



# Maximize Your Social Media Presence

An Agent's Best-Practices Guide

**Humana**

# Table of contents

---

## 1 Why social media matters

- Understanding the senior audience online
- Why people use Facebook
- How social media fits into your marketing plan
- Developing your social media goals
- The importance of separating your personal and business pages

## 4 Understanding the elements

- Setting up your page
- Completing the About section
- Going deeper into your page
- Navigating your page
- Privacy

## 8 Developing a content strategy

- Keeping it compliant
- Considering your audience
- Leveraging the Marketing Resource Center
- Curating content
- Developing original content
- Understanding the types of Facebook content
- Creating a content calendar

## 14 Posting best practices

- Determining post cadence, length and format
- Knowing when to use hashtags
- Leveraging calls to action

## 16 Using additional features

- Understanding Facebook Events and Reviews

## 18 Communicating compliantly

- Understanding Messenger and community management
- Developing a professional tone and voice

## 21 Growing your presence

- Leveraging organic growth
- Working with the Facebook algorithm
- Using paid or boosted posts

## 23 Measuring your success

- Navigating Facebook insights

### AGENT SOCIAL MEDIA PREREQUISITES

Before setting up a Facebook business page, Agents must complete the mandatory **Humana MarketPoint University training** and understand Humana's **social media policies**.



## SECTION 1

# Why Facebook matters to your business

Technology has transformed nearly every facet of life from the way we visit the doctor to the way we keep in touch. Digital adoption continues to accelerate. It may feel like the future is a long way off, but it's already here. It's time to adapt, and you can start with Facebook. Here's why.

**2.41  
billion**

billion active  
monthly users<sup>1</sup>

**74%**

of active users  
log in daily<sup>1</sup>

**38  
mins/day**

the average time  
users spend on  
the platform daily<sup>1</sup>

**3rd**

most-visited  
website in  
the world<sup>1</sup>

# Understanding the senior audience online

Older adults continue to flock to technology platforms and devices. We've got the data to prove it.



81% of 60–69 year olds own a smartphone<sup>2</sup>



73% of Americans aged 65 and older use the Internet<sup>3</sup>



69% of Baby Boomers use Facebook<sup>4</sup>



49% of 60–69 year olds own a tablet<sup>2</sup>

## Why people use Facebook

People use Facebook for all sorts of reasons. Here are the most common ones:

**88%** to keep in contact with family and friends<sup>5</sup>

**33%** to get entertainment<sup>5</sup>

**23%** to get news<sup>5</sup>

You can leverage the top reasons people use Facebook when creating and sharing content. For example, your Facebook business page helps followers get to know you better. You could also ask clients to share your Facebook business page or contact information with their friends and family who may be in need of an Agent. When you post interesting and accurate health facts from reputable sources, you're both entertaining and educating them. When you share relevant news, you're keeping them informed and helping them live healthier.



# How social media fits into your marketing plan

Marketing promotes awareness and engagement. It happens online and off. To put it simply, marketing is the stories you tell and the images you present. Since you're not a full-time marketer—you've got clients to serve, after all—it's better to focus on a few integrated marketing channels and do them well. Facebook is a great place to start building your digital marketing plan.

## AGENT MARKETING CHANNELS

Advertising

Direct Mail

Email

In-Person Events

Social Media

Virtual Events

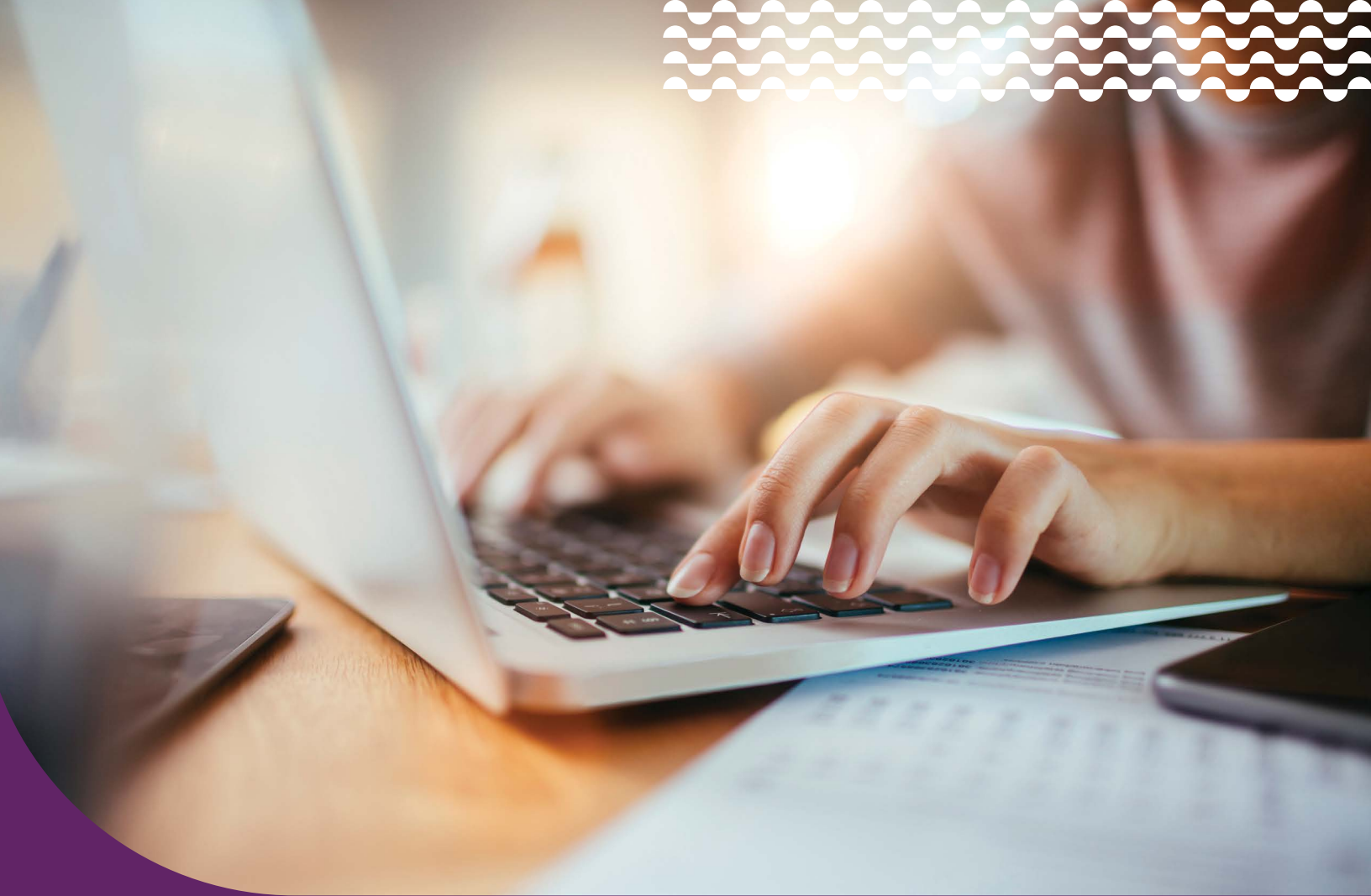
Website (External Agents only)

