

# Social Media Strategy

## 2016-17 Social Channel Marketing Approach

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June 2016

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## Background & Industry Trends

# Background: Top Social Media Channels Usage

	Facebook 	YouTube 	Google+ 	LinkedIn 	Instagram 	Twitter 	Tumblr 	Snapchat 	Pinterest 
# of Active Users Globally <sup>(1)</sup>	1.65B	12B	540M	433M	400M	320M	420M blogs	110M	100M
# of Active Users in U.S.	222M 15% of total <sup>(2)</sup>	200M 20% of total <sup>(3)</sup>	297M 55% of total <sup>(4)</sup>	107M 32% of total	77.6M 30% of total <sup>(5)</sup>	65M 22% of total <sup>(6)</sup>	176M 42% of total <sup>(7)</sup>	65M 55% of total <sup>(8)</sup>	33M % of total <sup>(9)</sup>
Primary Content/ Usage	Read, post and share stories, messages, photos, videos to connect with friends/family	Watch, post, share and engage with videos and channels	Post and share statuses/photos; largely utilized by businesses for search engine optimization	Business-oriented; users read and share company news, job openings	View and share and engage with images/photos; can easily share uploads on other social networks	News-oriented; read and tweet text and photos in 140 characters or less	Blog site of stories, photos, videos, links, music, etc.; follow and engage with users and posts	Take and send photos/videos that disappear in >10 seconds; add captions, filters, drawings; create stories with images	Blog-oriented; browse, save and share pins; categories of interests
Daily Frequency of Usage	5X per day High	Medium	Low	2-3X per week Low	Very High	Medium	Low	Very High	Low
Growth as of 2016	18% ↑ from 1.39B in 2014	0% ↑ from 12B in 2014	50% ↑ from 359M in 2014	56% ↑ from 277M in 2014	33% ↑ from 300M in 2014	11% ↑ from 288M in 2014	102% ↑ from 207M in 2014	10% ↑ from 100M in 2014	138% ↑ from 42M in 2014
CF Projected Market	5.99M	5.4M	8.02M	2.89M	2.10M	1.76M	4.75M	1.76M	891K
% of Internet Users on Site <sup>(10)</sup>	66% of Males 77% of Females	54% Male 46% Female	62% Male 38% Female	28% of Males 27% of Females	22% of Males 29% of Females	24% of Males 21% of Females	54% of Males 46% of Females	9% of Males 10% of Females	16% of Males 44% of Females
Age <sup>(11)</sup>	18-24: 16% 25-34: 22% 35-44: 19% 45-54: 18% 55-64: 15% 65+: 10%	18-24: 31% 25-34: 39% 34-44: 36% 45-54: 34% 55-64: 26% 65+: 19%  (12)	18-24: 16% 25-34: 25% 35-44: 22% 45-54: 18% 55-64: 13% 65+: 7%	18-24: 19% 25-34: 21% 35-44: 22% 45-54: 19% 55-64: 16% 65+: 9%	18-24: 23% 25-34: 26% 35-44: 19% 45-54: 15% 55-64: 12% 65+: 4%	18-24: 19% 25-34: 22% 35-44: 21% 45-54: 18% 55-64: 13% 65+: 7%	18-24: 28% 25-34: 23% 35-44: 18% 45-54: 13% 55-64: 11% 65+: 6%	18-24: 45% 25-34: 26% 35-44: 13% 45-54: 10% 55-64: 6% 65+: 1%	18-24: 15% 25-34: 26% 35-44: 21% 45-54: 17% 55-64: 15% 65+: 9%

# 2016 -17 Social Media Industry Trends

## Trends that influence the social media landscape

### ➤ Social Storytelling – 92% of consumers want brands to create ads that feel like a story. <sup>(13)</sup>

★  
Did you know – science tells us our brains love stories. Humans are compelled to organize information into a narrative. <sup>(14)</sup>

- Brand storytelling helps to build personality and associate emotion with a brand to create a personal connection with the consumer.
- Effectively using storytelling can prove to people that you're a trustworthy figure in your market.
- Social content using storytelling alongside compelling visuals deliver 180% greater engagement. <sup>(14)</sup>
- Effective techniques to implement social storytelling:
  - Create unique visuals that give an authentic, more humanizing view of your brand.
  - Empower the community to tell **your** story through **their** eyes with the help of user generated content.
  - Use testimonials to relay customer stories as a way to define the brand.



