do you want to be friendly and approachable? Do you want other users to view you as a news source? Can you use humor effectively or will it detract from your message? What can you offer that makes you stand out from the 300 million other users?

2. **Content Marketing and Branding:** Branding isn't just about developing a recognizable look—it's about developing a relationship with your audience so they come to expect high-quality, reliable information from you. Keep a consistent voice and only repost things from credible sources.

Knowing what you're going to post days (or even weeks) in advance can help make tweeting easier and more fun. For example, you can plan what-to-expect Mondays, business-promotion Tuesdays, Q&A Wednesdays, customer-spotlight Thursdays, feel-good Fridays, industry-news Saturdays and family-time Sundays. If you read a good article over the weekend, bookmark it so you can share it the next week. If you are having a local chapter event or conference, tweet interesting tidbits about it every day for the first week registration is open.

3. **Setting Goals:** Be engaging and get responses. If you want to increase your followers by 10%, try a giveaway that ends on the 30th. If you want to double the replies you average on your posts, ask an evocative question or ask for people to tag a friend. If you want your followers to understand how a topic impacts them personally, include photos of people on every post.

In the end, be flexible with your strategy. If something isn't working, change what you're doing. If you get more interaction at noon than at 4:00 p.m., tweet before you eat lunch. If people ignore news stories you post but always comment on your pictures, utilize more visual elements. Don't be afraid to try something new to see how it works.

Grow and Engage Followers

1. **Value of a Follower:** When someone follows you on Twitter, they not only opt in to see your Tweets, they also take actions that provide value to your messaging. Even a single follower can change the course of a tweet and make it go viral. The more people who follow you, the better chance you have in making your tweets multiply, which will benefit your presence and increase your messaging visibility. Then consider Twitter's millions of monthly active users and the followers that you can attract in the future. That's the true size of the opportunity for your business or chapter on Twitter.

- 2. Build a Community:** Getting 1,000 followers doesn't happen overnight and if you don't let users know you're active on Twitter, it will be very difficult to find you.
- Use call-to-action buttons and widgets on your website and other social media pages to encourage your audiences to follow and engage with your Twitter page.



- Promote your @username on business cards, signage and other print materials.
 - Tap into your existing consumer/member base by letting them know you're tweeting.
 - Utilize hashtags, both those you create yourself and those that are already established.
 - Make reciprocity agreements by telling other users that you'll follow them if they'll follow you, or agree to reply to or retweet other users' posts once or twice a week if they will do the same for you.
 - Guest-tweet on another account for a few days so its followers become your followers.
 - Tweet about businesses, organizations and people that share common interests.
- 3. Engage Your Followers:** Once your community begins to flourish, maintain a loyal Twitter following by interacting with them in relevant conversations. Here are several ways you can stay on top of your followers.
- Collect feedback from Twitter users, clients, consumers, members and friends. Make it a two-way conversation by posing open-ended questions. Ask what kinds of posts your followers want to see more of, then reply with your appreciation for their input.
 - Tap into real-time events. If you attend or host a meeting, find or create a Twitter hashtag and tweet up-to-date information from the meeting.
 - Feature current events such as open enrollment, Supreme Court rulings, regulatory implementations, legislative bills and elections. Shared experiences cause natural spikes in real-time conversations, so broaden your content strategy to include holidays, trade shows, conferences, sporting events and other occasions that are relevant to large groups of users on Twitter.
 - Twixclusives are exclusive offers on Twitter that your followers can't find anywhere else. Offer discounts to meetings for your followers who retweet a post or hold a drawing for free NAHU swag for your first 100 followers. If your content is really compelling, you're more likely to get retweets that could attract new followers.

Measure Results and Refine

Set goals so that you can measure your progress against them. The key to success on Twitter starts with establishing what you want to achieve and then crafting a marketing strategy to get there. Decide how you'll measure success with Twitter analytics (the bar-graph icon at the bottom of each of your tweets).

- 1. Set Objectives:** There are many ways that Tweeting can help you achieve your marketing goals. Start by identifying the short-term goals you want to accomplish and build your plan from there. For example:

- Do you need to drive more website traffic?
 - Are you looking to generate leads to recruit new members?
 - Would you like to increase media attention?
 - Do you have a promotion or event that you are gearing up for?
- 2. Target Audience:** Pinpointing who you want to reach on Twitter will help you curate content that appeals to their interests while reinforcing the relevancy of your message. There are many choices of audiences, but limiting your focus to one group at a time can help you concentrate your content.
- Current NAHU members
 - Industry professionals who are not yet NAHU members
 - Consumers looking for information on healthcare coverage
 - Decision makers (local representatives, policymaker's staff, government regulators)
 - Commentators and reporters
- 3. Metrics for Success:** You should keep track of your growth in followers, such as how many new followers you get every day, week or month and how influential those followers are. Impressions (how many users see your tweets) and engagement (how many users reply to, retweet or favorite your tweets) can also help you determine how much of an impact your message has. You can also track how many people have tagged you in a tweet. You can find all of this information by clicking on the **Notifications** icon at the top left-hand side of your Twitter home page.

What to Promote?

Begin tweeting your chapter's upcoming events and meetings. This will help your chapter stay connected with its members and with other NAHU chapters. Promoting your profile will help you grow your following directly, possibly with other health associations, local new reporters who are seeking healthcare experts for a quote or potential clients searching for advice on health coverage. There are many creative ways to promote your tweets and trends that give you a slightly different way to get your message across. This is an incredibly powerful form of promotion when used in combination with one of the methods listed below.

- 1. Twitter Widget:** Placing a link to Twitter on your blog is obvious, but actually listing your tweets is an even more effective way to gain new followers. You can even get a customized widget for your website from Twitter itself that works on any site at <https://support.twitter.com/articles/20170071>. Static HTML sites like Tumblr, Blogger and WordPress allow you to add customized code to your account.

Politics Opinions Local Sports National World Business Tech Lifestyle Entertainment Jobs Real Estate More

The Washington Post

77° Washington, DC Edition: U.S. Regional Make this your homepage

In the News Biden gaffe iPad mini T-Mobile Facebook Ellen DeGeneres #TeddyIn2012

PRESIDENTIAL DEBATE
Watch it here at 9 PM. Follow our live fact checking, join others in sizing up candidates' remarks.

Debate likely to mark pivot point in campaign

Jony Markon and Mia Matliko-Henderson
Millions of viewers will size up the candidates side by side — an incumbent weighed down by a sluggish economy and a challenger battling to turn around a campaign that has struggled.

- In Denver, the big lights come on
- WonkFix: Discussing the debate



The debate explained — in 6 charts
Chris Cillizza
Millions of Americans will tune in to watch Obama and Romney, but how likely is a TV moment to sway the presidential campaign?

- Wonkblog: The hardest questions the candidates will face
- 8 Questions: What to expect from the first face-off

Opinions
Obama's electoral college edge
E.J. Dionne Jr.
Neglecting women and minorities is haunting the GOP.

Sargent: Romney's Bush problem
Rubin: Romney debate tax plan

TONIGHT'S DEBATE: GET THE FACTS

TruthTeam2012: How Romney cut taxes for Massachusetts' wealthiest while raising taxes and fees on everything from milk to mortgages: <http://t.co/IVkXLQf>
Wed 10/3 10:03 am • retweet

TruthTeam2012: Romney-Ryan: Revealed. <http://t.co/YQp22f2>
Wed 10/3 9:03 am • retweet

TruthTeam2012: 30 days, 30 ways: How Mitt Romney and Paul Ryan would hurt the middle class. <http://t.co/nqe8aB0h>
Tue 10/2 10:16 pm • retweet

TruthTeam2012: Obama 2012 National Policy Director James Kvaal breaks down Romney's misleading claims about the national debt: <http://t.co/507pVfE>
Tue 10/2 9:10 pm • retweet

TruthTeam2012: RT @woodhouse5: New DNC Video: Romney-Ryan Tax Plan: Running Out the Clock <http://t.co/te6WdImb>
Tue 10/2 8:11 pm • retweet

TruthTeam2012: Mitt Romney's controversial foreign investments: <http://t.co/PJKsJGc>
Tue 10/2 7:30 pm • retweet

TruthTeam2012: A nonpartisan research institute finds that Romney's plan would cost the U.S. 2 million jobs in 2013: <http://t.co/twABt0i7>

Example of a Twitter widget on a website

Create a user widget ← Back to widget settings

Add any public Twitter timeline to your website using the tool below. Simply select your timeline source, options, and copy and paste the code in the HTML of your page.
For more information, read the [developer documentation](#).

