

# UNDERSTANDING **SOCIAL MEDIA** FOR

# WHAT IS SOCIAL MEDIA?



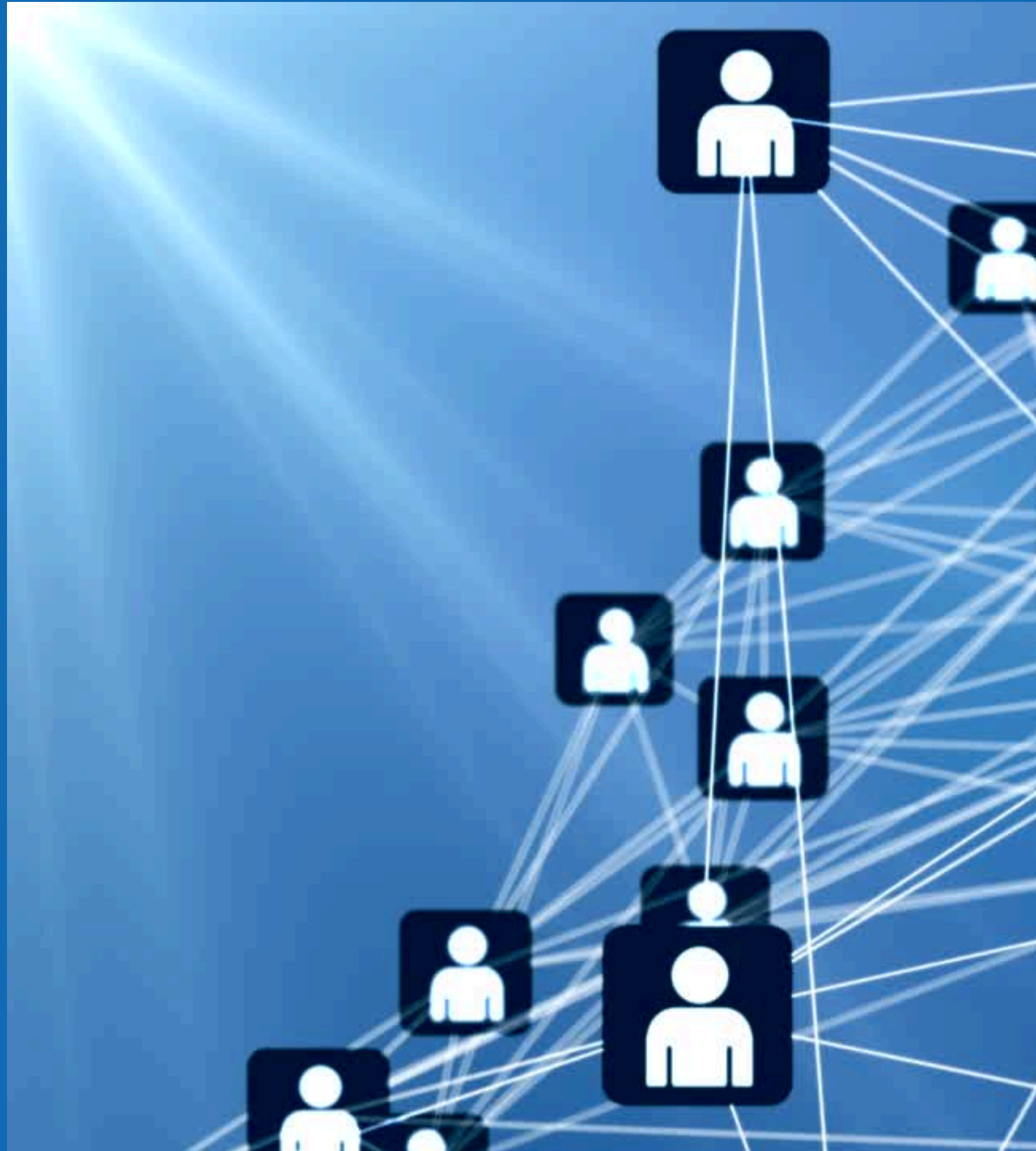
# WHAT IS SOCIAL MEDIA?

