

Indian Health Service

Using Social Media for Outreach and Education

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Social Media Platforms



Facebook

- Connecting with your audience to build awareness
- Largest platform
- Built for interaction and community

Demographics:

- 25–34 years old (30%)
- 44% female, 56% male

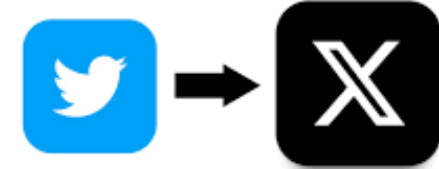


Instagram

- Engaging audience by exposing them to visual experiences
- Draws younger audience
- Integrates well with other platforms

Demographics:

- 18-24 years old (30.8%)
- 48.2% female, 51.8% male



Twitter

- Listening to your audience and joining the conversation
- Prioritizes content sharing
- Allows you to join timely conversations

Demographics:

- 18-24 years old (21%)
- 54% female, 46% male

The Use of Social Media



Facebook

- Use to connect directly with your target audience
- Share information, events, and services



Instagram

- Use to showcase current events and your Benefits Coordination program
- Integrates with you other platforms



Twitter



- Use to connect with audience and partners
- Develop concise content that prompts other organizations to share

Other Social Media Platforms



LinkedIn

- Sharing your experiences and strengths to create networking opportunities
- Chance to connect other organizations that assist with health insurance enrollment outreach and support

Demographics:

- 18-24 years old (21%)
- 54% female, 46% male



TikTok

- Sharing short/digestible content to foster engagement and awareness
- Growing fast
- Potential for massive reach

Demographics:

- 25-34 years old (19.9%)
- 53% female, 46% male



YouTube

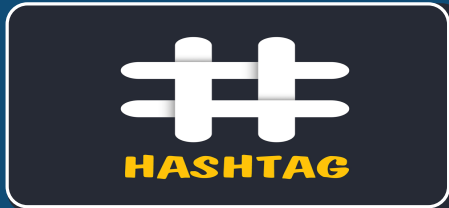
YouTube

- Showing what you do and how you do it to connect with your audience
- Can serve as a search engine
- Requires high-quality videos

Demographics:

- 15-35 years old (highest reach)
- 51.4% female, 46% male

Parts of Social Media Post



Consider the platform

Keep to 3 hashtags or less

Search for relevant hashtags and current conversation



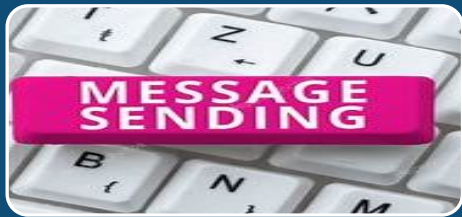
Utilize a link shortener like bit.ly which can also be used to track clicks on the link