## Developing your social media goals

Social media isn't a magic wand. It's a commitment that takes time and effort on a regular basis, which means you want to be strategic and set goals. Determine how you want to use Facebook. If it's a new marketing channel for you, you may want to start by building awareness and engagement. After you've gotten the hang of it, you can transition to driving conversions for sales appointments. Once you've built both your Book of Business and your Facebook page, you can then focus on retention.

## The importance of separating your personal and business pages

While you want to let your personality shine through your business page, you should keep your personal page separate. This protects your privacy and helps to present you as a trusted professional. A business page is required to participate in Humana's Social Media program.



## SECTION 2

# Understanding the elements of a Facebook business page

When it comes to social media, change might be the only constant. Designs are revamped, new features released, elements sunsetted. If you can keep a mindset of flexibility and adaptation, you'll be better poised to ride out and even embrace the change. For example, Facebook launched a new, cleaner design in July 2020 that focuses more on groups and events.



# Setting up your page

You will need a personal Facebook page if you don't already have one to create a business page. When you first set up your Facebook business page, you want to take your time so you can be thoughtful. Be sure to double-check your spelling too. Start with your page information.

## PAGE NAME

The simpler your page name, the better. Try using your name followed by a comma and "Licensed Sales Agent" or "Licensed Health Insurance Agent." If you're part of an agency or brokerage, you can simply use the firm's name. You are not permitted to use Humana in your page name or create a page name that appears to be in any way connected to the government or portrays yourself as a representative of Medicare or any other government agency.

---

## CATEGORY

Facebook allows you to choose up to three categories that describe your business. You might want to choose Insurance Agent and/or Insurance Broker. You might also want to choose Medical & Health.

---

## DESCRIPTION

Here's where you describe the services you offer. You are limited to 255 characters, so you want to be succinct. For example, "Specializing in Medicare insurance including Medicare Advantage, Medicare Supplement, Prescription Drug Plans, Dental and Vision in the Louisville area."

---

## PROFILE PHOTO

Your profile photo can be your headshot or a logo. It should put forth a positive and professional image of yourself as your profile picture will accompany your posts. You'll want to choose a high-resolution image that is at least 170 x 170 pixels.

## COVER PHOTO

Your cover photo is your opportunity to share more about yourself and your business. It could be a logo or a photo. You might consider using a platform like Unsplash to find free, quality stock photos that represent the health insurance industry. Choose an image that is at least 150 pixels tall by 400 pixels wide.

---

## CONTACT

Be sure to complete the contact section with your phone number, email and website link. You can also include your mailing address. If your home is your office, you might want to consider getting a post office box to keep your home address private. You can also enter your city and state and leave the rest blank.

*Bonus tip: you can edit the blue "Send Message" button (under your cover photo) to show a different call to action that better suits your business. Options include: "Contact Me," "Learn More" or "Call Now."*

---

## SERVICE AREA

The service area section allows you to select up to ten neighborhoods, cities or regions where you offer your services. This can help potential clients in your area locate you. Make sure you are licensed in the areas you select.

# Navigating your page

Facebook has several tools to help you navigate your business page so you can be more strategic in your digital marketing efforts.

## GETTING TO YOUR PAGE

Facebook's new layout first launched in early 2020. Learn more about the new Facebook layout [here](#). You might need to switch to the new layout to follow along with the screenshots below. In the new Facebook layout, you can find the pages icon along the left side of your screen.

*Bonus tip: you can also add a shortcut to your page so it's even easier to access.*

## NOTIFICATIONS

Notifications keep you updated on your business page activity. Facebook's notification icons can alert you to items that may require your attention. Learn more about Notifications [here](#).

## INBOX

Facebook's inbox is meant to help manage interactions with page visitors in a single location. Your inbox shows messages via Facebook's Messenger platform. It also shows comments to all your posts so you can respond in one place rather than post by post. Finally, it allows you to set up automatic responses for greeting people or responding to feedback. Get more details about your Inbox [here](#).