Definition: websites and computer programs that allow people to communicate and share information, opinions, pictures, videos, etc. on the internet, especially social networking websites ([dictionary.cambridge.org](https://dictionary.cambridge.org))



WHY IS  
**SOCIAL MEDIA**  
IMPORTANT FOR





- **Increased Reach:** Reach more members and potential members by being where they are online.
- **Community Building:** Create a community around health and wellness for postal and federal workers and their families.
- **Education:** Share information about health plan benefits, preventive care, and wellness tips.
- **Engagement:** Interact with users, answer questions, and provide timely updates.

# SOCIAL MEDIA BASICS

- **Profiles and Pages:** Represent APWU Health Plan professionally.
- **Content Creation:** Text, photos, videos, infographics.
- **Engagement:** Respond to comments, interact with followers.



WHY IS  
**SOCIAL MEDIA**  
IMPORTANT FOR  
**OPEN SEASON?**

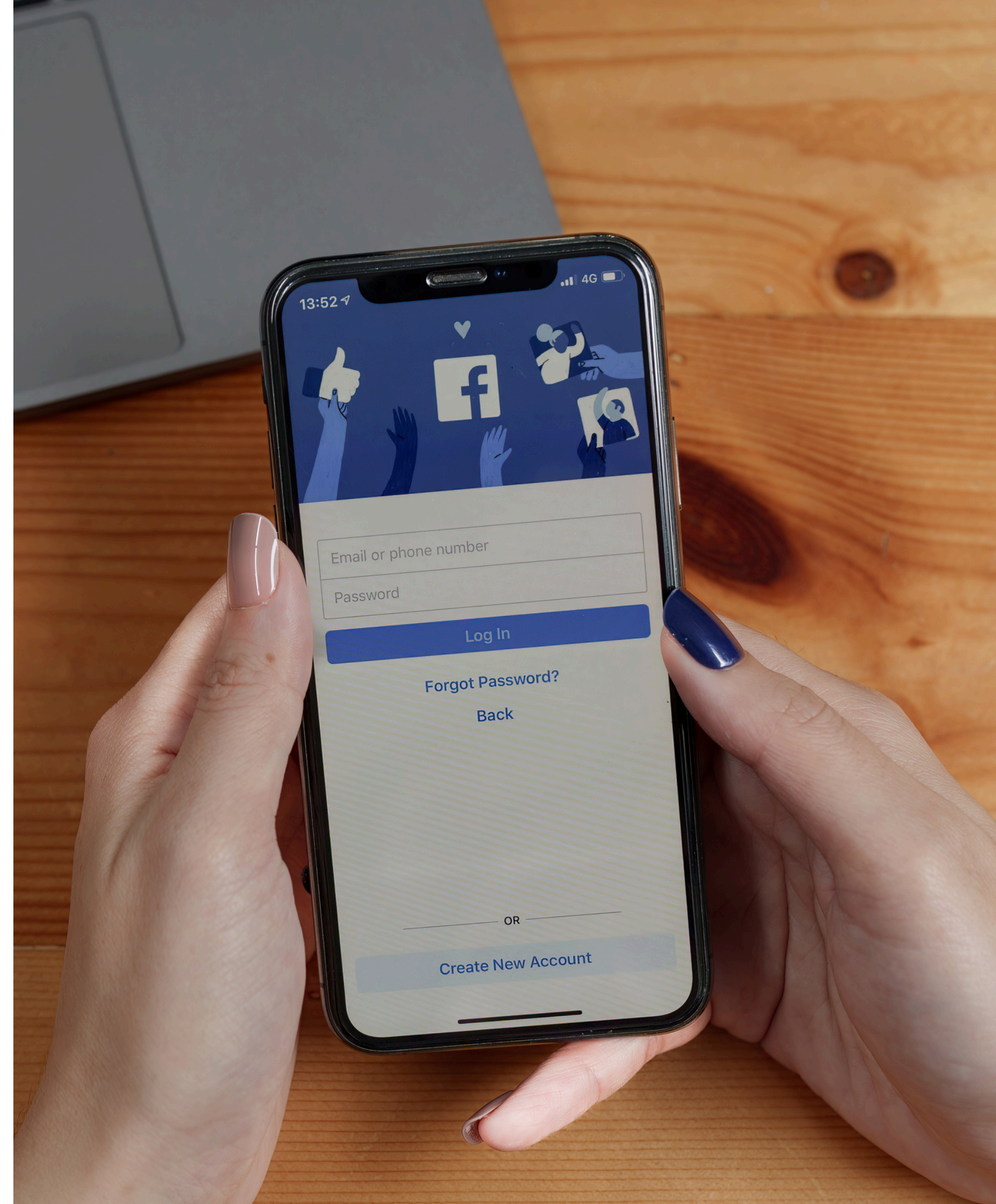
# SOCIAL MEDIA CAMPAIGN OBJECTIVES

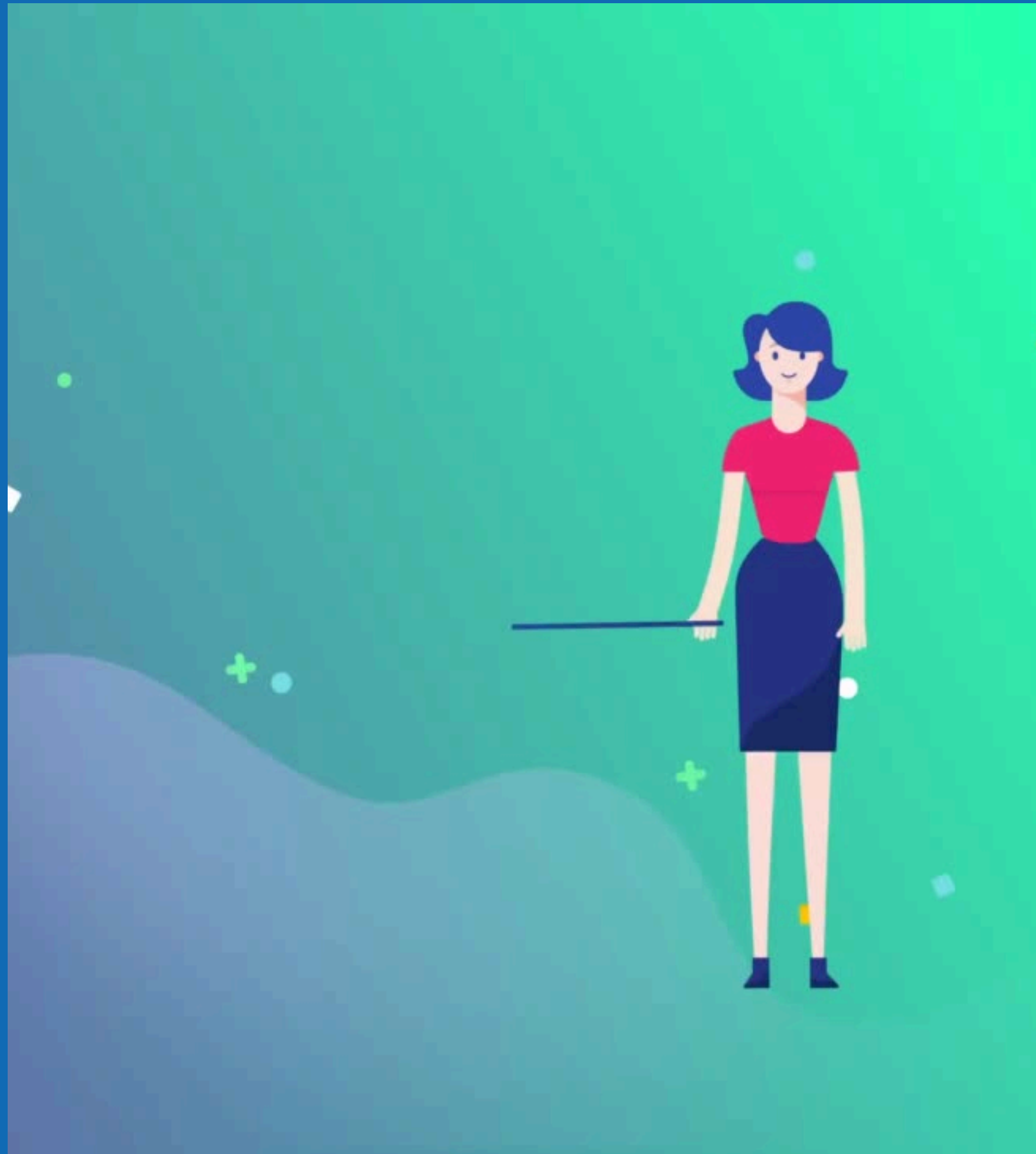


- **Raise Awareness:** Inform members and prospects about Open Season dates and options.
- **Drive Action:** Encourage members and prospects to explore APWU Health Plan options.
- **Engagement:** Build a connection through Q&A, testimonials, and support.



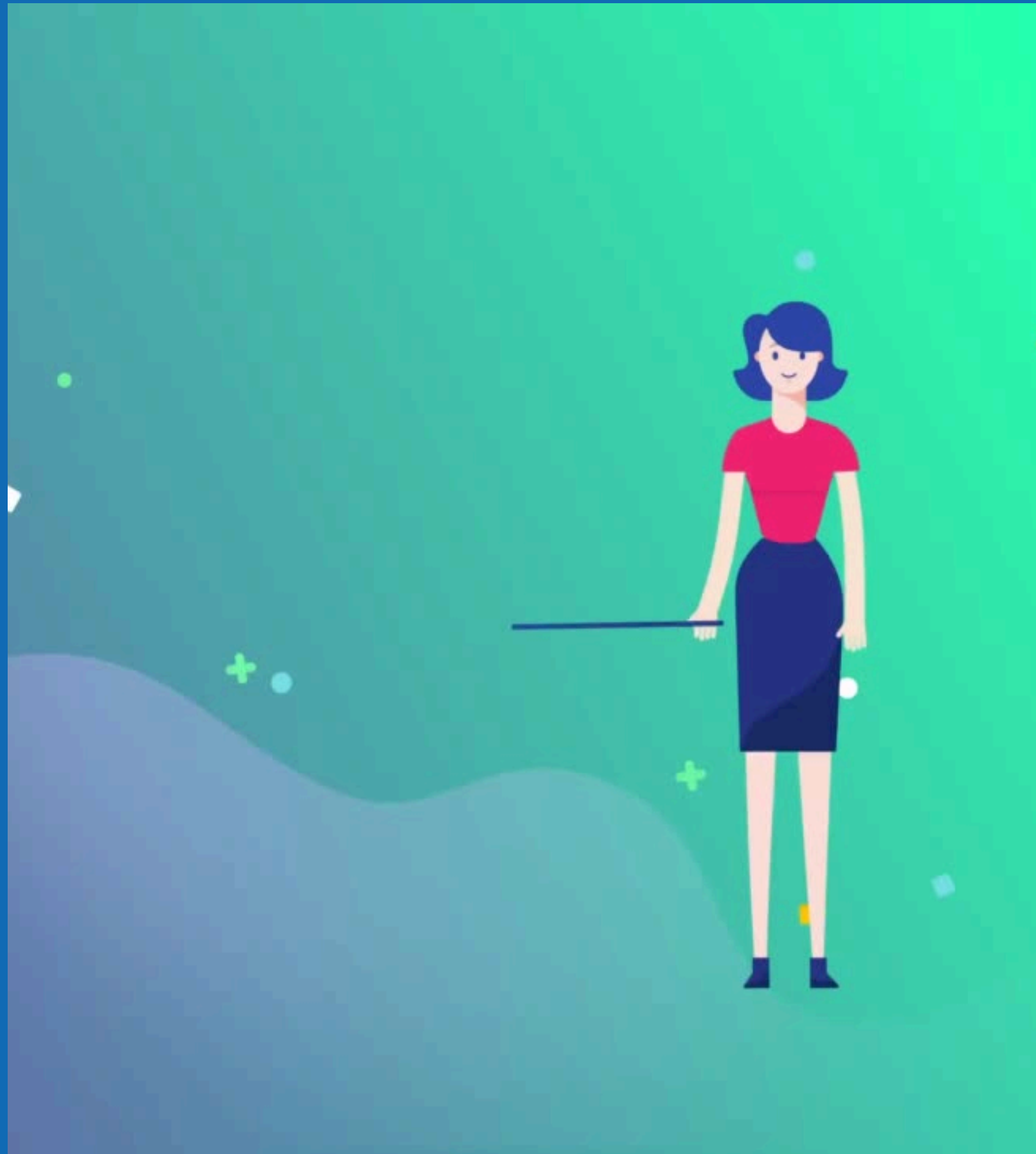
LET'S CREATE A  
**UNION PAGE**  
OR  
**BUSINESS LIKE**  
**PAGE**  
FOR YOUR LOCAL