Choose images representative of audience

Use proper sizing and be aware of copyright

If applicable, showcase your program, events and information



Consider the platform

Identify key takeaway of post and include a Call To Action

Use a friendly and informative tone

Elements of a Social Media Strategy



Why

What is your objective/goals



Who

Identify your audience



Where

Identify which social media platform to use



What

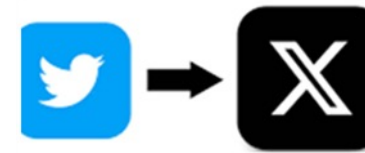
Create content



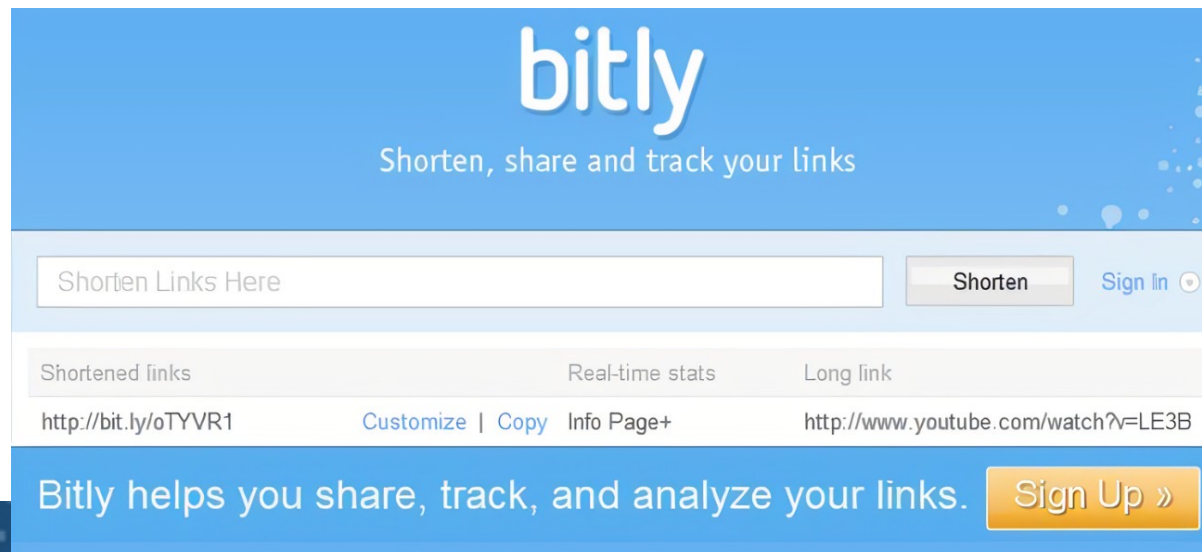
How

Identify the tactics

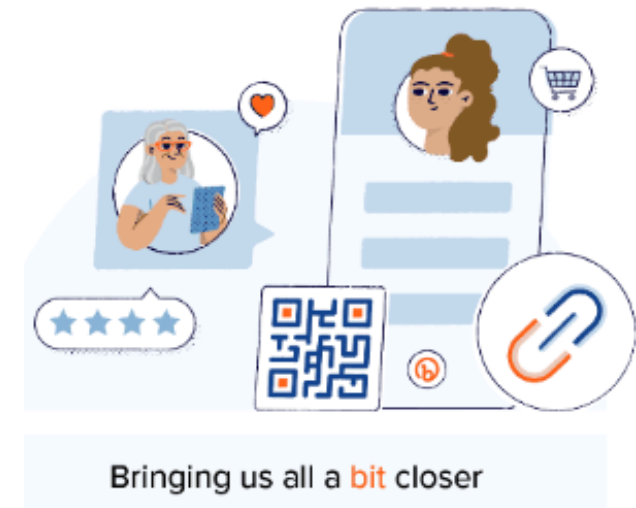
Measurements/Tools



Landscape	1200 Pixels X 630 Pixels	1080 Pixels X 566 Pixels	1024 Pixels X 512 Pixels
Portrait	630 X 1200	1800 Pixels X 1350 Pixels	N/A
Square	1200 Pixels X 1200 Pixels	1080 Pixels X 1080 Pixels	N/A



The screenshot shows the Bitly website interface. At the top, the Bitly logo is displayed with the tagline "Shorten, share and track your links". Below the logo is a search bar labeled "Shorten Links Here" with a "Shorten" button and a "Sign In" link. A table below shows a shortened link "http://bit.ly/oTYVR1" with options to "Customize", "Copy", "Info", and "Page+", and the corresponding long link "http://www.youtube.com/watch?v=LE3B". At the bottom, a blue banner reads "Bitly helps you share, track, and analyze your links." with a "Sign Up »" button.





Why Social Media Became Popular for AI/ANs During the Pandemic?

- Tribal citizens created a culture of innovation to keep traditions and language alive.
- Tribal citizens were able to have Facebook Live chat with doctors, nurses and community representatives to get answers about COVID related questions.
- Young AI/ANs created traditional educational videos with elders.
- Ability to provide education to the Tribal community on the importance of health insurance.



Benefits of Social Media

- Rural communities that have access to the internet may be able to be informed instantly.
- Social Media posts are sharable.
- Individuals and health care organizations can use social media messaging to help inform their patients and loved ones.
- Social Media is used to communicate, inform, interact, and empower.

Twitter

Tweets Replies Media Likes

NIHB @NIHB1 · 3/14/23
Have you heard the news? Your state Medicaid office will start mailing out renewal letters.

You need to update your contact information with your local Tribal Enrollment Assister or go to your local state Medicaid office. Help #NIHB spread the news throughout Indian Country!



Update Your Contact Information!

In-person: Visit your Tribal Enrollment Assister at your Indian Health Provider 

Telephone: Call your Tribal Enrollment Assister 

Online: Virtually visit your Medicaid online account to update your address 

- Twitter is not popular in Tribal communities.
- Its purpose is to share thoughts.

Eastern Band of Cherokee Indians Public Health & Human Services quoted NIHB to even further spread information.

Quote Tweets




EBCI PHHS @ebciphhs · 3/7/23

Local Medicaid Offices and contact numbers:
EBCI Eligibility Office (828) 497-4317
Jackson County Office (828) 586-5546
Swain County Office (828) 488-6921
Graham County Office (828) 479-7911
Cherokee County Office (828) 837-7455


NIHB @NIHB1 · 3/1/23


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3 20



NIHB1
Posts

Follow

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11 likes

nihb1 Have you heard the news? Your state Medicaid office will start mailing out renewal letters.

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Instagram

- Utilize Instagram to connect with young AI/ANs.
- Share photos and videos to tell a story.
- Influencers use as a business marketing tool.
- Build a community according to your interest.

Facebook


- Facebook is popular among Tribal citizens.
- Used as a tool to share news and events.
- Connect with AI/ANs who do not have Twitter or Instagram.
- Requires low bandwidth.
- Rural Tribal communities can use without connectivity.


National Indian Health Board
Mar 1 · 🌐


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50 53 shares

Thank you!

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Outreach and Education
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Don't use social
media to impress
people; use it to
impact people.