



Zing Health Social Media Guide



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Benefits of Using Social Media

Social media has become an important communication and interaction tool. Knowing this, there are numerous reasons to use social media to market yourself and your business.

- 1 **Wide Reach** - Social media platforms have billions of users worldwide, providing an opportunity to reach a wide, diverse audience. Individuals and businesses can expand their reach beyond traditional marketing channels and engage with potential customers in a more personal and meaningful way.
- 2 **Brand Building** - Social media can be used to build and maintain an individual's or business's identity. High quality content and social engagement can lead to increased brand recognition and loyalty.
- 3 **Targeted Audience** - Social media platforms provide enhanced targeting options that reach specific audiences based on demographics, interests, and behaviors. Marketing can be focused on the people who are most likely to be interested in what you have to offer, increasing the likelihood of conversion.
- 4 **Cost Effective** - Social media is a more cost effective marketing solution versus traditional media outlets like print, TV, and radio. This allows businesses of all sizes to get eyes on their products and services within budget.
- 5 **Feedback and Reporting** - Social media provides real-time feedback and insights on marketing efforts, allowing individuals and businesses to measure the effectiveness of their campaigns and make data-driven decisions to optimize their marketing strategies.

Let's Look at the Stats...



71% of adults aged 50+ are on Facebook. 60% of adults 55+ use Facebook at least once a day¹.



51% of adults aged 50+ use YouTube¹.



17% of all X (Twitter) users are aged 50+. The number of worldwide X users is expected to grow to 497.48 million by 2025².



LinkedIn ads reach 15.3% of the global 18+ population³.

¹ <https://creatingresults.com/blog/2023/07/10/what-social-media-do-seniors-use-most/>

² https://blog.hootsuite.com/twitter-demographics/#General_Twitter_user_demographics

³ <https://blog.hootsuite.com/linkedin-demographics-for-business/#:~:text=60%25%20of%20LinkedIn%20users%20are,people%20over%2055%20use%20LinkedIn>

Getting Started With Social Media

Set up a Profile - Your profile should include who you are, what you offer, your professional brand, a way for individuals to contact you, and your website or portfolio. Consider creating a business page or account to keep your personal account separate.

Picture - Include a picture of yourself, but keep it professional. You could also include photos of some of your work as well.

Brand - You can use professional branding to promote your skills, accomplishments, and reputation in your field, and convey your value as a professional. Having a brand will help you stay more consistent with content.

Website - Having a website or landing page will provide a central location to house your business's products and services. A website establishes your brand's online presence and legitimizes your business. Customers and clients can also use your website to interact with you and your business, which can help with relationship building, trust, and loyalty.

Connect with Your Audience - Sharing visual content showcasing your involvement in the community, such as hosting an event, participating in a local walk or, volunteering, will show your audience that you are an active member of the local community, relatable, and authentic. This could also present some opportunities to meet your audience firsthand.

Posting - Consistency is key when posting on social media. Posting relevant and engaging content consistently on your page will ensure your audience is interacting with your page and keeping your business in the forefront of their mind. Adding various forms of media, i.e. photos, videos, links, will also promote engagement.



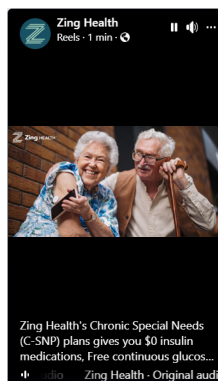
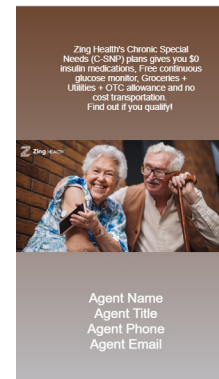
What's the Difference?

On Facebook, there are several different types of content you can create and share with your audience, each with its unique features and benefits. Here's a breakdown of the main differences between a post, a story, a reel, and a live:

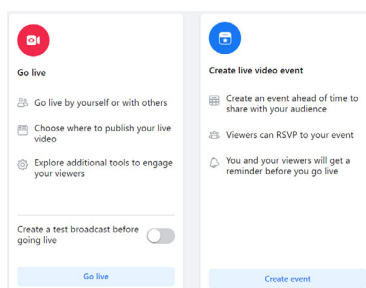
Post - A post is the most common type of content on Facebook. It's a status update or message that can include text, photos, videos, links, and other multimedia. Posts can be published on your timeline, a page you manage, or in a group. Posts can also be boosted or promoted to reach a larger audience.