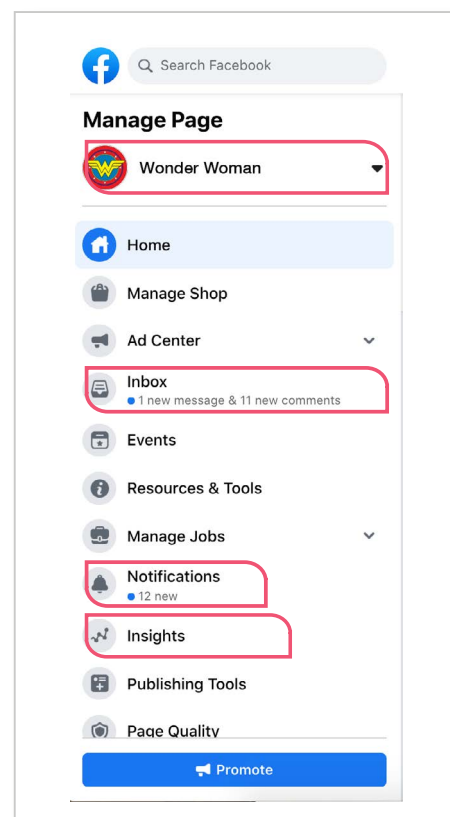
*As a reminder, Agents are not permitted to initiate contact with consumers through Facebook Messenger as it is considered unsolicited contact per CMS marketing rules. Agents should not discuss specific plan benefits, personal health information or any customer service issues on social media. Instead, request that the client contact you by email or phone to address the issue. Learn more about communications later in this guide.*

## INSIGHTS

The Insights tool lets you know if you're reaching the people you set out to reach. It provides you with aggregated data on demographics, interests and lifestyles. The information you glean from Insights will help you understand which posts work best for your page, how people interact with your page and how you can improve your page. Read more about Insights [here](#).

## SETTINGS

Settings allow you to control who sees your page, who can post on your page, what notifications and messages you receive and how, what apps can be used on your page and how to control tags and mentions of your page. Learn more about Settings [here](#).



**JUMP TO SECTION 6:  
COMMUNICATING COMPLIANTLY**





# Go deeper with your Facebook page

## VERIFYING YOUR PAGE

Verifying your business page will help to rank it higher in search results, add legitimacy to your page and notify users that yours is the official page if a duplicate is created. Learn how to verify your business page on Facebook's [Business Help Center](#).



## Security on Facebook



Be sure to set up a two-step verification for your account and use a strong password that is unique to this site. Resist the urge to reuse passwords from other sites and keep your password private. If you want someone to help you manage your Facebook business page, give that person admin or editor access rather than your login information. This helps to keep your personal and business pages separate and your private information secure.



## SECTION 3

# Developing a content strategy

# Keep it compliant

The Centers for Medicare & Medicaid Services' (CMS) Medicare Communication and Marketing Guidelines (MCMG)<sup>6</sup> outline what is considered communications versus marketing. Remember that Agents can create their own communications content but must use Humana's [Marketing Resource Center](#) (MRC) for any marketing content, which is pre-approved, customizable and ready to use.

## COMMUNICATIONS

Activities and materials that provide information to current and prospective enrollees. Communications do not require prior approval by CMS. Examples of Communications include:

### Educational posts:

- Health news and insurance industry trends
- Articles and resources on wellness, public health, safety
- Links to videos from credible resources (see page 11 for more details)

### Uplifting and motivational posts:

- Inspirational quotes and stories (not testimonials about you, a carrier or a plan)

### Get-to-know-me posts:

- Lifestyle photos and videos of you enjoying things that make you happy
- Images and stories of the positive things happening in your community

## MARKETING

Activities and materials with the intent to draw attention to a plan or plans to influence someone's decision-making process either during enrollment or for retention. Marketing does require pre-approval by CMS. Examples of Marketing include, but are not limited to, details about the plan's:

- Premium
- Deductible
- Copay
- Supplemental benefits
- Benefit structure
- Cost sharing
- Provider networks
- Measuring or ranking standards

Humana's social media content on the Marketing Resource Center (MRC), accessible via [Vantage](#), has pre-approved Marketing content that is ready to post. Once you complete the [required training course](#), you're ready to start posting.


# Considering your audience

Creating and sharing content that your audience wants can help drive engagement. Ask yourself these questions:

Who is connecting with you?

What content works best?

How do you stand out from the competition?



You can leverage Facebook Insights to confirm you're reaching the demographic you intended. Be sure you use imagery, language and topics that reflect the audience you want to reach. Insights can also help you discover the best days and times to post content. We'll discuss more posting best practices later on.

**JUMP TO SECTION 4:  
POSTING BEST PRACTICES**



## ENACTING HUMAN CARE ONLINE

You'll want to put yourself in the audience's seat and try to see the world from that perspective. Ask yourself what your audience needs and wants to live a healthier and happier life and then share content that helps them do that. Taking your audience and their needs and wants into consideration is key to making healthcare more human. By doing this, you empathize with your audience and share meaningful and helpful content. You're being personal and caring while making their lives a little easier, which is what human care is all about. When you're authentic and adding value to your followers' feeds, you're more likely to see better audience engagement.

Finally, scoping out the competition can help you find your niche. Figure out what makes you unique. How are you making healthcare more human for your clients? What are your strengths? Where do you see an opportunity to set yourself apart? Maybe you volunteer with your local food bank or personally deliver birthday cupcakes to your Book of Business. Tell those stories with photos and videos. Demonstrate how your work makes a difference. Show your personality and your commitment to your clients.