### ➤ Obsessive social customer care – 72% of Twitter users want a response within less than 1 hour <sup>(15)</sup>

- An estimated 67% of consumers now tap networks like Twitter and Facebook for customer service. <sup>(26)</sup>
- The social response window is becoming smaller and smaller. Customers want to connect with you **instantly**, especially when they are issuing a complaint.
- 70% of Twitter users expect a response from brands they reach out to. <sup>(15)</sup>  
Address all positive and neutral engagements as well, so users know you're listening and feel you care.
- Facebook now publically displays “response time” on brand pages and requires a company to meet specific metrics in a seven day period to reach a rate of “very responsive”:
  - Respond to 90 percent of messages
  - Maintain a median response time of 5 minutes for all replies sent.

★  
89% of consumers have, at some point, stopped doing business with a company altogether after a poor customer service experience. <sup>(16)</sup>



# 2016 -17 Social Media Industry Trends Cont.

## Trends that influence the social media landscape

- **Social Video – people now watch an average of 5 hours, 31 minutes worth of video on social media every day, on pace to surpass TV viewership by the end of 2016.** <sup>(17)</sup>
  - Video posts have 135% greater organic reach on social media than photo posts. <sup>(18)</sup>
  - 90% of user say that seeing a video about a product is helpful in the decision process, and consumers who view video are 1.81X more likely to purchase than non-viewers. <sup>(19)</sup>
  - Live Stream video gives consumers faster access to real-time events and reveals a much more authentic side of your business helping to build trust/loyalty and relationships with your audience.
  - Incorporating video into a blog post attracts three times as many inbound links compared to blog posts without video.
- **Social Recruiting & Employee Advocacy are the new norm - 42% of job seekers say it's important for employers to engage on social media and 93% of employees say they would be good social advocates for the brand they work for.**
  - 79% of people use social media in their job search <sup>(20)</sup> and 93% of recruiters are currently using or plan to use social media to support their recruiting efforts. <sup>(21)</sup>
  - Employers who use social media to hire found a 49% improvement in candidate quality. <sup>(20)</sup>
  - Employee social advocacy programs (which encourage staff to share company updates on their personal social media accounts, thus growing reach) have grown by 191% since 2013 and are due to take off in 2016. <sup>(22)</sup>
  - Content shared by an employee receives 8X the engagement of content on branded channels and 1,000 employee advocates can reach 1 million customers. <sup>(21)</sup>



46% of users take some sort of action after viewing a video. <sup>(19)</sup>

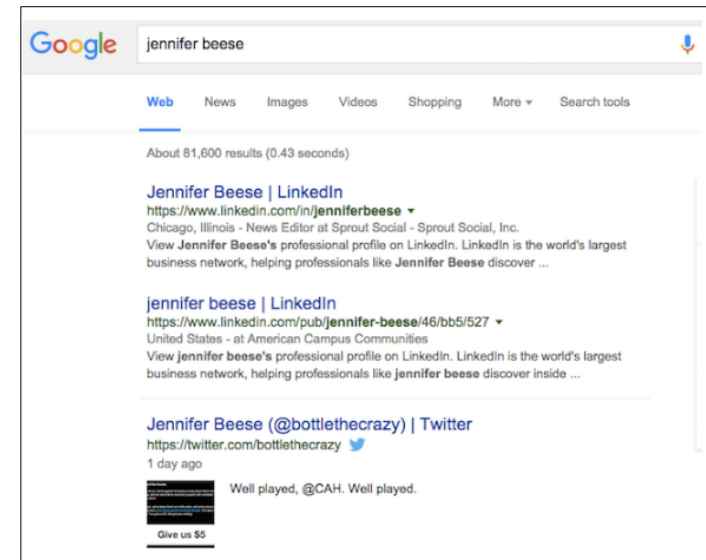


How? Studies show engaged employees have increase productivity, provide better customer service and have far fewer absences from work.