Story - A story is a short-form, vertical video or image that appears at the top of the Facebook mobile app. Stories disappear after 24 hours and can include filters, stickers, and other interactive features. Stories are a great way to share in-the-moment content with your audience and can help increase engagement and visibility.



Reel - A reel is a short-form, vertical video that's similar to a story, but with more creative tools and longer duration. Reels can be up to 60 seconds long and can include music, filters, text, and other effects. Reels are a newer feature on Facebook and are designed to compete with other short-form video platforms like TikTok.



Live - A live video is a real-time, interactive broadcast that allows you to engage with your audience in real-time. Live videos can be scheduled or spontaneous and can include Q&A sessions, product demos, behind-the-scenes content, and more. Live videos are a great way to build a more personal connection with your audience and can lead to increased engagement and brand loyalty.

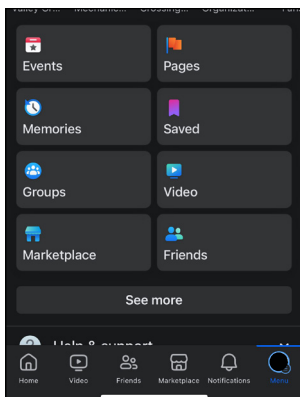
Creating a Facebook Business Page

Creating a Facebook business page helps establish a professional online presence and provides a way for you to market yourself and your services on social media. A business page is free to create and allows you to separate your personal life from your business, which is important for maintaining a clear brand identity and credibility with your audience. Building a stronger brand image, tracking and measuring your performance, targeted advertising, and customizing your page to your unique needs and goals are just a few additional benefits to consider.

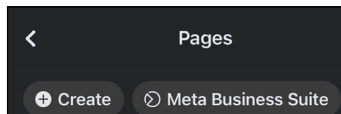
You will need a personal Facebook page to create a business page.

Creating a business page on Facebook mobile:

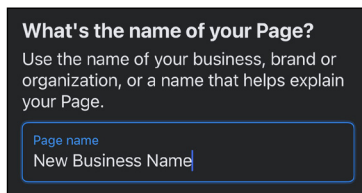
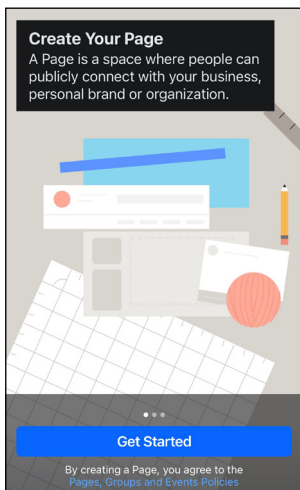
1. Choose the **Menu** option on your Facebook mobile app, then find and choose **Pages** from the options.



2. Choose the **Create** option.



3. Press the **Get Started** button and type the name of your page in the box. Select **Next**.



Creating a Facebook Business Page, continued

- You will now choose categories for your page. This will describe what kind of business your page represents. You can choose multiple categories; begin typing and suggested categories will populate.

What category best describes New Business Name?

A category will help people find this Page in search results. You can add up to 3.

✕ Medical & health

✕ Insurance Agent

Search for categories

- Facebook will now ask what your goals are for your page. Choose an option based on what you would like to accomplish - *Promote your products or services* or *Create content and connect with fans*. Choose one and press **Continue**.
- If you chose the first goal option, you will be prompted to create a bio, update contact information, add a location, and choose hours of operation (all optional). If you chose the second goal option, Facebook will prompt you to add a profile picture and cover photo to your page. Select **Next** when finished.

You've created your Page!

What best describes your goals?

We'll use this to help you finish setting up **New Business Name**. It won't change your access to all your Page's features.


Promote your products or services
☐

Best for companies, nonprofits and other organizations.


Create content and connect with fans
☐

Best for creators and personal brands.

Finish setting up your Page

Success! You've created New Business Name. Now add more details to help people connect with you.

i
General

Describe what your Page is about


Contact

Location

Hours

Let people know your location's hours.

No Hours Available
☒

Don't show any hours.