## Using MRC content

The MRC has a growing library of social media content to help you raise awareness, deepen engagement and generate leads. Humana has taken the guesswork out of Marketing content and developed a suite of pre-approved posts you can leverage for your Facebook business page including agnostic and Humana-branded Medicare content as well as helpful health and wellness content. Medicare content includes customizable fields for your contact information to make it even easier for followers to get in touch with you. Get all the training you need to use and maximize these MRC assets at [Humana MarketPoint University](#).





# Curating content

Curating content is sharing content created by others. Curated content includes Humana’s MRC posts as well as videos, photos and links from reputable sources. When first developing your page, you may want to lean heavily on curated content and over time add in more created content. *Curate* comes from the Latin meaning “to take care of.” While the meaning has since expanded to include the compilation of ideas or things, the concept of taking care remains as important as ever, especially on social media. The Internet has made access to information more widely available, yet misinformation continues to proliferate.<sup>7</sup> Misinformation could be dangerous regarding health and wellness. As an Agent, you are seen as a trusted health advocate and resource, which means you have a duty to share only accurate and helpful health information from reputable sources. Libraries can be a good resource to help you determine the credibility of information.

[Here’s a good starter on evaluating Internet resources.](#)

## WHAT IT MEANS TO BE DIGITALLY LITERATE

Being digitally literate means you can think critically about and thoroughly investigate the information you find and share online. You can discern when a profile or site presents false or misleading information. You’ve taken the time to examine a piece of content, evaluate its merits and have done additional research to verify its claims if needed.

## SPOTTING FAKE PROFILES

While Facebook works to remove fake accounts, you and your clients still want to be on the lookout for them. Like scammers, fake accounts typically want to get your private information. Read an account’s profile, confirm the photos appear genuine and check out the account’s friends. You can always use Facebook’s privacy tools to block and report a suspicious profile.

## AVOIDING CLICKBAIT

Clickbait is content with the main intention of attracting attention and encouraging people to click to a website. Beware of grabby, manipulative, exaggerated, sensational or incendiary headlines. Some questions to ask about a piece of content are:

### **Who created this and who is their audience?**

Click the About section to understand more about the source and their point of view. Confirm it is trustworthy.

### **Who paid for this or gets paid if you click this?**

Often, the goal of these types of content pieces is to make money rather than share useful information.

### **Do the sources support the claims?**

Confirm that data or sources have not been misrepresented or manipulated.

### **Is it current?**

Sometimes misleading content will cite out-of-date information or old news stories in an effort to make a distorted claim.

### **What do the experts say?**

Sites such as FactCheck.org, Snopes.com and PolitiFact.com work to fact check viral claims.

## DEVELOPING A DISTINCT POINT OF VIEW

Social media allows you to celebrate your perspective and personality so you can differentiate yourself from other Agents. Perhaps you have a passion for gardening, hiking, knitting, reading or listening to podcasts. Highlight those interests so followers can get to know you as a person in addition to your services as an Agent. Curate articles and videos that showcase your passions when it comes to health and wellness.

## SHARING OTHERS' CONTENT

Be sure to credit sources whenever possible to avoid plagiarism. You might want to tag the source if they have a Facebook page. If not, still give them credit for their work because it likely took a lot of time and effort to make it. Plus, it's the right thing to do.

# Developing original content

When creating original content, you want to look as professional and polished as possible. As mentioned before, get-to-know-me posts are a great opportunity for original content. There are now apps that help you create beautifully designed posts and videos through easy-to-use templates. No design or editing experience needed! You might want to check out Canva for graphics and photos and Story Slicer for cutting and editing videos.

*Remember: Agents can only create their own content when the information is not related to Medicare, not considered marketing and only considered communications under CMS' MCMG. In addition, Agents cannot create their own content regarding Medicare.*

# Understanding posts vs. stories

Facebook now gives you two options for uploading content: posts and stories. Here's a breakdown of the difference between the two.

	Posts	Stories
Content Location	News feed (also called timeline)	Story section
Content Lifetime	Permanent until deleted	24 hours
Benefits	Can be edited or deleted Great for sharing article and video links Comments and likes are public Permanence helps build brand	Potential for increased reach Post multiple content pieces at same time, which are collated to prevent "spamming" Great for temporary content Can be deleted
Cons	Potential to "spam" followers with multiple, same-day posts Content must compete against Facebook algorithm for views	Cannot be edited Only creator can see comments and likes

# Creating a content calendar

A healthy content calendar has a mix of different types of content in multiple formats to keep followers engaged and excited. You'll want to make your content timely and relevant as well. For example, you could post a link to outdoor activities in the summer or stress relievers during the winter holidays. Spreading out your posts will help keep users regularly engaged. When you plan your content out in advance, you'll be able to see a holistic picture of what you're posting and spot any holes. For a balanced content calendar, you'll want to weave together promotional content of your services and events with helpful content about health and wellness as well as fun posts and stories that show your personality.