Choose a timeline source

User timeline Favorites List Search Collection

Configuration

Username: @nahudotorg

Options: Exclude replies, Auto-expand photos

Height: Default (600px)

Theme: Light

Link color: Default (blue)

For advanced visual options, please refer to the [customization documentation](#).

Opt-out of tailoring Twitter [?]

Create widget Cancel

Preview

Tweets Follow

NAHU @nahudotorg 3h
Take action! Support our legislation to remove broker compensation from the Medical Loss Ratio - buff.ly/1EexegZ

NAHU @nahudotorg 5h
An interview with New NAHU President Don Goldmann - August's HIU buff.ly/1ISAhRj

NAHU @nahudotorg 8h
What advisers think about the #CadillacTax - @EBAmagazine buff.ly/1Pb07B7

Tweet to @nahudotorg

Example of "How to embed a Twitter widget"

2. **Webinars:** This is a perfect medium to get Twitter followers since you can link directly to your Twitter account during and after the webinar for attendees. Encourage Twitter users to follow you throughout the presentation, offering more tips, tricks, reports, discounts and offers via Twitter. Another strategy is to actually offer to interact with webinar participants via Twitter during the event. If you plan on hosting a Q&A session, ask attendees to follow you on Twitter and tweet their questions.



3. **Meetings and Events:** Let members, prospective members, policymakers, media and your community know about meetings and events. You can do this by setting up preview tweets that announce:

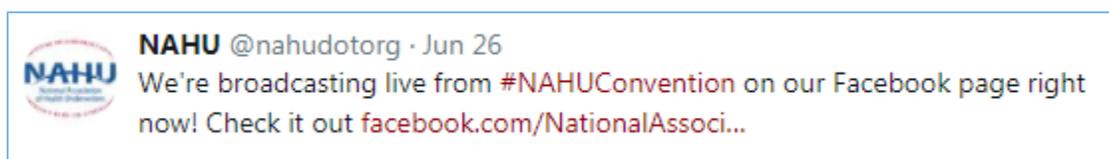
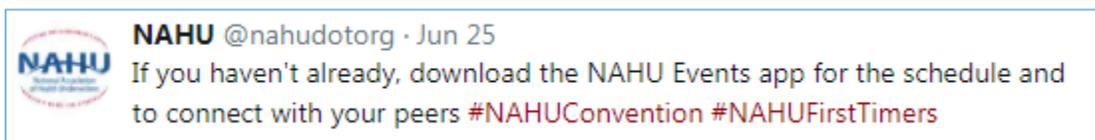
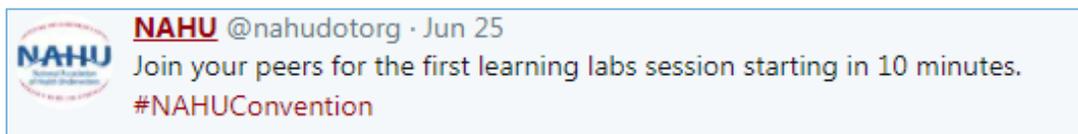
- Essential details, such as title, date, time and place.
- A sneak peek at speakers with short bios of links to their website.
- Registration information and exclusive deals on hotels.
- Updates on the number of attendees and vendors.
- Links to press releases and press coverage.

You can also live-tweet an event with:

- Pictures of attendees, speakers and activities—especially “behind the scenes” pictures that even attendees don’t get to see.
- Quotes from speakers.
- Information about vendors and special offers.
- Mobile tools and announcements to attendees.

Finally, follow up with tweets:

- Thanking people for attending.
- Sharing highlights from the event.
- Previewing the next meeting/event.





4. **Contests:** Running a contest is a great way to attract followers. Offer a good prize and make sure you clearly communicate the rules of entry. If your prize is related to your brand, then it can also help find targeted followers who are interested in your area of expertise.

NAHU @nahudotorg · May 12

Looking for a way to win up to \$600? Join NAHU on a checking account bankdraft! Learn more about this promotion: buff.ly/2pkP2KZ

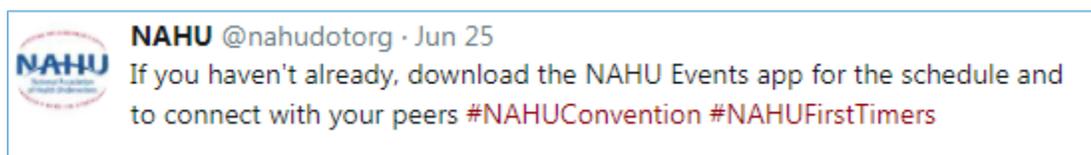
It's a Win - Win
One less thing on your to-do list and more in your wallet!

New members who join on a **checking account bankdraft** & members who are **up for renewal** during this time and switch to a checking account bankdraft between **March 1st and May 31st** will

5. **Podcasts:** Podcasts showcase your expertise and help garner a wider audience. Twitter users are generally more tech-savvy and would be interested in listening to information while one the go.



6. **Mobile Apps and Websites:** If you are launching a new mobile app, redesigning a website, adding user content to a website or providing a new service, don't hesitate to make an announcement on Twitter. Get your followers excited for the projects you're working on, and give them exclusive sneak peeks at information before you release it to the general public.



TYPES OF TWITTER AD CAMPAIGNS

Twitter ads have objective-based campaigns that are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. There are five types of Twitter ad campaigns: Awareness, Followers, Website Clicks or Conversions, Tweet Engagements and Promote Video Views.

Welcome to Twitter Ads

Twitter Ads objective based campaigns are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. [Learn more](#)

Select the objective for your campaign

**Awareness**
You want as many people as possible to see your Tweet.

**Followers**
You want to build an engaged audience to amplify your message, on and off Twitter.

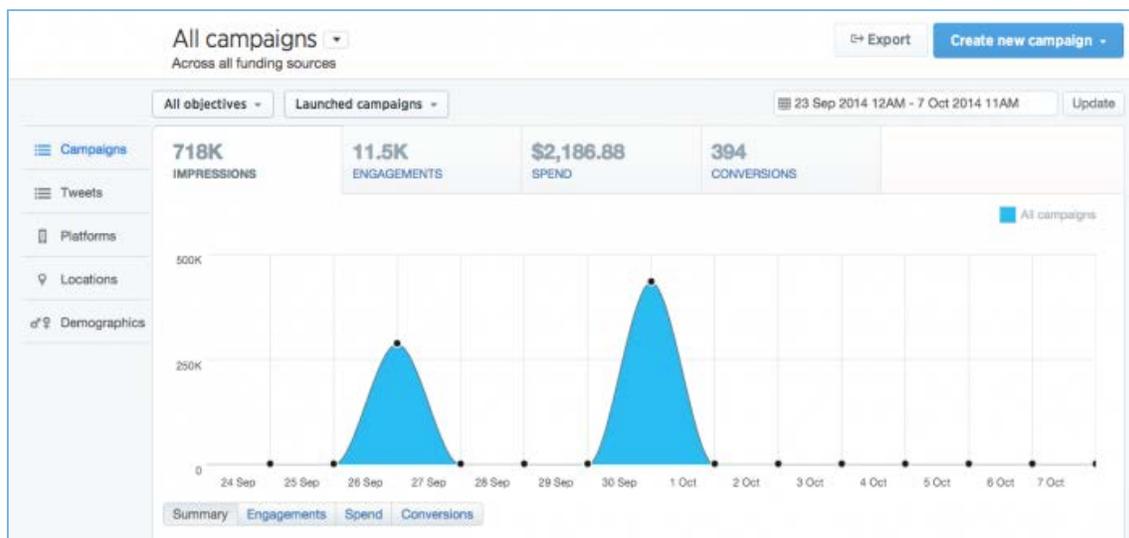
**Promoted video views**
You want more people to see your GIFs, Vines, or videos.