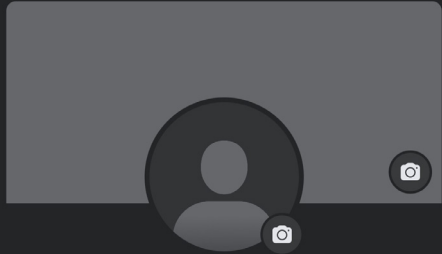
Always Open
☐

You're open 24 hours every day.

Standard Hours
☐

Customize your Page

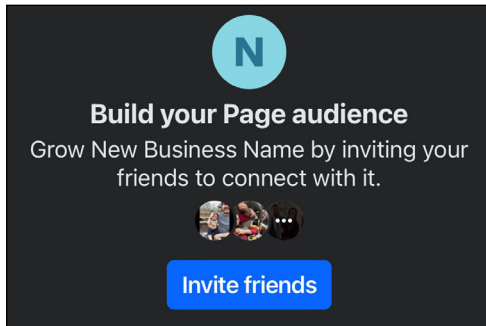
Your profile picture is one of the first things people see. Try using your logo or a simple image people can easily associate with you.



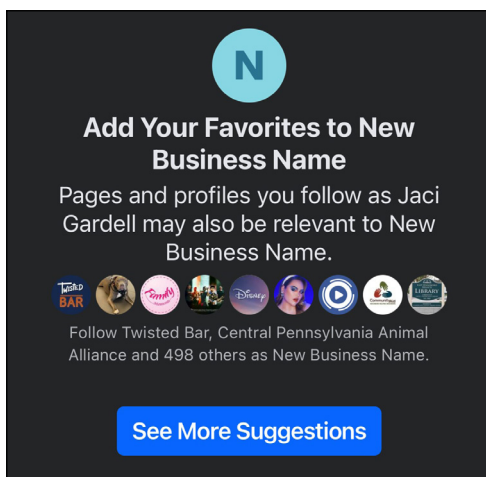
New Business Name

Creating a Facebook Business Page, continued

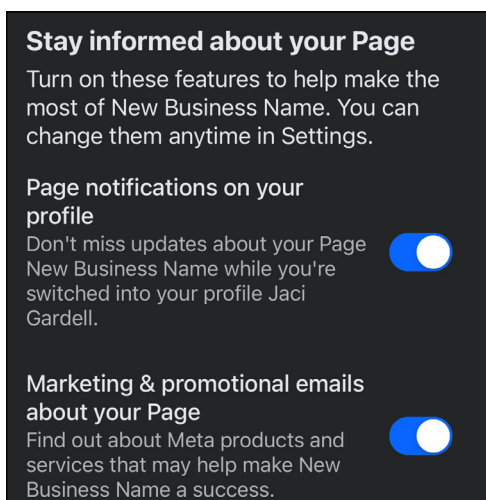
7. Next you can build your audience by inviting your friends to follow your page. Click **Invite friends** to send out invites and then click **Next**.



8. Now Facebook gives you the option to add your personal favorites and pages you follow on your personal account to your business profile. Skip or add any pages you think are relevant; click **Next**.



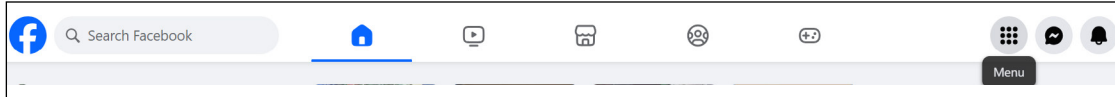
9. Choose whether you would like to turn notifications about your page on or off. You also have the choice to receive marketing and promotional emails relevant to your page. You may then click **Done** once you've made your selections.