# 2016 -17 Social Media Industry Trends Cont.

## Trends that influence the social media landscape

- **The relationship between social media and SEO is real** - greater social signals (such as people sharing your content and sending more traffic to your website) can help you rank higher on search engine result pages.
  - Social content is becoming increasingly more visible in search results and in 2016 we'll see more platforms added to the index, making social content as valuable in Search Engine Optimization (SEO) as web content.
  - Social media profiles are often amongst the top results in search listings for brand names.
  - Companies should expand their concept of SEO to include not just the traditional search engines—Google and Bing—but also social search engines
    - YouTube is the world's second largest search engine (after Google) and process over 3 billion searches per month. <sup>(23)</sup>
    - Facebook search engine sees about 1.5 billion queries every day. <sup>(24)</sup>
    - Twitter search engine sees about 2.1 billion queries every day. <sup>(25)</sup>
    - Instagram just recently revamped its search engine to make discovering content on the platform easier for the end user.



**93%** ALL ONLINE EXPERIENCES  
Begin with a Search Engine

<http://illuminationconsulting.com/7-statistics-and-facts-that-show-the-significance-of-seo/>

## Goals



# 2016-17 Social Media Goals

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## Key Goals and Objectives

1. Grow social reach to ensure brand awareness and messaging are reaching key audiences, while building deeper community connections that help to “localize” and “humanize” our brand.
2. Strengthen relationships with members, prospects, brokers, employers, and the community by creating opportunities for more 2-way conversations with our brand that allow CareFirst to better understand social users in our service area.
3. Share critical CareFirst program and product messages.
4. Promote the value of CareFirst as an employer and our dedication to the community to increase candidate pool and attract highly-qualified, savvy, and innovative job seekers.
5. Enhance customer service recovery to ensure member retention, and showcase CareFirst value with prospects.
6. Continue to be a resource to help members, prospects, and the community lead healthy lifestyles.
7. Help to increase search engine optimization to ensure our CareFirst brand is in the top organic search results, enabling the brand to be top of mind.



## Tactics & Recommendations

# 2016-17 Social Media Tactics & Recommendations

## Tactics and Recommendations to Achieve Goals and Objectives

Goal/Objective	Tactics	Recommendations
Grow social reach to ensure brand awareness and messaging are reaching key audiences, while building deeper community connections that help to “localize” and “humanize” our brand.	<ul style="list-style-type: none"> <li>Promote our overall brand messaging and our Live Fearless campaign through social content and design.</li> <li>Promote partnerships with community organizations and sponsorships with local sports teams/entertainment venues via social channels.</li> <li>Utilize the niche markets on Instagram and LinkedIn to expand the reach of our brand message into new audiences who value our dedication to supporting the community.</li> <li>Develop messaging and creative utilizing storytelling that establishes more trust and loyalty with our brand.</li> </ul>	<ul style="list-style-type: none"> <li>Create and publish regular social media content on all of our corporate social media channels that is dedicated to promoting our brand and the Live Fearless Campaign.</li> <li>Incorporate more Live Fearless messaging into sponsorship related social content (i.e.: DC United Fearless Kick, MASN Fearless Fan Challenge) maintaining a balance with content tone.</li> <li>Create and publish content for Instagram and LinkedIn that focuses on CareFirst’s commitment to the community.</li> <li>Utilize associate and member stories from the “Faces of Fearless” campaign to help promote and put a personal touch to our brand.</li> </ul>
Strengthen relationships with members, prospects, brokers, employers, and the community by creating opportunities for more 2-way conversations with the brand that allow CareFirst to better understand social users in our service area.	<ul style="list-style-type: none"> <li>Use sponsorships and entertainment partnerships to create digital and on-site activations that help generate 2-way conversations and allow attendees to interact with the brand.</li> <li>Enhance social monitoring strategy to better leverage social conversations that will assist in understanding more about our social users, as well as trends in the industry that can drive future content direction and strategy. (Q1, 2017)</li> <li>Nourish and develop governance for acknowledging positive social media chatter. (Q4, 2016)</li> </ul>	<ul style="list-style-type: none"> <li>Create more opportunities (i.e.: “Faces of Fearless” testimonials) for the submission of user-generated content that encourages more conversational interactions with the brand.</li> <li>Join more social conversations with our sponsorships and entertainment partners.</li> <li>Leverage onsite sponsorship activations, such as a photo booth, to create a personal, interactive experience, the community can have with our brand.</li> <li>Partner with Marketing Analytics to improve our social listening efforts by monitoring more conversations happening around trends in the health care industry.</li> <li>Implement tactics to help better engage with happy social media users.</li> </ul>