**Website clicks or conversions**
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).

**Tweet engagements**
You want to maximize engagement of your Tweets and get more people talking about your business.

**Want more?**
Click to see a complete list of campaign objectives.

To get started, you can go to ads.twitter.com to see your ads dashboard. From here, you establish your payment plan for the ads, and Twitter will keep track of all the campaigns you've built and run so you can return to them if needed. You can also check the status of your campaigns and how well they're performing by clicking **Analytics** in the top left-corner of your ads dashboard. Here is an example of a Twitter ad campaign dashboard:



Campaign Objectives

Awareness: The goal is to get as many people as possible to see your tweet. Promote your tweets to maximize your reach and raise awareness of your brand's message. Tweet impressions are the only thing you pay for. But because the awareness objective puts your Twitter presence in the spotlight, you could acquire followers, website visits, likes and retweets as well. Because of this, we recommend the awareness objective as your "always-on" Twitter solution or the starter campaign for when your goals are more general.

Followers: Tell your audience why they should follow you. Targeted users will see ads in their timelines and "who to follow" suggestions. Campaigns will be optimized and charged for followers.

Website Clicks or Conversions: Clicks on the image and button go directly to your site. Users you target will see your ads in their timelines and in search results. Campaign will be optimized and charged for website link clicks.

Tweet Engagements: Tweets with images and Twitter cards drive engagement. Users you target will see your ads in their timelines and in search results. Campaign will be optimized and charged for tweet engagements.

Promote Video Views: It's a new way for brands to post videos that users can play in their timelines with a single tap. Promote your videos to reach a targeted, engaged audience that will auto-play on scroll, encouraging people to tap or click. Promoted video comes with robust targeting options and cost-per-view pricing, so you only pay when someone chooses to watch by clicking "play."

Creating a Campaign

- 1. Buying In:** Name your campaign and select when you'd like it to run. No one sees the title of your campaign except you.
- 2. Creative:** Compose or select tweets to promote. Your tweets will show in both mobile and web timelines. Adding tweets (optional) helps you gain more followers. In your tweets, highlight the benefits of following your account.
- 3. Targeting:** Enter countries, states/regions, metro areas or postal codes. Decide if you'd like your campaign to be gender-specific (although Twitter doesn't ask users for gender identification; it infers it from pictures and content). You can also select a specific language, chose to only run mobile ads or new Twitter users. There are other ways to tailor your audience by their interests and behaviors.
- 4. Budget:** There are two budget fields for each campaign: *Daily Maximum Budget* and *Total Budget*. Use these to manage how much you spend each day and for the overall campaign budget. With Twitter, you pay per engagement (or how often people favorite, reply or click on your promoted tweet) so once your budget runs out, the ad stops running.

Here is an [example and additional details](#) of a budget for a Twitter Ads Campaign:

There are two budget fields for each campaign: Total Budget and Daily Maximum. Use these to manage how much you spend each day and for the overall campaign budget.

Total budget: This is an optional feature. You can allocate a maximum spend toward your campaign by setting a total budget. The number you enter represents your total budget for that individual campaign. If you choose this setting, your campaign will stop once your budget has been reached.

Set a total budget (optional).

If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

\$ 250

Daily maximum: Set a daily budget based on your goals. We'll automatically stop showing your ads once this amount has been reached. You'll never be charged more than the amount you specify here. Daily budgets reset each day at midnight.

Budget

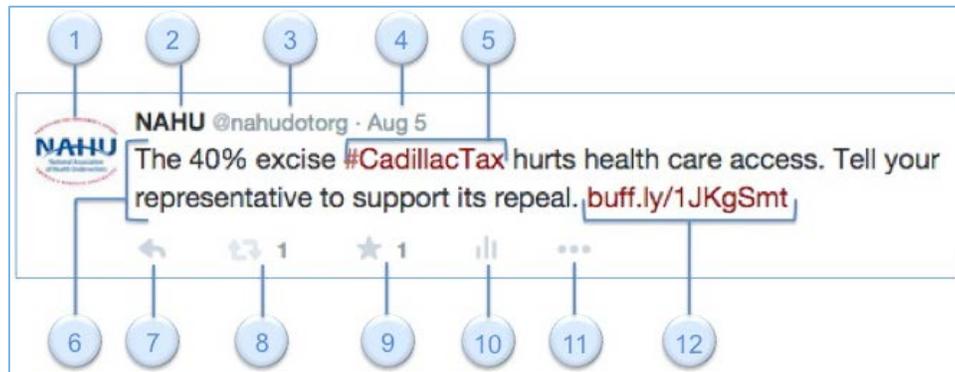
Set a daily maximum (required).

Cap the amount you will spend each day. The maximum resets daily at midnight, America/Los Angeles time. [Learn more](#)

\$ 50 | per day

TWITTER TERMS

Anatomy of a Tweet



- 1. Profile Picture:** Your profile picture is a personal image you upload to your account. This is how you brand your tweets so that people recognize the source of information.
- 2. Twitter Name:** Your account name should reflect what you are representing with your own name, the name of the organization you represent or a clever pseudonym.
- 3. Username:** Also known as your handle, your username is a unique to you. A username is preceded by the @ symbol in a tweet, and it is how you can tag other users in posts as well as how others can tag you.
- 4. Tweet Timestamp:** This tells you when the tweet was sent. Click on the timestamp to view the permalink page for the tweet.
- 5. Hashtag:** A hashtag is a word or phrase preceded by the # symbol. This symbol turns the word into a link that makes it easier to find a follow a conversation about that topic.
- 6. Tweet Text:** Every tweet fits into a space under 280 characters—just the right size for a big idea, a headline or a timely observation.
- 7. Reply:** You can use this button to reply directly to a tweet and start a conversation. Using the reply button links the entire conversation so you can view it all at once.
- 8. Retweet:** Share someone's tweet. This button is similar to the forward button on an email.
- 9. Favorite:** This star allows you to show support for another tweet. Twitter tracks all of your favorite tweets so you can go back to them later.
- 10. Tweet Activity:** You can track the progress of a specific tweet with this button. You can view how many people have seen the tweet (also called impressions) as well as engagements such as how many people have favorited, retweeted, replied to, clicked on the link or checked out your profile from that one tweet.

11. More: This button gives you more options: copy link to tweet, embed tweet, pin to your profile page and delete tweet.

12. Hyperlink: You can link to webpages, news articles, photos and videos by simply pasting a web address.

Twitter Lists

Twitter lists allow you to organize Twitter users in groups and manage how you look at tweets. You can either create your own list or subscribe to a list created by someone else. Creating or subscribing to a list allows you to see only tweets from users on that list. Lists are not a way to send tweets to a select group, just to read them. To create a list, go to twitter.com/lists and click [Create new list](#).



Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it). Click [Save list](#).

Create a new list

List name

Description
Under 100 characters, optional

Privacy

Public · Anyone can follow this list

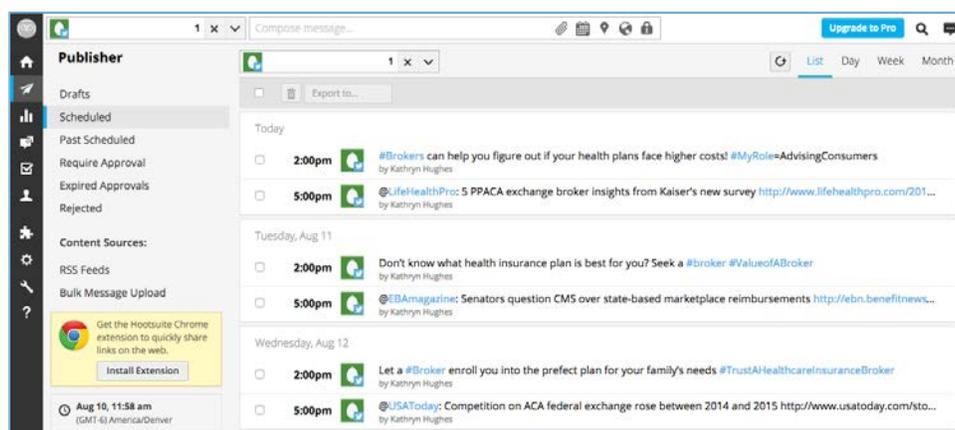
Private · Only you can access this list

RECURRING TO-DO'S

Schedule Your Content

The most effective users tweet three or more times a day. One of these tweets should be your own content, one should be a retweet and one should be a reply. Make sure to keep the balance of new content, retweet and reply no matter how often you post. By interacting with others more often than you share your own information, you'll have more positive interactions.