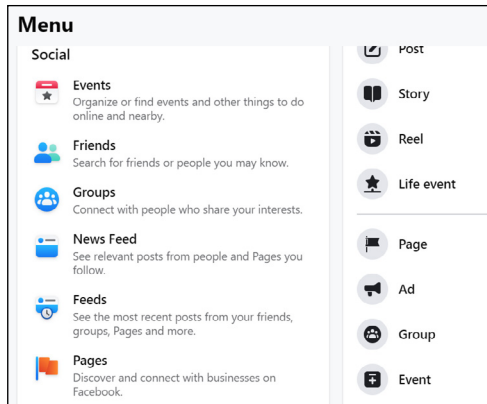
Creating a Facebook Business Page

Creating a business page on a desktop/laptop computer:

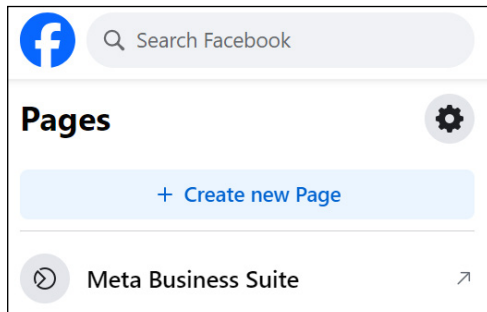
1. Click the “waffle” icon (menu) on the right side of the Facebook page.



2. Find and choose **Pages** from the options.



3. Choose the **Create new Page** option from the toolbar on the left.



4. Type the name of your page in the box. Each time you add to your business profile, a preview will be populated in the pane to the right.

Pages > Create a Page

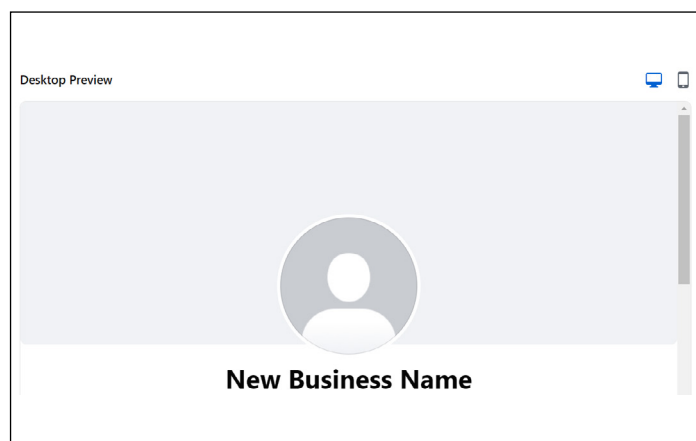
Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)
New Business Page

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)



Creating a Facebook Business Page, continued

- You will now choose categories for your page. This will describe what kind of business your page represents. You can choose multiple categories; begin typing and suggested categories will populate.

Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)
New Business Name ✓

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required) ✓

Medical & health ×

Insurance Agent ×

Enter a category that best describes you.

- You will have an option to add a bio for your page next. You may type in the box or skip this step and click **Create Page**.

Medical & health ×

Insurance Agent ×

Enter a category that best describes you.

Bio (optional)

Local insurance agent selling Medicare Advantage plans that help you live your best life!

Tell people a little about what you do.

Create Page

- You may now add more details to your page. The details include a website link, business contact phone number and email, location information, and hours of operation. As you add information, you will see it populate on the preview pane in the Intro section. Click **Next** when finished.