# 2016-17 Social Media Tactics & Recommendations

## Tactics and Recommendations to Achieve Goals and Objectives

Goal/Objective	Tactics	Recommendations
Disseminate key messaging regarding CareFirst program and product offerings.	<ul style="list-style-type: none"> <li>• Increase awareness and education of CareFirst product and programs offerings (Blue Rewards, Medplus, etc.) using micro-target social media content promotion efforts.</li> <li>• More effectively communicate the value of CareFirst products and programs through social media content and design.</li> <li>• Use social media as an additional communication tool that group members can access for information on CareFirst products, programs and health and wellness information. (Q4, 2016)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop social communication campaigns that utilize innovative promoted content types as well as interest and behavior based targeting features.</li> <li>• Create and publish content and creative with a message specific for each micro-targeted audience.</li> <li>• Create and publish a wide variety of campaign content and creative to keep message engaging and ready for optimization.</li> <li>• Develop and implement communication plan that encourages group members to engage with CareFirst on our social media channels.</li> <li>• Leverage paid Facebook and LinkedIn content as an enrollment, product or program communication method for employer group members.</li> </ul>
Promote the value of CareFirst as an employer and our dedication to the community to increase candidate pool and attract highly-qualified, savvy, and innovative job seekers.	<ul style="list-style-type: none"> <li>• Improve our perception as a top employer in the MD/DC area through content aimed to showcase the value of working for CareFirst.</li> <li>• Develop strategy for paid content on LinkedIn that helps to build LinkedIn following, increase exposure for career opportunities at CareFirst, grow reach, and communicate to micro-targeted employer groups. (Q3, 2016)</li> <li>• Engage and empower Associates to be brand advocates by featuring them in "Why CareFirst" content. Use content to entice job seekers by showcases the benefits of working for CareFirst through the eyes of current employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Create, publish and employ LinkedIn (Paid) Sponsored Content for messaging promoting CareFirst careers, perks and benefits, community involvement and our associate life.</li> <li>• Leverage LinkedIn (Paid) Sponsored Content to grow company following and increase delivery of organic company updates.</li> <li>• Leverage LinkedIn (Paid) Sponsored Content to increase reach of CareFirst career opportunities, improving the candidate pool.</li> <li>• Utilize associate stories and opinions to portray the benefits of working for CareFirst.</li> <li>• Engage Associate Communications and HR to build a "bank" of associate advocates who are interested in being featured in social content promoting the company.</li> <li>• Develop internal communication plan to educate associates on our social efforts to promote the value of CareFirst and encourage them to share corporate social content.</li> </ul>

# 2016-17 Social Media Tactics Cont.

## Tactics and Recommendations to Achieve Goals and Objectives

Goal/Objective	Tactics	Recommendations
Enhance customer service recovery to ensure member retention and showcase CareFirst value with prospects.	<ul style="list-style-type: none"> <li>Maintain customer service social media SLAs and improve upon social media response times during open enrollment period.</li> <li>Use customer service inquiries to better understand concerns and issues with CareFirst products to create key takeaways for product development teams.</li> <li>Increase focus of neutral customer service experiences and use them as an opportunity to create a 2-way conversations with our brand.</li> <li>Create social hub with quick links to governance, policies, key contacts, etc, and share governance with senior management on a quarterly basis.</li> </ul>	<ul style="list-style-type: none"> <li>Use bi-weekly SBU social customer service meeting to generate conversations that help to enforce SLAs and SBU response times.</li> <li>Create a process to disseminate social feedback regarding CareFirst programs and products to key stakeholders.</li> <li>Create best practices and guidelines for engaging with neutral customer service experiences so all inquiries are addressed by customer service and users feels they are being listened to.</li> </ul>
Continue to be a resource available to help community members lead healthy lifestyles.	<ul style="list-style-type: none"> <li>Create and publish wellness content on all CareFirst corporate social channels to enforce our commitment to affecting the long-term health of our community.</li> <li>Develop wellness content that resonates with key audiences to increase social reach and engagement, which will help to generate more visibility when promoting CareFirst programs and products.</li> <li>Develop a blog presence to offer more in-depth wellness content to our social community, as well as provide tips and resources readers can use to continue to live a healthier lifestyle. (Q4, 2016)</li> <li>Use a blog presence to increase SEO and showcase our commitment to wellness innovation and programs.</li> </ul>	<ul style="list-style-type: none"> <li>Create/share more health &amp; wellness videos on all social channels to increase social engagement and conversation.</li> <li>Continue to evolve wellness content strategy using innovative and trending content topics and types that resonate better with our social audience.</li> <li>Create and build a branded and responsive section hosted on CareFirst.com to house health and wellness content .</li> <li>Create and publish articles from five different content categories on a bi-weekly basis.</li> </ul>
Help to increase search engine optimization to ensure our CareFirst brand is in the top organic search results, enabling the brand to be top of mind.	<ul style="list-style-type: none"> <li>Develop a blog presence to drive increased traffic to CareFirst.com. (Q4, 2016)</li> <li>Drive traffic to CareFirst product and program pages on CareFirst.com using social content with "link backs" to site.</li> <li>Connect with social and community partners to drive more traffic to CareFirst blog and social channels.</li> </ul>	<ul style="list-style-type: none"> <li>Leverage social media channels to promote blog presence being hosted on CareFirst.com.</li> <li>Include links to product and program pages within CareFirst.com on promoted social content to drive connectivity.</li> <li>Engage with sponsors and community partners and encourage them to share CareFirst blog posts on their social channels.</li> </ul>

