

Indiana Senior Medical Patrol

Social Media

May 6, 2022



Today's Agenda

- **Review Social Media Content Calendar**
- **Recommended Posting Process**
- **News with IN SMP**
 - **Medicare Fraud Prevention Week (June 5-11)**
 - **World Elder Abuse Awareness Day (June 15)**
 - **New Branding**

SOCIAL MEDIA CONTENT CALENDAR



CONTENT CALENDAR



Details the social media platform the post was created for.

Platform	Date	Content	Hashtags	Image	URL
		Content Topic: COVID-19 checklist (infographic) - No copy is recommended for infographic posts			
Facebook	Friday, April 1, 2022		#SMPwatchCOVID19 #SeniorMedicarePatrol #INSeniorMedicarePatrol #seniorresources #communityresources #COVID19seniorresources	https://www.dropbox.com/s/w7eu98u0y47se6g/IAAAA%204_1.png?dl=0	
		Content Topic: Fake COVID test sites			
Facebook	Monday, April 4, 2022	A recent fraudulent practice that is currently being used is the listing of fake COVID-19 test sites. As long as we are fighting COVID-19 we will also be fighting the frauds and scams that come in its wake. Since many different frauds and scams have appeared because of this pandemic, you must be on the lookout for sites trying to steal your medical information. Remember to always look up official site locations before getting tested by visiting Qursnot.IN.gov . If you believe you have visited a false testing site, contact your Indiana Senior Medicare Patrol at http://www.iaaaa.org/senior-medicare-patrol/smp-overview/ or 1-800-986-3505.	#SMPwatchCOVID19 #SeniorMedicarePatrol #INSeniorMedicarePatrol #seniorresources #communityresources #COVID19seniorresources	https://www.dropbox.com/s/w9rgnycbdayrcm/IAAAA%204_4.png?dl=0	http://www.iaaaa.org/senior-medicare-patrol/smp-overview/

CONTENT CALENDAR



Details the intended date the post was created for.

Platform	Date	Content	Hashtags	Image	URL
		Content Topic: COVID-19 checklist (infographic) - No copy is recommended for infographic posts			
Facebook	Friday, April 1, 2022		#SMPwatchCOVID19 #SeniorMedicarePatrol #INSeniorMedicarePatrol #seniorresources #communityresources #COVID19seniorresources	https://www.dropbox.com/s/w7eu98u0y47se6g/IAAAA%204_1.png?dl=0	
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CONTENT CALENDAR



Shares the copy for the post that is to be shared directly onto social.

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CONTENT CALENDAR

Details the hashtags that should accompany the post, under the copy.



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CONTENT CALENDAR

Links to the download page for the image that will accompany the post.



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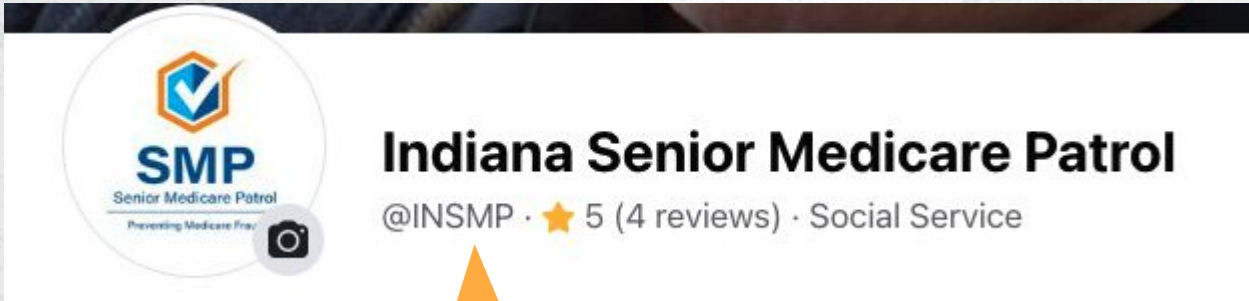
CONTENT CALENDAR

Shares link that should be copy and pasted into the post for the user to access the referred resource.



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Tag IN SMP in Posts



DOWNLOADING IMAGES

Step 1: Open Dropbox link in content calendar in the Image column.