Using a free program such as [BufferApp](#), [Hootsuite](#) or another [Twitter management tool](#) to schedule your tweets makes for an effective use of time. These apps allow you to set up and time your tweets in advance so you don't have to be on your computer or phone all the time. By planning ahead, you can develop a long-term plan that uses hashtags, links and images.



Retweet



Retweet various tweets from your followers who are relevant to your brand and who compliment your subject's focus. It will attract the attention of the person whose content you are tweeting and build a relationship with them. It helps you have content readily available. You don't have to create your own content every single time you want the attention of your followers.

Reply



If a user tweets on healthcare, health insurance, agents/brokers, consumers seeking advice on healthcare coverage, etc., post a comment to start a conversation. If there is a news article or broadcast on a topic pertinent to your campaign's mission or subject, retweet it, attach a statement to it or pull a quotation from the article that stands out.

Follow



Find new, exciting users to follow—within reason of your subject's focus (people who are agents, brokers, in the insurance business, in the healthcare industry, etc.). Find a popular twitter user who is in a similar industry and look through his or her followers. Also, make sure to spark up daily conversations with your followers, as this allows you to promote your campaign with people who are already familiar with you.

Messages



Interacting with your audience as directly as possible will build the best relationships possible. Don't forget to check your notifications and direct messages at the top left-hand side of your Twitter homepage. Missing these messages means questions go unanswered, opportunities are missed and you lose followers.

SAMPLE TWEETS AND TAGS

Sample Tweets

The only wrong way to tweet is to not tweet at all. If you're stuck getting started or need a hand figuring out what a tweet should look like, here are a few examples that you can feel free to copy and paste.

- #Brokers can help you figure out if your health plans face higher costs!
#MyRole=AdvisingConsumers
- Don't know what health insurance plan is best for you? Seek a #broker #ValueofABroker
- Let a #Broker enroll you into the perfect plan for your family's needs
#TrustAHealthcareInsuranceBroker
- Small businesses, take action! Need help navigating health reform?
#NAHUMembersAdvisesConsumers
- Want to know how #brokers are servicing ppl in your state? Check out
#BrokersMakeADifference map -- <http://buff.ly/1RPoZ3R>
- "My clients are like family! I look out for their best interest; provide the best coverage at the best possible price." #BeingABrokerIsMyRole

Hashtags

Twitter hashtag are more than a simple way to categorize content, identify themes or track real-time conversations. They're increasingly being used by companies to drive positive online conversation and build brand recognition and loyalty.

1. **Don't overuse them:** If every one of your tweets includes a hashtag, you dilute the usefulness of them by fragmenting the conversation with too many # symbols. We

recommend using no more than two per tweet and most often using them at the end of a post rather than breaking up the middle of your content.

2. **Monitor your trend and brand:** Using the right hashtags can show that you're in tune with current trends, allowing you to take part in the conversations that matter to your customers and your audience. And they help you connect with people generally around shared interests.
3. **Keep them short:** If you look at the hashtags above, you'll see a mix of lengths, but the best practice is to keep hashtags short. Brevity makes them easier to remember and, for the platforms where space for your updates is limited, using short hashtags means you have more space for commentary and links.
4. **Understand Hashtag Use on Different Sites:**
 - **Twitter:** Until Twitter's 280-character limit is history, using two or three short hashtags is the best approach because you need to leave room for links, commentary and @mentions.
 - **Facebook:** Use only a couple of hashtags on Facebook, says the [latest research](#). The best ways to use them are for branded campaigns running across social media platforms because posts with hashtags [get less engagement](#) than those without.
 - **Instagram:** Instagram is a hashtagger's paradise because you can [use up to 30 hashtags](#) to help people find your photos. You can also use the [hashtag recycling strategy](#) to get more visibility. To do this, add hashtags in the comments, then go back later, delete them and add some more.
5. **Track your hashtag:** Keep track of how your hashtags are doing online to see if they are working for you. You can also track trending hashtags in case you can use them for your brand. To do this successfully, you'll need some tools. Here's a list to get you started.
 - a. **Keyhole:** <http://keyhole.co/>
 - b. **Sprout Social:** <https://sproutsocial.com/>
 - c. **Simply Measured:** <https://simplymeasured.com>
6. **Give your hashtag context:** If you use jargon or long phrases, most people won't know what your hashtag means, so give a quick explanation in one of your tweets. If you're making up a hashtag specific to a campaign, make it very apparent what it's talking about and be sure that it adds value for yourself and your followers.
 - #NAHUMembersAdviseConsumers
 - #BeingABrokerIsMyRole
 - #ValueOfABroker
 - #AdvisingConsumersIsMyRole
 - #ProfessionalInsuranceAdvisor
 - #TrustAHealthcareInsuranceBroker
 - #BrokersMakeADifference

A large, faint, semi-transparent watermark of the Facebook logo is centered in the background of the slide. The logo consists of a blue square with rounded corners and a white lowercase 'f' in the center. The background of the slide is a solid blue color with a thin red border at the top and bottom.

Facebook

facebook®



GETTING STARTED

Signing Up

Step 1: Go to www.facebook.com.

Step 2: Fill out the sign-up form located on the homepage, including full name, e-mail address, a password and birthday, to start a free account. Click "Sign Up" and complete the security check and check the box showing you agree to Facebook's terms of use and privacy policy.

Step 3: Check your e-mail inbox for a Facebook registration confirmation e-mail and click the link to verify your new account.

Step 4: Go to www.facebook.com and log in to Facebook with your email and password.

Adding Friends

Step 1: Search your e-mail address book for friends

On your first log-in, a screen appears to type in your e-mail address and password to run a search of your e-mail address book for possible friends and contacts.

Step 2: Search for friends by name/school/company

Using the search bar at the top of your screen, you can search by name, school or company. Once on that person or company's profile page, click "add as a friend" or "like."

Step 3: Accept Friend Requests

Click the "Friend Request" icon located on the search bar at the top of the page. Confirm or ignore friend requests, or click on names to explore profiles. If you choose to ignore a friend request, that person will not be notified.

Your Profile

Step 1: Personalize your profile and add a profile picture

Click “edit my profile” in the left-hand column on your profile or home page. In the left-hand column, visit the tabs labeled “basic information,” “profile picture,” “relationships,” “education and work,” “likes and interests” and “contact information” and enter the basic information you want to share.

Step 2: Update your status

Updating your status lets your friends know and comment on what you are doing or how you are feeling. To update your status, click “Profile,” click “Wall,” click “Status” and write your status update.

Step 3: Communicate with others: private messages and wall posts

Send private messages to friends’ inboxes or write on their walls. To send a message, go to the search bar, type in your friend’s name and click “send a message.” To write on a friend’s wall, when their name comes up in the search bar, click on their profile and select “post.” A box appears indicating where you can write a brief post on his or her wall.

Privacy Settings

Step 1: Adjust privacy settings

Locate the tab labeled “Account” in the upper-right corner and pull down to “Privacy Settings.” Click and select what profile information you want displayed.

Step 2: Block people from seeing your profile

At the bottom of the privacy settings page, click “edit your lists” and type in the person’s name and/or email address who you would like to block. Once you block a person, they are no longer a friend and do not have the ability to search or view your profile.

TIPS AND TRICKS

Write on friends’ walls: Interact with friends and stay in touch by writing and commenting on each other’s walls, wishing friends happy birthday and leaving comments on friends’ posts and status updates.

Update your status often: Let friends know what you are up to and give them a chance to communicate with you by updating your status.