Desktop Preview

Intro

0 Followers

Page · Medical & health

123 Anywhere St., Chicago, Illinois

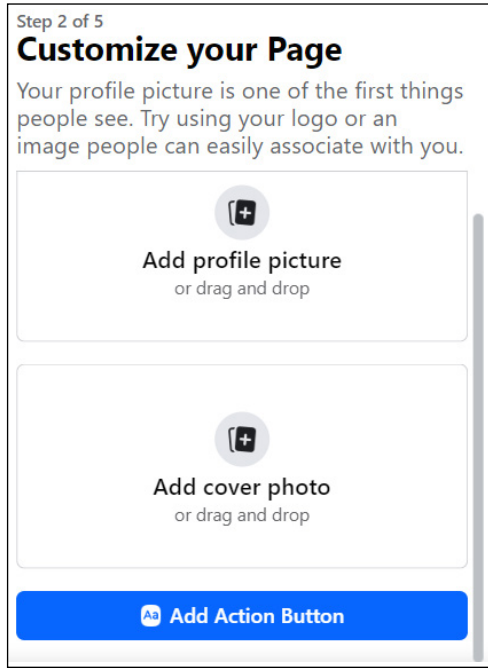
+17178675309

medicareadvantageagent@email.com

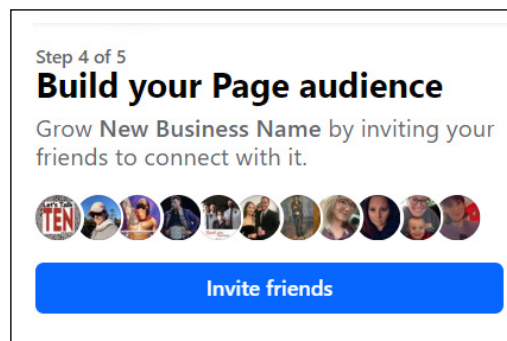
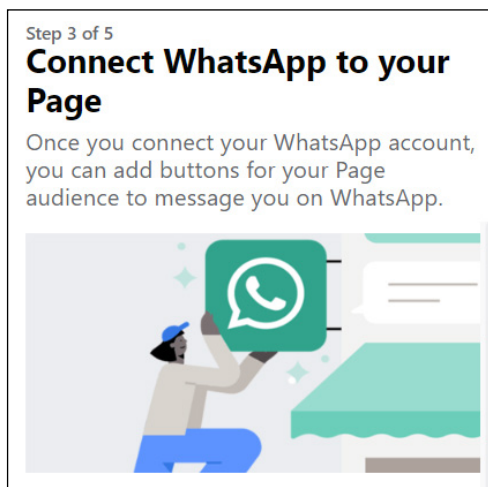
www.mywebsite.com

Creating a Facebook Business Page, continued

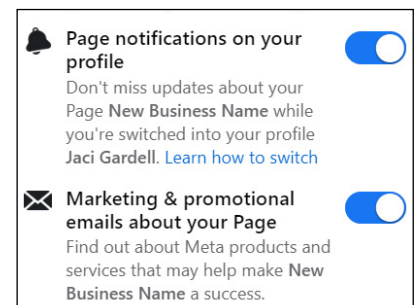
8. You may now add a profile picture and cover photo. There is also a button at the bottom of this section to Add Action Button. This button will be shown at the top of your page and can include various actions, such as sending a message, calling your business, or signing up for something (e.g. a newsletter).



9. When you click Next, there will be an option to connect WhatsApp. You may do this now, or skip this step. After this, it is time to invite people to follow your page! Click **Invite friends** to send out invites.



10. Lastly, you can choose to turn notifications about your page on or off, and also have the choice to receive marketing and promotional emails relevant to your page.

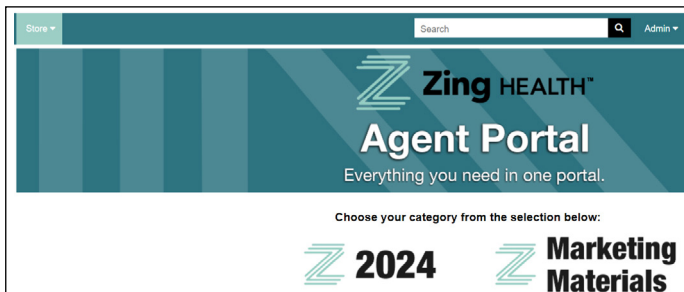


Promoting Zing Health Plans

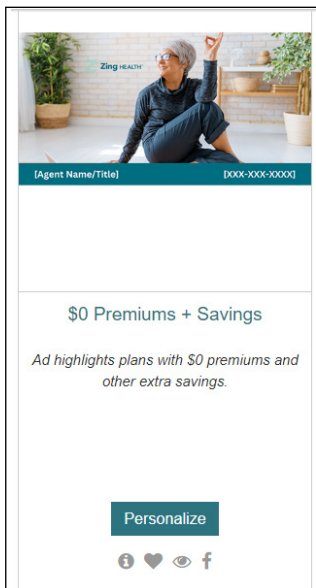
To assist our dedicated agents and brokers selling Zing Health plans, we have ready-to-use content available via our marketing material ordering platform.