# Resources

1. Social Media Active Users 2016: <https://www.thesocialmediahat.com/active-users>
2. Statista, The Statistics Portal: <http://www.statista.com/statistics/247614/number-of-monthly-active-facebook-users-worldwide/>
3. Statista, The Statistics Portal: <http://www.statista.com/topics/2019/youtube/>
4. DMR Stats | Gadgets: <http://expandedramblings.com/index.php/google-plus-statistics/>
5. DMR Stats | Gadgets: <http://expandedramblings.com/index.php/important-instagram-stats/>
6. Statista, The Statistics Portal: <http://www.statista.com/statistics/274564/monthly-active-twitter-users-in-the-united-states/>
7. DMR Stats | Gadgets: <http://expandedramblings.com/index.php/tumblr-user-stats-fact/>
8. DMR Stats | Gadgets: <http://expandedramblings.com/index.php/snapchat-statistics/>
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11. UPDATE: A breakdown of the demographics for each of the different social networks: <http://www.businessinsider.com/update-a-breakdown-of-the-demographics-for-each-of-the-different-social-networks-2015-6>
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19. 50 Must-Know Stats About Video Marketing 2016: <http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>
20. Age of Social Recruiting: <http://www.glassdoor.com/blog/infographic-age-social-recruiting>
21. Employee Advocates Are Hiding Super Powers. How They Can Transform Your Business: <http://www.socialchorus.com/resources/employee-advocates-are-hiding-super-powers-infographic/>
22. 5 Trends That Will Change How Companies Use Social Media In 2016: <http://www.fastcompany.com/3054347/the-future-of-work/5-trends-that-will-change-how-companies-use-social-media-in-2016>
23. YouTube - The 2nd Largest Search Engine (Infographic): <http://www.mushroomnetworks.com/infographics/youtube---the-2nd-largest-search-engine-infographic>
24. Facebook Community Update: <https://www.facebook.com/photo.php?fbid=10102273327714831&set=a.529237706231.2034669.4&type=1&theater>
25. Statistic Brain, Twitter Statistics: <http://www.statisticbrain.com/twitter-statistics/>
26. 24 Statistics That Show Social Media Is the Future of Customer Service: <http://www.socialmediatoday.com/social-business/24-statistics-show-social-media-future-customer-service>

# Contact Us



Be sure to follow CareFirst on all of our social media channels:

[www.carefirst.com/facebook](http://www.carefirst.com/facebook)  
[www.carefirst.com/twitter](http://www.carefirst.com/twitter)  
[www.carefirst.com/youtube](http://www.carefirst.com/youtube)  
[www.carefirst.com/linkedin](http://www.carefirst.com/linkedin)  
[www.carefirst.com/instagram](http://www.carefirst.com/instagram)

For more information on anything social media related please contact:

Name	Title	Email	Phone
Stephanie Smith	Director, Advertising/ Brand, Sponsorships, Design and Social Media	<a href="mailto:StephanieA.Smith@careFirst.com">StephanieA.Smith@careFirst.com</a>	410-998-4463
Dianne Henderson	Social Media Strategist	<a href="mailto:Dianne.Henderson@careFirst.com">Dianne.Henderson@careFirst.com</a>	410-998-4745