Create photo albums and tag your friends: By uploading pictures from vacations, get-togethers and other events and tagging your friends, you become part of the interconnectivity on Facebook and help others feel included.

Avoid phishing attacks: Unless you specifically request to update your password, do not trust emails requiring you to reset your passwords. As a best practice, change your password directly on the Facebook site.

GLOSSARY

The social network has an extensive vocabulary that you'll probably never be quizzed on, but knowing the difference between terms such as a "like" and a "reaction" will impact your Facebook strategy. These are terms you'll see in various parts of Facebook:

The "Like" Button: a feature that allows users to show their support for specific comments, pictures, wall posts, statuses or fan pages. After a user "likes" something, their news feed is updated, letting their friends know what pages they like.

Groups: Facebook Groups can be created by individual users to foster group discussions around a particular topic. Groups allow members to post content such as links, media, questions, events, editable documents and comments on these items. Groups are used for collaboration and allow discussions, events and numerous other activities. They are a way of enabling a number of people to come together online to share information and discuss specific subjects.

News Feed: a constantly updated list of stories in the middle of your home page, including status updates, photos, videos, links, app activity and likes from people, pages and groups that you follow on Facebook

Notes: a way to distribute information to all your friends or a select group of friends

Notifications: Notifications tell the user that something has been added to his or her profile page. Examples include: a message being shared on the user's wall or a comment on a picture of the user or on a picture that the user has previously commented on. Initially, notifications for events were limited to one per event; these were eventually grouped category-wise.

Poke: a virtual nudge typically used to say hello

Reactions: With added customized options, the Reactions feature lets users long-press on the like button for an option to use one of five pre-defined emotions, including "Love," "Haha," "Wow," "Sad" or "Angry."

Status Update: an update feature that allows users to discuss their thoughts, whereabouts or important information with their friends. Similar to a tweet on Twitter, a status is usually short and generally gives information without going into too much detail.

Tagging: When you tag someone, you create a link to their profile. Label your friends in photos and posts by using the "@" symbol before typing their names. You have the option

of untagging yourself from a picture or staying linked. The post you tagged the person in may also be added to that person's timeline and they'll be notified.

Timeline: the space on your profile where you can see your own posts, posts from friends and stories you're tagged in

Wall: located at the center of a Facebook user's profile; a place where users can add new photos, videos, notes, application content and comments

FACEBOOK AD CAMPAIGNS

Your Facebook ad needs three parts to run: a **campaign**, an **ad set** and an **ad**. These make up what's called the campaign structure. Knowing how they work together will help your ads run the way you want and reach the right people.

You set the advertising objective at the campaign level. Here you decide the end goal for your ads, like driving more likes to your page. At the ad set level, you define your targeting strategy by setting up parameters like targeting, budget and schedule. Finally, your ads are creative visuals, like pictures or videos that drive the audience to what you are trying to promote.

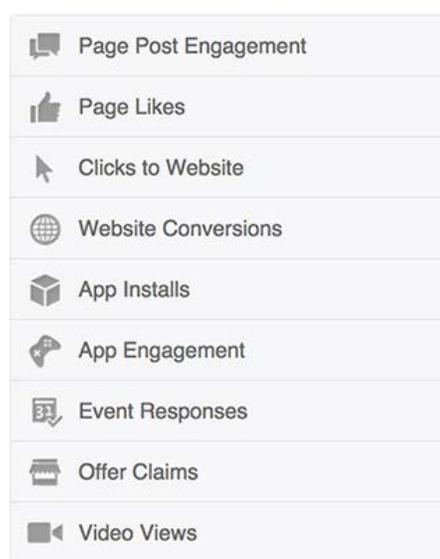
What is a campaign? Think of the campaign as the foundation of your ad. When you decide to run an ad, you'll always start with the campaign. Create a campaign by selecting an objective for the kind of results you want for your ads. All your ad sets and ads in your campaign will also focus on that objective.

Organize ad sets by audience: Determine the audiences you want to target. You will also set your budget, schedule, bidding and placement for each of your ad sets.

Create multiple ads to optimize creative: The ad level is the place for testing which ads work better.

- Create a small variety of ads with variations in image, video, text or links.
- You can have no more than 50 ads per ad set (deleted ads don't count towards this total).
- Review your ad performance regularly and use the on/off switch to stop poorly performing ads.

What kind of results do you want for your ads?



We have created Facebook Ads that are geared toward promoting the Find an Agent feature. You are able to add your individual professional headshot or your chapter's logo within the marked dimensions, and input your or your chapter's name, email address and phone number.

To learn more about Facebook ad campaigns, click here: www.facebook.com/business/a/campaign-structure

<p>NEED HEALTH INSURANCE?</p> <p>I CAN HELP.</p> <hr/> <p>CONTACT YOUR LOCAL AGENT TODAY.</p> <p>Professional member of the National Association of Health Underwriters</p> <p>NAHU</p>	<p>John Smith johnsmith@gmail.com 202-555-1234</p> <p>138 W X 200 H</p>
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<p>NEED HEALTH INSURANCE?</p> <p>I CAN HELP.</p>	<p>120 W X 189 H</p> <p>John Smith johnsmith@gmail.com 202-555-1234</p>
<p>CONTACT YOUR LOCAL AGENT TODAY.</p> <p>Professional member of the National Association of Health Underwriters</p> <p>NAHU</p>	

NEED HEALTH
INSURANCE?

I CAN HELP.

76 W
X
91 H

John Smith
johnsmith@gmail.com
202-555-1234

Professional member
of the National
Association of
Health Underwriters

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NAHU

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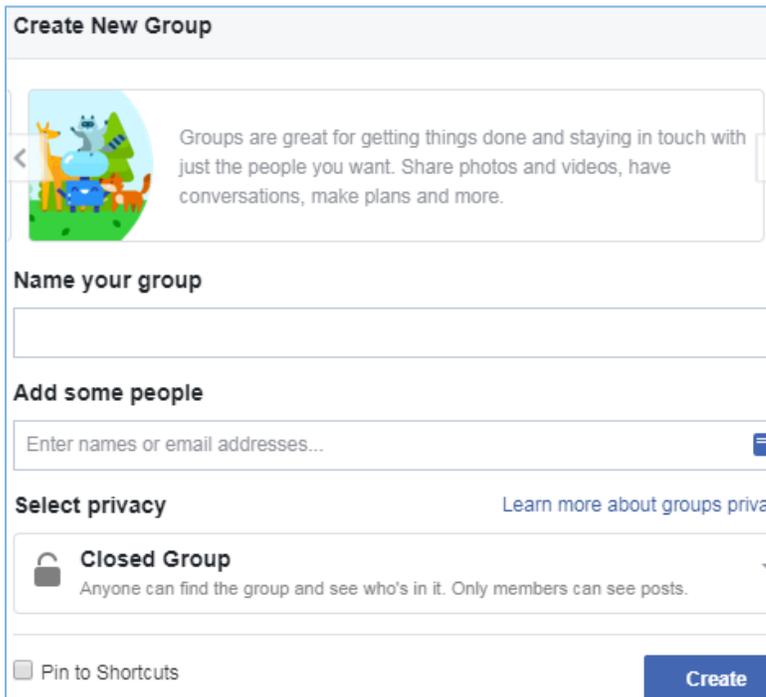
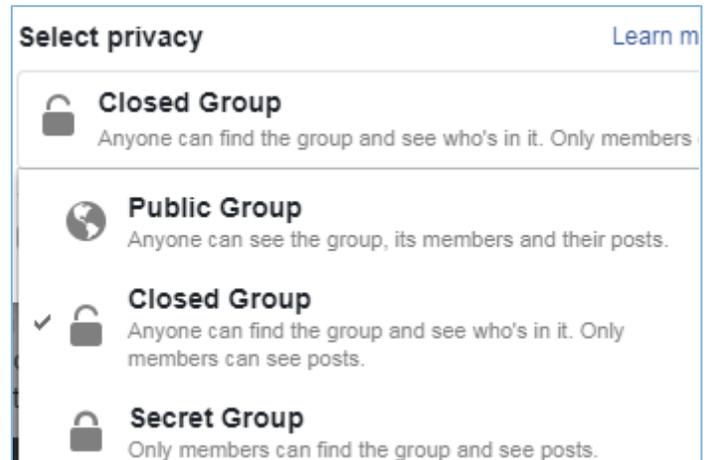
123 W
X
177 H

FACEBOOK GROUPS

Facebook groups help you to easily grow your business or your chapter. It is one of the most powerful marketing tools available online. Facebook Groups work like a discussion forum; they permit members to ask questions, promote or discuss an issue, post things related to your product or service, share photos and links, and share company achievements. They help you build a good relationship with your clients.

