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
## CONTENT CALENDAR

Details the social media platform the post was created for.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Date</th>
<th>Content</th>
<th>Hashtags</th>
<th>Image</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Friday, Apr 1, 2022</td>
<td>Content Topic: COVID-19 checklist (infographic) - No copy is recommended for infographic posts</td>
<td>FSMPHealthCOVID19&lt;br&gt;SeniorMedicarePatrol&lt;br&gt;HealthMedicarePatrol&lt;br&gt;Seniorsresources&lt;br&gt;Communityresources&lt;br&gt;COVID19resources</td>
<td><img src="https://www.dropbox.com/s/ew7zq2ku0y47isgg/AMMA%201.1.png?raw=true" alt="Image" /></td>
<td><a href="https://www.dropbox.com/s/ew7zq2ku0y47isgg/AMMA%201.1.png?raw=true">https://www.dropbox.com/s/ew7zq2ku0y47isgg/AMMA%201.1.png?raw=true</a></td>
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<td><img src="https://www.dropbox.com/s/edrgnypabcny/seniors%204.png?raw=true" alt="Image" /></td>
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<td><img src="http://www.isoaa.org/senior-medicare-patrol/ump-overview/" alt="URL" /></td>
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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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<td>#SMIPHealthCOVID19 #SeniorMedicarePatrol #MedicarePatrolSenior #CommunityResources #COVID19resources</td>
<td><img src="https://www.dropbox.com/s/7ji9dY640y9qJwBW4M.png?dl=0" alt="Image" /></td>
<td><a href="https://www.dropbox.com/s/7ji9dY640y9qJwBW4M.png?dl=0">https://www.dropbox.com/s/7ji9dY640y9qJwBW4M.png?dl=0</a></td>
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*Links to the download page for the image that will accompany the post.*

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#SeniorMedicarePatrol  
#seniorsources  
#CommunityResources  
#COVID19infographicresources | ![Image](https://www.dropbox.com/s/or5q9WgY0D1c5kZ.png?dl=0) | ![Link](https://www.dropbox.com/s/or5q9WgY0D1c5kZ.png?dl=0) |
| Facebook | Monday, Apr 4, 2022 | Content Topic: Fake COVID-test sites  
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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.

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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

- First National Week to celebrate Medicare Fraud Prevention
- June 5 -11
- Celebrating 25 years of SMP
- Social Media Kit:
  https://www.smpresource.org/Content/Medicare-Fraud-Prevention-Week/Social-Media-Kit.aspx
WORLD ELDER ABUSE AWARENESS DAY

June 15th

June 15

- 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!