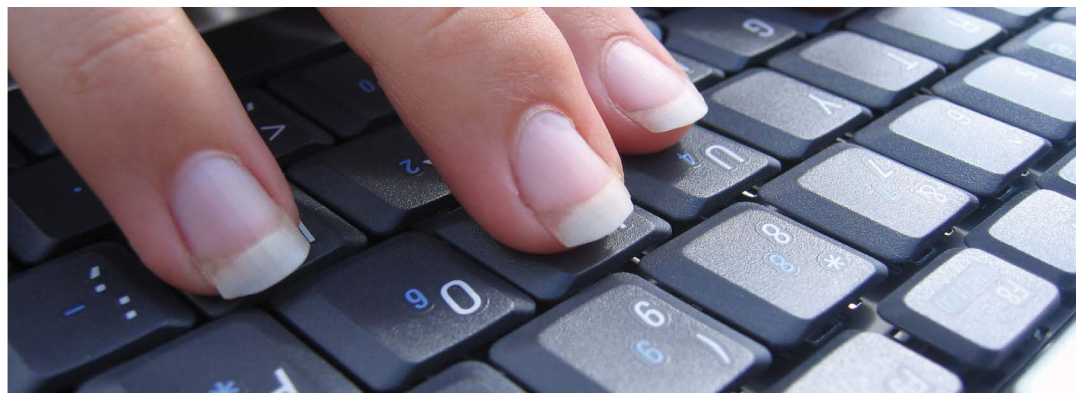
## SCHEDULING POSTS AHEAD OF TIME

Facebook and third-party social media platforms such as Sprout Social or Hootsuite allow you to schedule posts in advance. Facebook's advance scheduling is free, whereas third-party platforms may have a subscription fee. The MRC also enables you to schedule posts in advance within a certain time frame and cadence.

Scheduling posts in advance allows you to dedicate a single afternoon to teeing up the next month's social media calendar rather than try to work it into your daily workflow. To schedule a post in advance on Facebook, click Publishing Tools on the left side of your business page. Then click Create Post to write and schedule a post for your chosen date and time. Your post will automatically go live, right on schedule.

## SELECTING OPTIMAL DAYS AND TIMES TO POST

According to a recent study by Sprout Social, the best time to post on Facebook is Wednesday between 11 a.m. and 12 p.m.<sup>8</sup> In general, the middle of the day on weekdays also sees high engagement. This is aggregated data from all Sprout Social users in all types of industries and locations. You may find different results for your page based on your followers. You can use Insights to discover when posts perform best to optimize your schedule. If you find a time and day used to work but not longer does, experiment until you find a rhythm that works for your page.





## SECTION 4

# Posting best practices

Following best practices will better position you to reach your target audience and achieve your goals. Just as you would strive to do in person, you want to make a good impression online too. Every post or story represents you and your business, so you want to be thoughtful and intentional on the platform.





# Determining post cadence, length and format

When it comes to cadence, consistency is key. Determine a schedule that is manageable for you. That could be once a day or three times per week. You don't want to over do it, either. Two posts a day is usually the maximum most businesses post.

Keep your posts simple and to the point. Less is more, as the old adage goes. There's no need to write a thesis. In fact, 40-character posts receive 86% more engagement than others while 80-character posts receive 66% more engagement.<sup>9</sup> Asking questions can also be a great way to get people to comment on your posts.

Visual formats such as photos and especially video typically perform well. Be sure to use high-quality images whenever possible to put yourself and your brand in the best light. You'll also want to write a caption to give followers as much context as possible for your content. Experiment with different formats to see what works best for your audience.

## Knowing when to use hashtags

A hashtag is a word or phrase preceded by the hash sign (#) that aggregates posts around a specific topic. Hashtags make your posts searchable and essentially function as key words or phrases.

Unlike Twitter and Instagram, where hashtags are commonplace, Facebook hashtags are typically less so. They can also be an important tool for discovering trends and listening to users. Don't forget that Career Agents are required to use the hashtag #HUMEmployee when posting content from the MRC.

*Bonus tip: a single hashtag could be useful in making your content findable without distracting from your post.*

## Leveraging calls to action

As part of your content mix, you'll want to share posts that are helpful with ones that drive followers to make a specific action like calling or emailing you. You'll want to balance both types to create an authentic experience that shows you care about your followers and want to help them lead their healthiest and happiest lives. Getting followers to contact you or sign up for an educational seminar is, of course, a big piece of your digital marketing strategy, but it can't be the only thing. You want to come across as an advocate rather than a salesperson. Having both call-to-action posts and ones without will help you achieve that goal.



## SECTION 5

# Using additional Facebook features

## EVENTS

Facebook Events can help you connect with your audience. Events can be in-person or virtual. If you're giving a Medicare 101 seminar or a presentation about the importance of exercise, for example, you can post that to Facebook Events to promote your talk.

### Pro tips:

- You can now document virtual events in [Connection Hub](#) (*Career Agents only*)
- Leverage assets in the [MRC](#) to promote your event by searching for “Virtual”
- Use the [Virtual Education Events job aid](#) on MarketPoint University
- Include an engaging title, high-quality image and interesting event description in your Event

### Use these two disclaimers:

- A salesperson will be present with information and applications
- For accommodations of persons with special needs at sales meetings, call <Insert phone and TTY numbers>

### Compliance requirement:

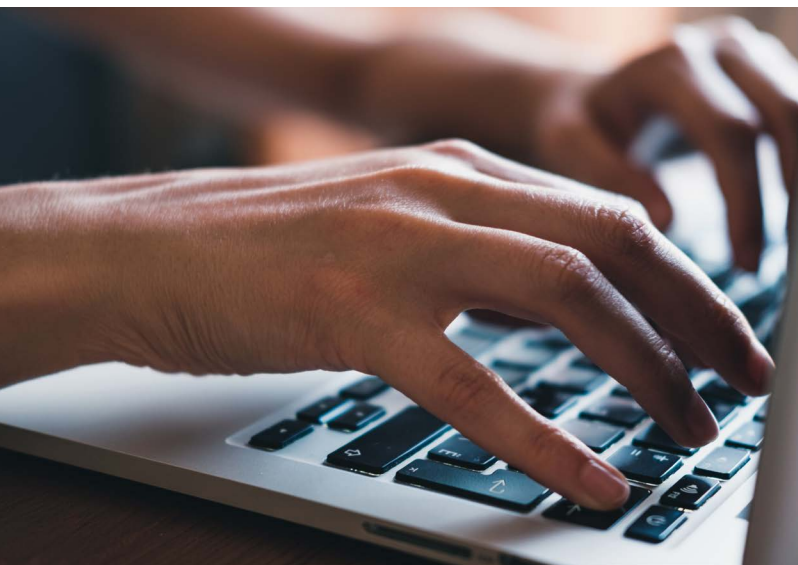
Report your event prior to promoting it or 10 days in advance (whichever comes first) to your Sales and Marketing Support Executive (SMSE) along with event:

- Type: *Virtual Educational*
- Meeting URL
- Call-in number
- Meeting number (access code)

## REVIEWS

Facebook now enables users to recommend or not recommend a business through Reviews. When a customer publicly recommends you to a Group or their friends, it will now appear on your page. You can select “Give feedback” in the post menu to report content you believe is either unfair or spam. The idea behind Reviews is to give you more insight into what your clients like and improve your business. Learn more about [recommendations](#). This could be a great tool to use for referrals from existing clients and followers.

*Pro tip: if someone makes defamatory or derogatory comments toward you or Humana, forward the comments to [hr4u@humana.com](mailto:hr4u@humana.com) or [medicaresocialsupport@humana.com](mailto:medicaresocialsupport@humana.com).*





## SECTION 6

# Communicating compliantly

# Understanding Messenger and community management

Social media can make it easier to have conversations with prospects and clients; however, it's important to understand that social media conversations, unlike verbal discussions, are documented, public and permanent. You'll want to use good judgment and post with as much foresight as possible because your words will be viewable and accessible for posterity.

## MESSENGER

Like text messaging, Facebook messenger is considered electronic direct messaging and is considered unsolicited contact by CMS' MCMG and, therefore, is not permitted.

*Pro tip: if someone reaches out to you via Messenger, send them your phone number and/or email address and ask them to contact you through one of those channels.*

## COMMUNITY MANAGEMENT

Community management on Facebook entails facilitating and moderating discussions such as replying to follower comments. You'll want to respond factually and avoid steering or marketing in your responses. We'll discuss some tips for a professional tone and voice in the next section.

Here are some situations you might encounter on your Facebook business page and how to handle them:

Situation	Actions to Take
Someone asks for specific plan or benefit details	Ask them to contact you directly via phone or email
Someone shares private or personal information	Remind them of the importance of keeping their health and personal data secure Hide their comment Ask them to contact you directly via phone or email
A member needs customer service but has not tagged Humana	Reply that you will connect them with Humana customer service Use the service inquiry feature on My Humana Business Center (in Vantage) to report the issue
A member needs customer service and has tagged Humana	No need to do anything Humana's Facebook monitoring tool will identify the comment for appropriate handling
Someone makes defamatory or derogatory comments about you or Humana	Do not respond Forward the comments to <a href="mailto:hr4u@humana.com">hr4u@humana.com</a> and <a href="mailto:medicaresocialsupport@humana.com">medicaresocialsupport@humana.com</a> to be handled
A member of the media or press contacts you on Humana-related business	Do NOT respond in any way or ask any questions Immediately forward the comment via email to the appropriate media contact found <a href="#">here</a>

*Compliance requirement: Likes or comments are not considered permission to contact. You are not permitted to contact someone if they simply like or comment on your post.*

# Developing a professional tone and voice

Being seen as a professional online and off can help build your personal brand. Prospects and clients want to know you have their best interests at heart, that you take your job seriously and that you know your stuff when it comes to Medicare. It's important to remember, though, that being professional isn't the same as being devoid of personality. On the contrary, your written voice should sound like your speaking voice: authentic, kind, courteous, responsible, respectful and unique to you. You can still have fun while being helpful and professional.

As discussed in [Section 3](#), you'll want to figure out your niche and what differentiates you from the competition. Once you've done this, you can use specific words or phrases related to that niche or passion. Maybe your love of baseball permeates everything you do. Lean on those baseball metaphors and analogies to share health and wellness information. If you, as the writer, have fun, your reader will too. If you're not sure where to start, look at your favorite business pages in any industry to see what they say and how they say it. Give yourself permission to play and experiment.

## Compliance requirements:


- Do not post disparaging, threatening, harassing, discriminatory or other inappropriate content.
- Do not imply or state that your opinions represent the opinion of Humana.





## SECTION 7

# Growing your Facebook presence



Once you've determined your target audience, set goals, completed your business page and planned your content mix, followers will flock to your page, right?

Not necessarily. As noted in **Section 1**, social media is a marathon, not a sprint. It will take some time to gain traction. Here's how you can help speed up the process.