How to create a Facebook Group:

1. **Find “Add Group”:** From your home page on Facebook go to the Groups section on the left-side menu and find "Create Group." The number of things you have in your favorites will determine how far down you have to scroll to see this.
2. **Click "Create New Group":** You'll be taken to a pop-up box that displays the option to create a group as well as:
 - a. **Name Your Group:** Give your group a name. This name can be whatever you want and you can change it later. Try to make the group name memorable and searchable so people can find it.
 - b. **Add Members:** Add people to your group. Remember, you can always add more later. Facebook requires you to add at least one friend to the group.
 - c. **Choose Privacy Setting:** Decide what privacy setting you want your group to have.
 - d. **Click “Create”** and make it official.

A screenshot of the "Create New Group" form on Facebook. The form has a title "Create New Group" and a sub-header "Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more." Below this is a "Name your group" text input field. Underneath is an "Add some people" section with a text input field "Enter names or email addresses...". The "Select privacy" section is expanded, showing "Closed Group" as the selected option. At the bottom, there is a "Pin to Shortcuts" checkbox and a blue "Create" button.A screenshot of the "Select privacy" options on Facebook. The title is "Select privacy" with a "Learn more" link. There are four options listed: "Closed Group" (with a lock icon), "Public Group" (with a globe icon), "Closed Group" (with a lock icon and a checkmark), and "Secret Group" (with a lock icon). Each option has a brief description of its privacy settings.

FACEBOOK LIVE

Facebook Live allows you to share live video with your followers and friends on Facebook with the camera in your pocket. Also, you can:

Have engaging conversations with your followers: Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their live reactions to gauge how your broadcast is going.

Reach new audiences in new ways: People love watching video, which is why Facebook has built a dedicated place to watch this engaging content on Facebook. While your current clients will be able to keep up with you on Facebook Live and in News Feed, the experience will help new followers discover you, too.

Connect—instantly: Live lets you connect with the people who care most. Your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right time.

Tell your story, your way: With creative tools like filters, it's easy to express yourself in ways that delight your followers and make it even more fun.

Going Live with Facebook

1. Tap “What's on your mind” at the top of News Feed.



2. Select “Live Video” from the dropdown menu.



3. Add a description and choose your audience before hitting "Go Live." You'll see a three-second countdown before your broadcast begins!



Ways to Use Facebook Live for Chapters

- **Promote Your Upcoming Event:** Facebook Live is a great way to announce an upcoming event. Once you've planned the event, create a post to let fans know you have a special announcement to make. Then share specific details about your event on your Live video. When announcing an event on Live video, be sure to have an easy-to-remember URL that you can share with your viewers. Post this link in the video comments as well, in case viewers don't have a chance to write it down. Use a tool like [Bitly](#) to create a URL that you can track.
- **Livestream an Event:** You can also use Facebook Live to stream a live event. For example, if you're attending a conference, you could network with speakers and broadcast interviews to your audience to keep them tuned into your Facebook page.
- **Answer FAQs:** Customer service is an important part of any business. You might identify a common question that you receive from clients. Rather than answer the question again and again, you can have a Facebook Live video session to answer it. When you're finished, you'll have a video archive that you can share with your clients.
- **Engage with Your Facebook Group Members:** You could broadcast live weekly updates that are relevant to your group. While you'll be broadcasting to your Facebook group as yourself, this is an opportunity to deepen your relationships and for everyone to get to know one another better.

Tips and Tricks to Going Live

- **Tell friends when you're broadcasting ahead of time:** Build anticipation by letting your audience know when you'll be going live with a written post. We've found one day's notice gives people the right amount of time to tune in.
- **Go live when you have a strong connection:** Check the app to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the "Go Live" button will be grayed out.
- **Write a catchy description before going live:** A great description will capture people's attention and help them understand what your broadcast is about.
- **Ask viewers to subscribe to Live notifications:** Remind your audience that they can tap on the Follow button on live videos and videos that were live so that they can get notifications the next time you go live.
- **Say hello to commenters by name; respond to their comments live:** Your audience will be thrilled to hear you mention their name and answer their questions when you are live.

- **Broadcast for longer periods of time to reach more people:** The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. We recommend that you go live for at least 10 minutes, although you can stay live for up to 90 minutes at a time.
- **Use a closing line to signal the end of the broadcast:** Be sure to finish with a closing line like “Thanks for watching!” or “I’ll be going live again soon.” After you’ve wrapped up, wait a few seconds until you hear the “ping” indicating your broadcast is complete.
- **Be creative and go live often!** Try different types of broadcasts – and go live frequently – to keep your audience engaged. Examples are:
 - *Hot Topics:* Share what’s on your mind or in the news
 - *Q&A:* Answer questions from clients or on a popular issue
 - *Breaking News:* Comment on the day’s events
 - *Interview:* Bring a chapter member, colleague or expert into the conversation

FACEBOOK EVENTS

What is a Facebook Event? It’s a calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page.

Why Facebook Events? Create a Facebook Event through your Page to connect to your audience and empower them to spend time together in the real world. Create an event optimized for distribution because more than 60% of people discover events through News Feed. According to [Facebook](#):

550M

PEOPLE USE
FACEBOOK
EVENTS EACH
MONTH

41%

OF FACEBOOK
USERS IN THE U.S.
ENGAGE WITH
PUBLIC EVENTS
EACH MONTH

47M

PUBLIC EVENTS
WERE CREATED
IN 2015

35M

PEOPLE VIEW A
PUBLIC EVENT
EACH DAY

How to Create a Facebook Event

Make it easy for people to discover your event.

Choose an event photo: Your photo appears differently across desktop and mobile so it should be 1920 x 1080 pixels (16:9 ratio) or larger with little or no text. If you want to set up event advertising, creative with more than 20% text often isn’t approved or gets less distribution. [Learn More](#)

Use a clear and short event name: Long names can get cut off, so avoid duplicating location information in the name and don't use capital letters or symbols that can be hard to read. [Learn More](#)

Add a location: Use a location that corresponds to a Facebook Page or a Facebook-suggested location so people nearby can discover and learn about your event through suggestions. Otherwise, use the full address including the city. [Learn More](#)

Set a specific date & time: Your event should be tied to a specific date and time so people can discover it. For events longer than two weeks, create separate events with their own time and location.

To reach the right audience, you should include a ticket link, add a co-host to help spread the word, add keywords and provide a helpful description by including hashtags and @mentions so people can learn more about the event speakers and sponsors on Facebook.

Design campaigns with impact by:

- **Driving awareness.** Create a launch moment when your lineup is announced or tickets go on sale. Make sure that your past attendees know about your upcoming events.
- **Driving consideration.** Generate interest and highlight premium experiences like VIP tickets or parking passes.
- **Retargeting key audiences.** Don't lose customers that showed interest by using retargeting to stay top of mind. Use last-minute messaging or promotions to encourage people to attend your event.

Create Private Event

You're creating a private event. To protect the privacy of guests, you won't be able to change it to public later.