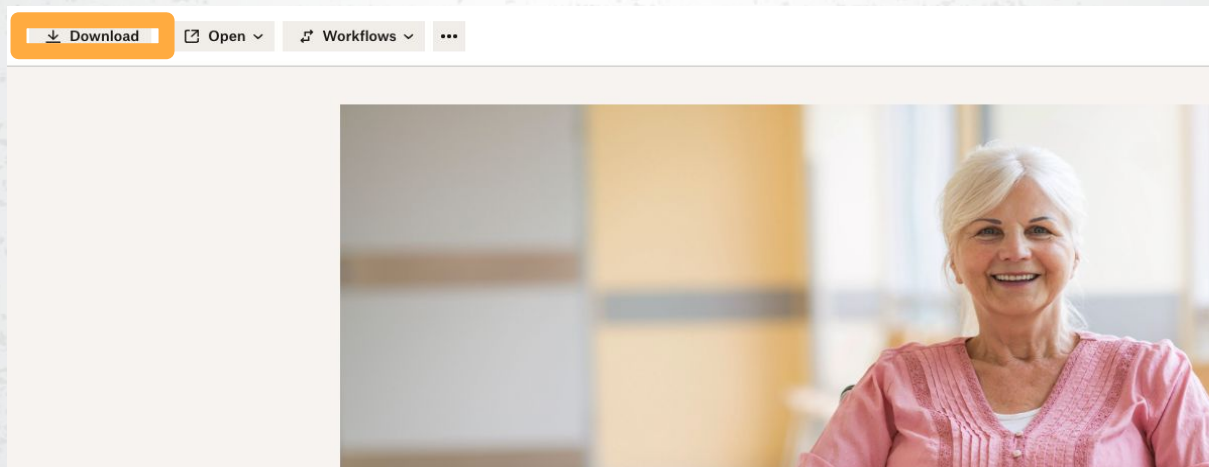
Note: if there is no link for an image, feel free to use the preview image that populates from the corresponding link in the URL column



Image	URL
https://www.dropbox.com/s/w7eu98u0y47se6g/IAAAA%204_1.png?dl=0	
https://www.dropbox.com/s/w9rrgnycbdalyrcm/IAAAA%204_4.png?dl=0	http://www.iaaaa.org/senior-medicare-patrol/smp-overview/

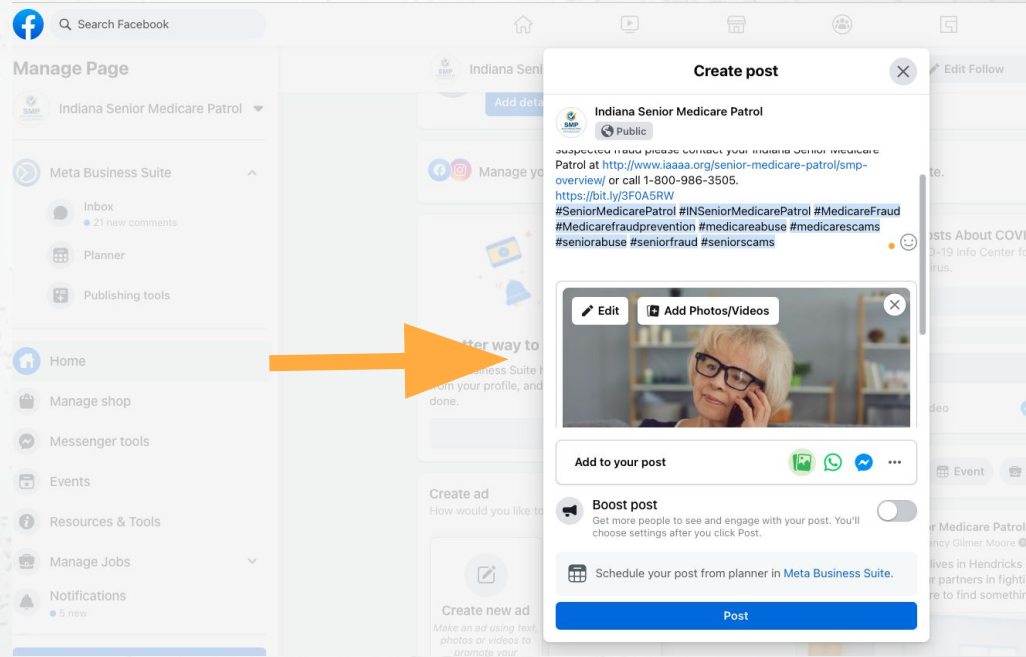
DOWNLOADING IMAGES

Step 2: Click Download in the top left corner



DOWNLOADING IMAGES

Step 3: Upload image to Facebook alongside the content, hashtags and links for the post



**THOUGHTS
ON PROCESS?**



WHAT'S NEW

At SMP

MEDICARE FRAUD PREVENTION WEEK

JUNE 5- 11



Celebrating 25 Years of the  **SMP**
Senior Medicare Patrol
Preventing Medicare Fraud
SUPPORTED BY GRANT # 90MPC0002 FROM ACL

**6/5 MEDICARE FRAUD
PREVENTION
WEEK STARTS!**

- First National Week to celebrate Medicare Fraud Prevention
- June 5 -11
- Celebrating 25 years of SMP
- **Social Media Kit:**

<https://www.smpsource.org/Content/Medicare-Fraud-Prevention-Week/Social-Media-Kit.aspx>

WILLOW

WORLD ELDER ABUSE AWARENESS DAY

JUNE 15

June 15th



**WORLD ELDER ABUSE
AWARENESS DAY**

Building Strong Support for Elders

- Medicare Fraud is a form of Elder Abuse
- Launched by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations
- June 15
- **Posting Information & Resources:**
<https://eldermistreatment.usc.edu/weaad-home/>

NEW BRAND ANNOUNCED FOR SMP



Thank You!