**JUMP TO SECTION 1: DEVELOPING YOUR SOCIAL MEDIA GOALS**



## Leveraging organic growth

You can grow your business page organically, meaning without paying to boost posts or buy ads. Here are some tactics you might consider:

- Invite your friends from your personal page to like your business page (allowed once)
- Include the link to your Facebook business page in your email signature and on business cards
- Add the Facebook logo to your website that links directly to your Facebook business page (External Agents only)
- Focus on sharing valuable, helpful content

## Working with the Facebook algorithm

Facebook's algorithm controls what posts users see in what order. In other words, publishing a post doesn't mean it will be read. The algorithm continually evolves to give users more content they will find valuable and meaningful while keeping them on the site longer. Here are ways you can work with the algorithm:

- Post regularly
- Post high-quality, helpful, accurate information
- Use videos
- Encourage followers to check the "See First" preference when they like or follow your page through a post that explains how to do it. This [Facebook article](#) explains how it works.
- Use [Audience Optimization](#) to reach your intended audience by targeting organic posts





## SECTION 8

# Measuring your success

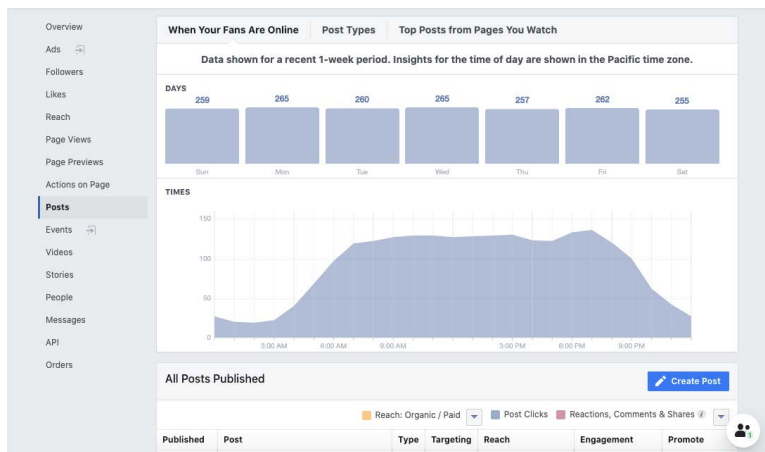
Knowing where you are helps you understand what path to take to get where you want to go. As with anything, stepping back to see how things are going with your Facebook business page can help you determine what's working and what you might want to change. You can see how you're tracking toward your goals and pivot if needed. Because data without any insight is just a bunch of numbers, and insight without any action is just some ideas.

# Navigating Facebook Insights

You can find Insights on the right-hand side of your Facebook business page. There, you'll see graphs and dropdown menus for a slew of data points on the various elements of your page as well as your audience.

Your Page Summary gives you a global snapshot of your Facebook business activity. You can see activity from the past month, week or day. The next section has your five most recent posts with high-level data points on reach and engagement. The last section, Pages to Watch, can help you compare your page to posts of similar pages on Facebook.

Spend some time perusing the various subsections to get a feel for each. You might want to pay special attention to the following sections.



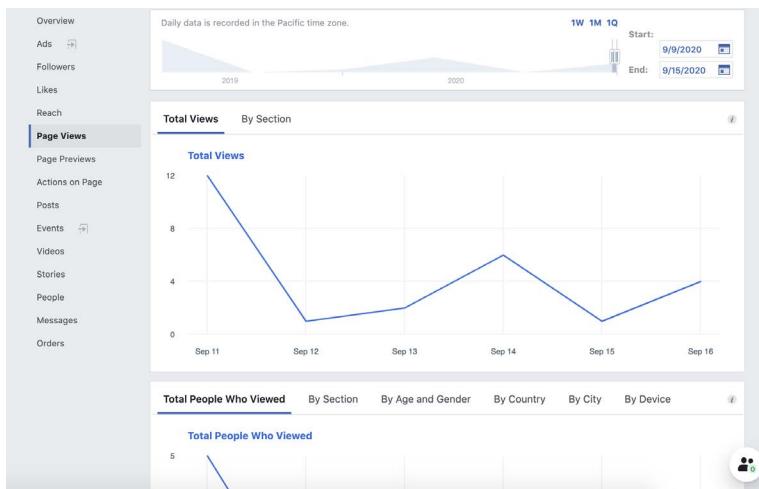
## POSTS

This functions as a snapshot of your posts. You can see posts by type (link, photo, video, etc.), targeting, reach and engagement. You'll be able to see when your audience is online so you can match your posting schedule. It will also show you which types of content perform best for your page so you can optimize your content.



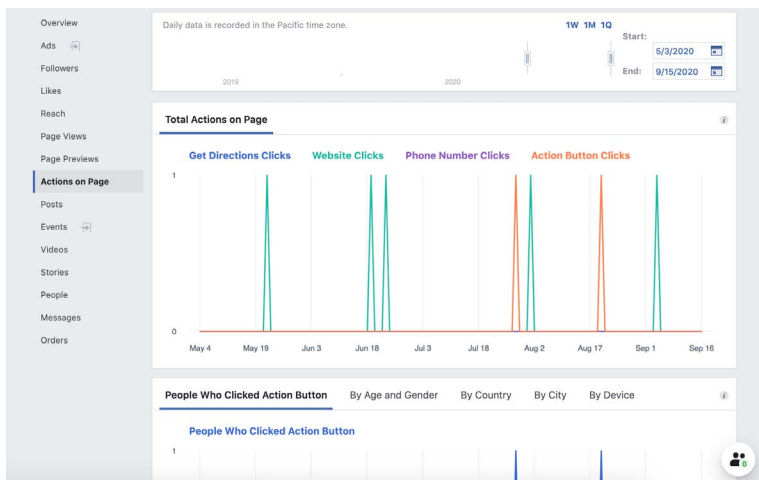
## PEOPLE

The People section is where you can learn more about the people who are following your page and if they are in your target audience. It will let you know what cities your followers live in and what languages they speak.



## PAGE VIEWS

Page Views lets you know how many people are viewing your page and what they're looking at when they view it.