Event Photo or Video

Choose a Theme Upload Photo or Video

Recommended Themes

Event Name Add a short, clear name 0 / 64

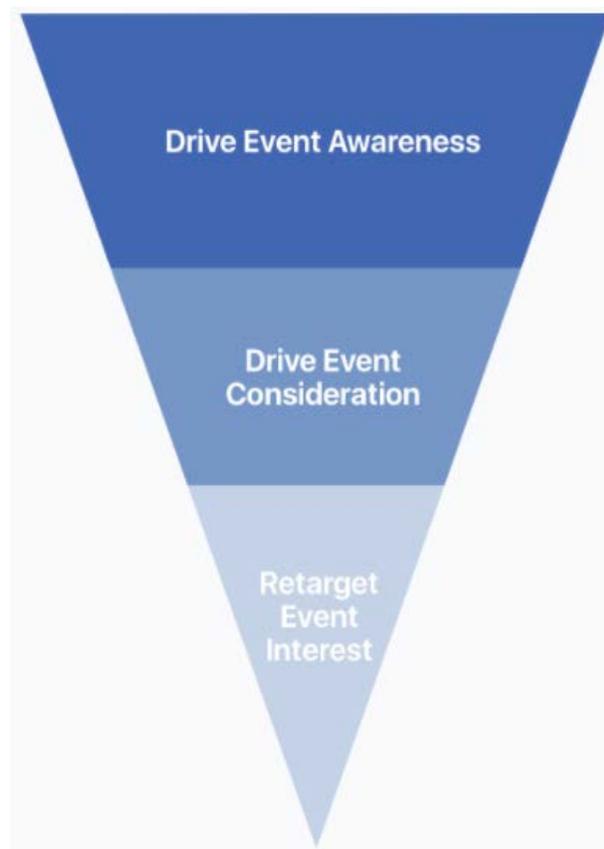
Location Include a place or address

Date/Time 10/4/2017 4:00 PM EDT + End Time

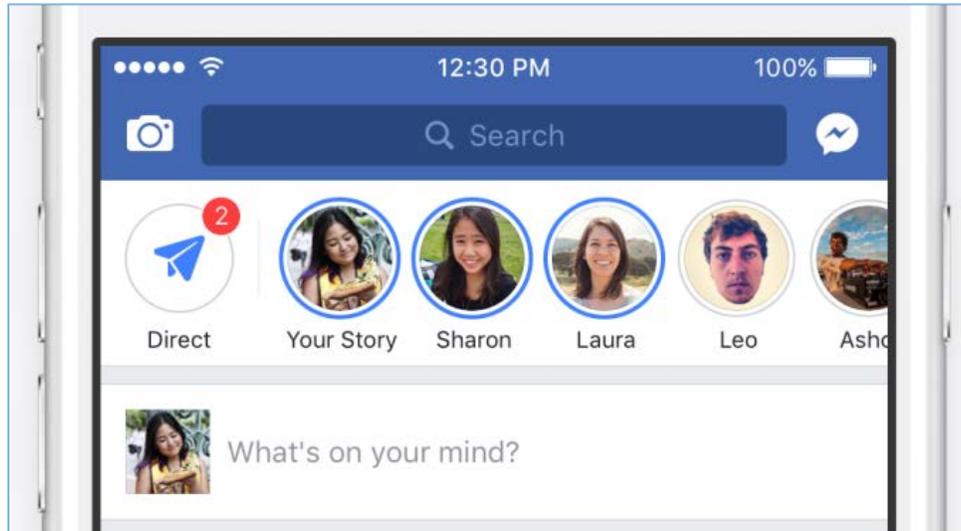
Description Tell people more about the event

Guests can invite friends

Create Private Event



FACEBOOK STORIES FOR YOUR CHAPTER & BUSINESS



Facebook Stories, Camera and Direct – That's all it takes! It's big news for small businesses looking to engage with people on social media. In Facebook Stories, you can give people an insider look into your business. Want to share an initiative? Hosting an event? It's now possible to share them more creatively. You can also get the latest updates on your friends' lives.

What are Facebook Stories? It lets you "share multiple photos and videos as part of a visual collection atop news feed." When you add a photo or video to your story, it appears in the new Stories section at the top of news feed. Your profile picture will also appear in this row at the top of your friends' news feeds, and they can tap it to see your story for 24 hours.

- **Camera effects:** Tap on the camera icon on the top left corner (or swipe right from news feed) to try it out. It offers masks, frames and interactive filters that can be applied to photos and videos.
- **Direct Sharing:** If you want to share photos and videos with specific friends rather than via a story, Facebook offers a "Direct" option that's designed for sharing individual photos and videos with specific friends for a limited time. When you use Direct, your friends will be able to view your photo or video once and replay it or write a reply.



Purpose behind Using Facebook Stories?



- **Share a Story:** With Stories, you bring a storytelling flair to your posts. People love stories, especially when they're entertaining. They're a more authentic perspective on what's happening.
- **Engage with People:** You can give audiences an insider's look into your business or chapter. If you're hosting a company outing, capture the moment. Your audience will love to see how you work and play. It will also humanize your brand as people see who you are.
- **Showcase Your Product:** You can showcase your product with text, photos, videos and cool special effects. Display your product in its element so people see it in action. If you want to highlight your product's versatility, show people using it differently. You can get people excited about what you do using this feature.
- **Spread the Word:** Have an event or initiative you want to highlight? Record a video, or take photos, and add special effects. Make your audience feel like they're right there with you, taking in the sights and sounds of the experience. Make it visceral.

How do I post to Facebook Stories? To post to Facebook Stories, follow these steps:

- Tap on the "Your Story" icon in the Stories bar at the top of the news feed.
- Alternatively, you can tap the camera icon in the top left of your screen or swipe right from news feed.
- Tap the record button to take a photo or tap and hold it to record a video. You can also upload from your camera roll.
- If you want to save a photo or video, tap the download icon.
- Tap Your Story to add to your story, and then tap the send button.

A large, faint, semi-transparent watermark of the LinkedIn logo is centered in the background of the slide. The logo consists of a blue hexagon with a white 'in' inside, and a white 'L' to its left.

LinkedIn

Linked



GETTING STARTED

Signing Up

Step 1: Go to www.linkedin.com to sign up for a free profile.

Step 2: Once on the main page, you will see a box on the right side with four entry fields. This is a “quick sign-up” for LinkedIn. There is also a “join today” button on the navigation bar at the top.

Step 3: Once all information is correctly filled in, confirm by clicking the green “Join LinkedIn” button. LinkedIn directs you to another page asking basic questions: your current employer, title and location. After filling in each field, click the blue “Create My Profile” button.

Step 4: LinkedIn should notify you that it has sent an e-mail confirmation. After approving the confirmation, your LinkedIn account is now live.

Customizing Your Profile

Edit/Create Your Profile

The first step is to find the “Profile” button on the top navigation bar. When hovering over the “Profile” section, select the option “Edit Profile.” Here you can edit your basic information, current and previous employment history, your pictures and upload your resume. From top to bottom, the options can be very obvious. The first is your name and current information, then to the right is where your photo would go with the option of “add photo” directly beneath. Everything beneath the current information is equally valuable to your profile. This is where you have the ability to add, edit and remove any additional information. Items in this area consist of current positions, past positions, education, recommendations, connections, websites (personal or company), Twitter handle and a link to your public LinkedIn profile. All of this information occurs in ascending order, and is below your current “Title.”

Searching for Connections, Colleagues and Friends

To find clients, chapter members, past and present, or friends, you can use two options: the search bar in the top right-hand corner of the site or e-mail search. Both are beneficial to new users and offer an easy way to find existing relationships with others on LinkedIn. **Note:** *LinkedIn asks for your relation to any particular connection. As a best practice, refrain from requesting connections with individuals you do not know.*

Step 1: Find Connections from Your E-mail Address Book

After logging into LinkedIn there will be a blue box that asks for your e-mail and password. LinkedIn will search your e-mail account for any other LinkedIn members you may know and will then generate a list of potential matches of people you may already know. A user can select or deselect people and click “send invitations” to make a connection with the other users.

Step 2: Search for Connections by Name, Job or Company

Search serves as an easy way to find people using a person’s name, job or company. As users type, LinkedIn narrows their search through a live search function to find who the user may be looking for. Once the individual or company is entered in the search bar, clicking the magnifying glass will commence the search and find all results that match the terms.