Approved marketing assets will be available on the [Agent Portal](#) under the Social Media category. Follow the below steps to access these FREE posts:

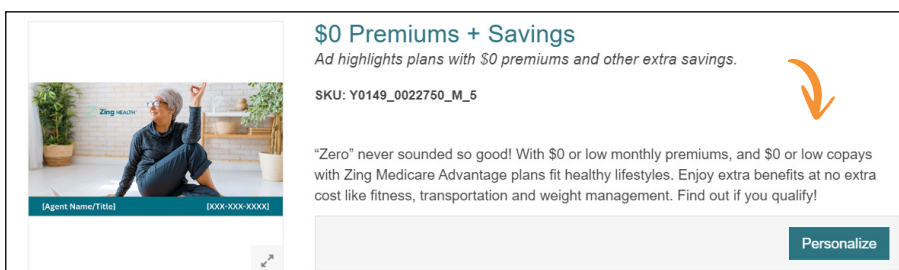
1. After logging on to the [Agent Portal](#) using your credentials, you can either click the dropdown labeled **Store** at the top left of the window and then choose **Marketing Materials, Facebook Posts**, or click **Marketing Materials** in the center of the page, then **Social Media/Facebook Posts**.



2. The assets available will display, along with a brief description of what the ad is marketing. Choose the content you would like to post; you may click on the image, the title of the piece, the **Personalize** button, or the **Facebook icon** under the Personalize button to begin personalization.

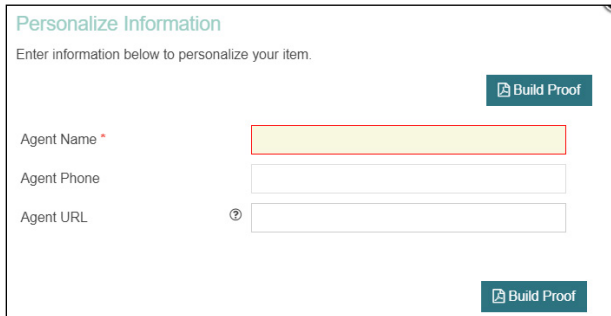


3. Here you can see the main post content (caption). Click **Personalize**. If you decide you would like to choose another ad, you can click the **X** at the top of the window and return to step 2.

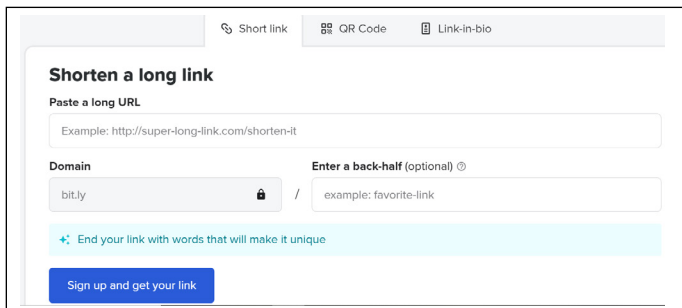


Promoting Zing Health Plans, continued

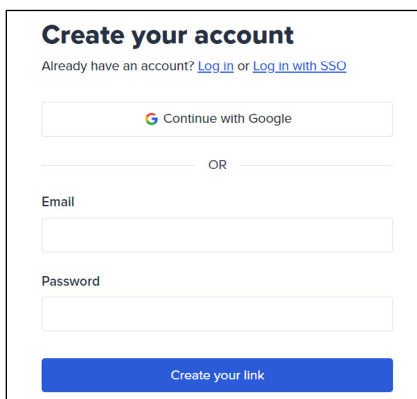
4. A Personalize Information box will pop up where you can enter in your information. We recommend using [Bitly](#) to truncate a long URL.



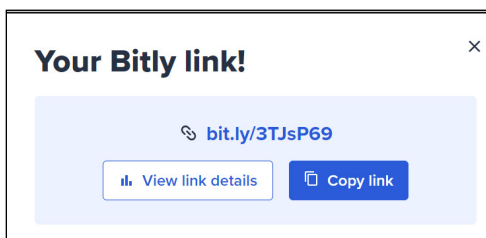
5. Once on the Bitly website, scroll down until you see options to shorten a long link. Fill out the information by pasting your link into the first box, and enter a back-half extension to your link, if you choose.



6. Click the **Sign up and get your link** button. You will need to create an account by entering in your email and creating a password or signing in with a Google account.