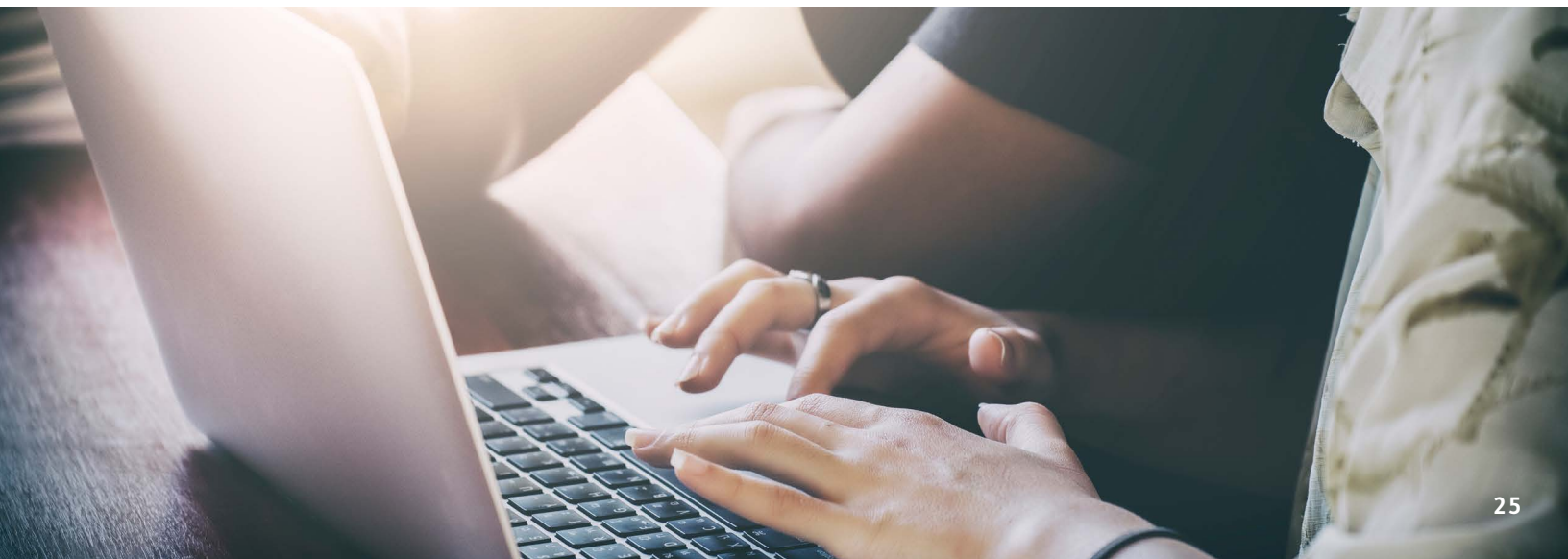


## ACTIONS ON PAGE

The Actions on Page section will help you ascertain what actions people are taking when they interact with your page and your content. You can find out if they are following your calls to action.

# Getting the most out of Insights

Using Insights will help you discover what content works and what doesn't. You'll want to check it regularly so you can make informed decisions about your content, optimize your page and adjust as necessary.





# Put your new tools to use, and turn them into success.

Social media is just one way you can connect with prospects and clients digitally. Now you can offer educational seminars and sales presentations virtually as well—we'll show you how, from start to finish. Humana is here to help you adapt so you can keep growing your book of business. Discover how you can transition to a virtual sales process at [IgnitewithHumana.com](https://www.humana.com/ignite).

Be sure to check out our new resources including our new [Virtual Sales Hub](#) as well as ongoing [training events and webinars](#) including panel discussions from top-producing Agents.

Your [local support team](#) is standing by, ready to help. Our Agent Support Unit is also here for you by phone at **1-800-309-3163** or email at [agentsupport@humana.com](mailto:agentsupport@humana.com). We're ready to help you succeed online and off.

## Humana<sup>®</sup>

---

<sup>1</sup><https://www.socialmediatoday.com/news/the-top-10-facebook-stats-for-2020-infographic/571167/>

<sup>2</sup>[https://www.aarp.org/content/dam/aarp/research/surveys\\_statistics/technology/2019/2020-tech-trends-survey.doi.10.26419-2Fres.00329.001.pdf](https://www.aarp.org/content/dam/aarp/research/surveys_statistics/technology/2019/2020-tech-trends-survey.doi.10.26419-2Fres.00329.001.pdf)

<sup>3</sup>[https://www.pewresearch.org/fact-tank/2019/06/18/americans-60-and-older-are-spending-more-time-in-front-of-their-screens-than-a-decade-ago/?utm\\_source=Pew+Research+Center&utm\\_campaign=041770d7ae-Internet-Science\\_2019\\_06\\_27&utm\\_medium=email&utm\\_term=0\\_3e953b9b70-041770d7ae-400310621](https://www.pewresearch.org/fact-tank/2019/06/18/americans-60-and-older-are-spending-more-time-in-front-of-their-screens-than-a-decade-ago/?utm_source=Pew+Research+Center&utm_campaign=041770d7ae-Internet-Science_2019_06_27&utm_medium=email&utm_term=0_3e953b9b70-041770d7ae-400310621)

<sup>4</sup><https://www.visualcapitalist.com/visualizing-social-media-use-by-generation/>

<sup>5</sup><https://www.statista.com/statistics/972892/reasons-being-on-facebook-usa/>

<sup>6</sup><https://www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/FinalPartCMarketingGuidelines>

<sup>7</sup><https://www.annualreviews.org/doi/full/10.1146/annurev-publhealth-040119-094127>

<sup>8</sup><https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

<sup>9</sup><https://sproutsocial.com/insights/facebook-best-practices/>

“

**It's a dialogue, not a monologue... Social media is more like a telephone than a television.**

”

– Amy Jo Martin, author of *Renegades Write The Rules*