Step 3: Accept Connections

When a person requests to make a connection on LinkedIn, this is the equivalent to a friend request on Facebook. You will receive an e-mail notification as well as be notified on your home screen on LinkedIn. Above your status bar, there is a small area with two tabs that read “messages” and “invitations.” Next to the invitations tab there will be a bright orange number that relates to the number of connections pending. Once “invitations” is clicked, the box will drop down and show the person(s) requesting a connection. From there, you can approve or deny the connection.

TIPS AND TRICKS

1. **Make sure your contact information is readily available.**
2. **When requesting a new connection, write a personal note in the message field.**
3. **Update positions, resume and other areas frequently.**
4. **Participate in LinkedIn groups.**
5. **Write recommendations for LinkedIn connections and colleagues.**

GLOSSARY

Glossary Applications: add-ons to your LinkedIn site that pull in outside information from other services and networks from around the web

Connection: a common term referring to those within a network with whom a user would consider a colleague, work partner or friend

Groups: belonging to a consortium on LinkedIn that hold similar interests in your professional field

Invitation: a connection request via LinkedIn from another user you may or may not know

Network Activity: status updates, information or aggregation of information based on your connections

Specialties: area of expertise within your given industry and field of work

Summary: a section in a profile where you describe abilities and services within your respected professional industry

Updates: a personal status of your progress, additions and changes to your profile, which is sent out to other in your network



NAHU LinkedIn Advertising Notes

July 2017

LinkedIn offers users three ways to advertise. **Text Ads** are highly targeted, easy to create, and great for budget-conscious campaigns. Text Ads appear on the top and in the right rail of many pages on LinkedIn's website.

Text Ads have strict limits on the number of words you can use. The Headline for a Text Ad can only be 25 characters, and the body can only be 75 characters. (See next page for some examples of what those character limits look like in practice.)

Advertisers compete with one another to have their ads displayed to a target audience by bidding in an auction.

Text ads are priced in two ways -- per click (CPC) and per 1,000 views (CPM). In both cases, the minimum bid is \$2. So you can pay a minimum of either \$2 for each click on your ad, or \$2 for each 1,000 views of your ad. LinkedIn provides a suggested range for bids, based on estimates of the current competing bids from other advertisers targeting the same audience.

LinkedIn also requires a minimum daily ad budget of \$10 per campaign. In order to determine your daily ad budget, multiply your bid by the number of clicks or impressions you'd like to receive per day. For example, if you want to receive 10 clicks per day and want to spend no more than \$3 per click, you'd set your minimum daily budget at \$30 per day.

Industry estimates put the cost per click of the average LinkedIn ad between \$2 and \$7 per click. In some cases, cost-per-click can reach \$11 or \$12.

To begin a Text Ad Campaign, sign into LinkedIn and hover over the "Work" icon in the top right of the screen. Click "Advertise," then "Create Ad."

For more information, check out the following articles on LinkedIn's website:

- ["LinkedIn's Advertising Cost"](#)
- ["Setting a Bid, Daily Budget, Total Budget, and End Date for Your Campaign"](#)



To Create Text Ads

1. Select "Text Ads" from the three options
<https://www.screencast.com/t/chaTBOBJ1q>
2. Enter a campaign name and choose a language.
<https://www.screencast.com/t/Ntfx2TwSin>
3. Select where members should go when they click your ad.
 - a. Page on LinkedIn.
 - b. Your website.
4. Add headline, image, and copy.
 - a. Headline can only be 25 characters long
 - b. Body text can only be 75 characters long<https://www.screencast.com/t/MYvqBj03f>
5. Click save and then next.
6. Select from the following target options that best fit your chapter.
 - a. Location, Industries, Company size, Job titles, etc.<https://www.screencast.com/t/hdSrkrW9UGk>
7. Click next at the bottom right once you have filled in your target audience.
8. Choose your bid type
 - a. Cost per click
 - b. Cost per impression.
9. Enter in your bid.
10. Enter in your daily budget.
11. Enter in your start date and select "next." (You can also choose to start immediately.)
<https://www.screencast.com/t/yxFjx7IIm>
12. Fill in payment information using a credit or debit card and click review order.
<https://www.screencast.com/t/c5igPRHb5s>



Sample Text Ads

Healthcare Is Changing

NAHU knows the ever-changing healthcare environment. Join: [\[INSERT LINK\]](#).

Joining [\[INSERT CHAPTER\]](#) in [\[INSERT CITY\]](#) will keep you informed.

Health Insurance Expert?

Join NAHU to stay informed about the future of healthcare.

NAHU Advocates for You

NAHU works to make healthcare more accessible. Let NAHU be your voice.

NAHU Works for You

CEO Janet Trautwein & staff advocate for health insurance professionals.

NAHU Advocates Locally

[\[INSERT CHAPTER\]](#) updates members on healthcare issues and developments.

Your Voice with Congress

CEO Janet Trautwein & staff advocate on Capitol Hill for NAHU members.

NAHU Works for Reform

Join NAHU to stay informed on the future of healthcare [\[INSERT LINK\]](#).

We Work w/Govt. Leaders

NAHU conducts advocacy at all levels of government. Join & have your say.

Better Broker Benefits

NAHU members receive the latest legislative and regulatory updates.

NAHU members have access to educational opportunities and business tools.

NAHU Serves Members

[\[INSERT CHAPTER\]](#) legislative team promotes policies that benefit you.

Want to Network?

NAHU members include individual and group brokers.

NAHU members include consultants, Medicare Reps, and Vendor Reps.

NAHU members receive perks like educational opps and business tools.

What are you waiting for? Join NAHU today [\[INSERT LINK\]](#).

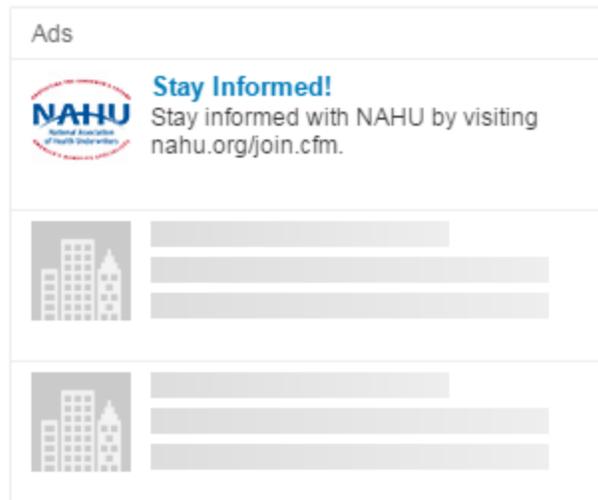
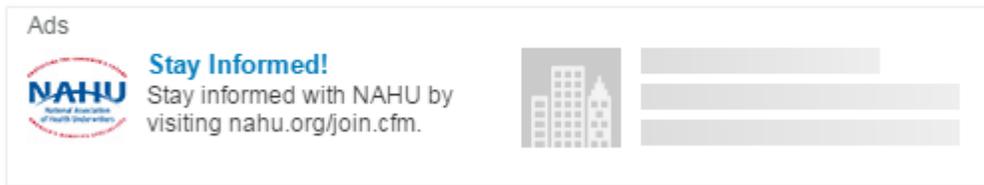
NAHU Needs YOU

Join NAHU to advocate and have a say in the future of healthcare.



Text Ad Examples

After you fill in your headline, image, and copy in the LinkedIn advertising interface, LinkedIn will create four previews (square, tall, horizontal, and long) of the Text Ad. LinkedIn's website is responsive -- in other words, it optimizes its display according to the type of device on which a user is viewing it. LinkedIn will automatically choose the orientation that looks best on the viewer's device.





- Square
- Tall**
- Horizontal
- Long

Ads

Stay informed with NAHU by visiting nahu.org/join.cfm.

A vertical stack of two ad units. The top unit contains the NAHU logo, the text "Stay Informed!", and a call to action to visit nahu.org/join.cfm. The bottom unit is a placeholder with a building icon and several horizontal bars representing text.

- Square
- Tall
- Horizontal
- Long**

A screenshot of a web browser window. The address bar shows the LinkedIn logo and a search bar. The page title is "Stay Informed! - Stay informed with NAHU by visiting nahu.org/join.cfm". The main content area is a large, empty rectangular box, indicating that the ad is not yet rendered or is a placeholder.