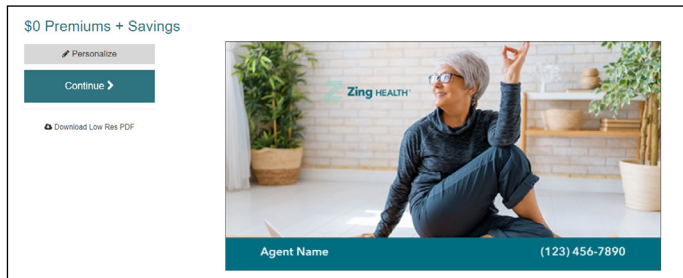


7. Once you have successfully created an account, Bitly will provide you with the shortened link, which you can then copy and paste into the URL field of the Agent Portal. Click **Build Proof**.



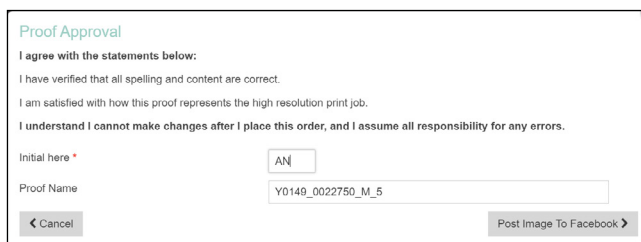
Promoting Zing Health Plans, continued

8. A proof of the post will appear next. Ensure your information is typed correctly and then click **Continue**. If the proof is not accurate, click the **Personalize** button to edit.

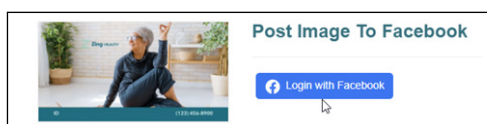
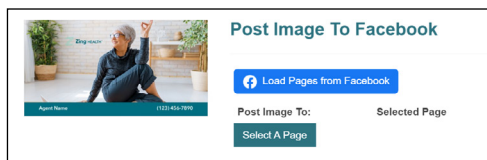
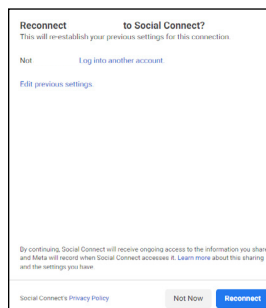
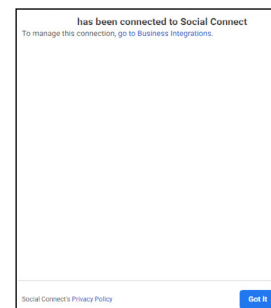



Please be sure to proofread your post before continuing! Inaccurate information will be subject to removal and/or revocation of posting privileges.

9. You will need to read the attestation under the Proof Approval box, enter your initials, and click **Post Image To Facebook**.



10. If this is your first time connecting your Facebook account, click **Login with Facebook**. You will need to enter your personal Facebook login information. If you have previously connected your Facebook account, click on **Load Pages from Facebook**. If your name appears, click **Reconnect**, and then **Got It**.

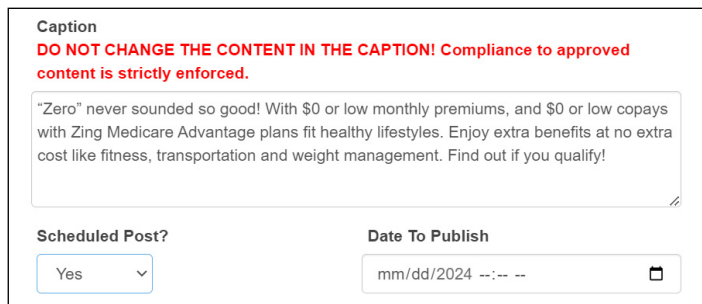





Promoting Zing Health Plans, continued

11. Click **Select A Page** under Post Image To Facebook and choose your preferred page.
12. In the Caption box, the required text will appear. **DO NOT change the content in the caption.**



13. You have the option to set the creative to post to your page immediately or set it up to post at a later time or date. Under the option Scheduled Post? if you choose **Yes** you can choose another date and time. By choosing **No**, it will post immediately once you choose to **Post To Facebook**.



Key Reminders...

- ❗ Creative cannot be edited in any way outside of personal information (agent name, contact number, and URL).
- ❗ No additional text/verbiage can be added to the post.
- ❗ Other marketing assets (flyers, direct mail, etc.) that are not approved as social media posts cannot be used in this application.
- ❗ Posting member information is prohibited.
- ❗ Posts will be monitored by Zing Health. If posts violate Zing's policy, you will be contacted immediately and access may be revoked.