- **Step 1:** Log in to your personal Facebook account.
- **Step 2:** On the homepage, click on the “Pages” tab on the left-hand side.
- **Step 3:** Click “Create New Page” at the top.
- **Step 4:** Enter the Page Name (e.x., APWU of Florida ).
- **Step 5:** Choose a Category: Union





- **Step 6:** Add a description of the page
- **Step 7:** Upload a profile picture (APWU Health Plan logo/ Picture of your local).
- **Step 8:** Upload a cover photo
- **Step 9:** Click "Create Page" and customize the About section with contact information, link: [apwhup.com](http://apwhup.com), and more details about Open Season.
- **Step 10:** Publish your first post introducing the page.

OPEN SEASON  
**CONTENT CALENDAR**  
**OVERVIEW**

# OPEN SEASON CONTENT CALENDER OVERVIEW



- **Week 1:** Introduction to Open Season and key dates.
- **Week 2:** Highlight plan benefits. FAQs.
- **Week 3:** Member testimonials.
- **Week 4:** Final countdown and “How to enroll” guides.








# Open Season Hotline

**800-PIC-APWU**

or email [openseason@apwuhp.com](mailto:openseason@apwuhp.com)

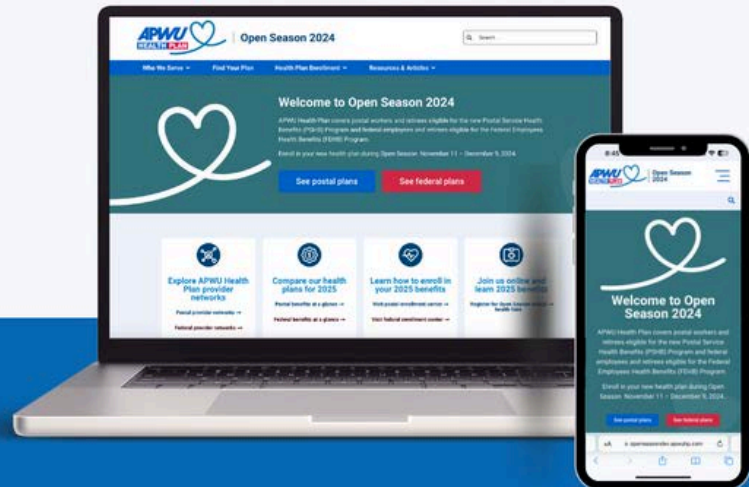
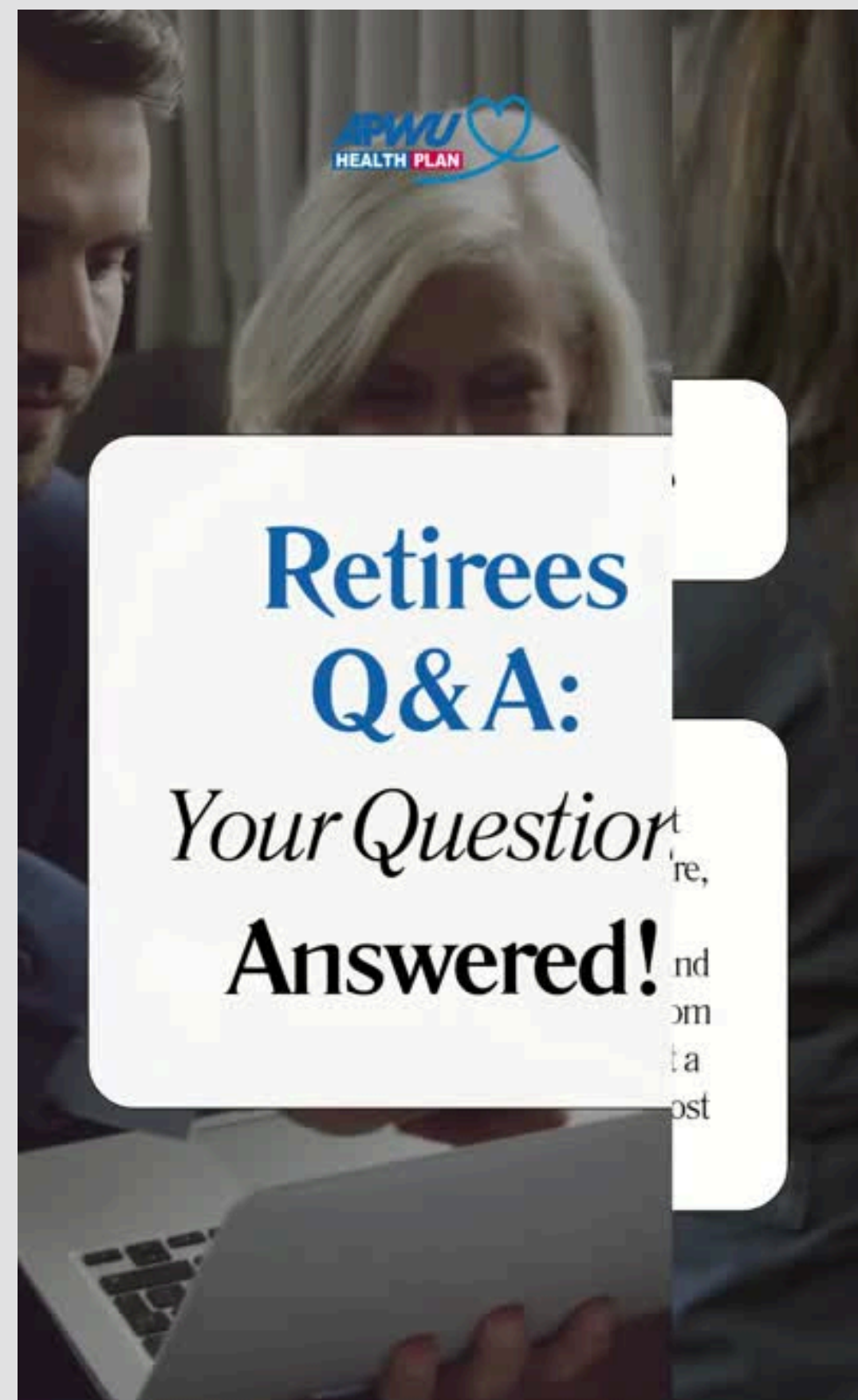

[openseason.apwuhp.com](http://openseason.apwuhp.com)

## WELCOME TO OPEN SEASON

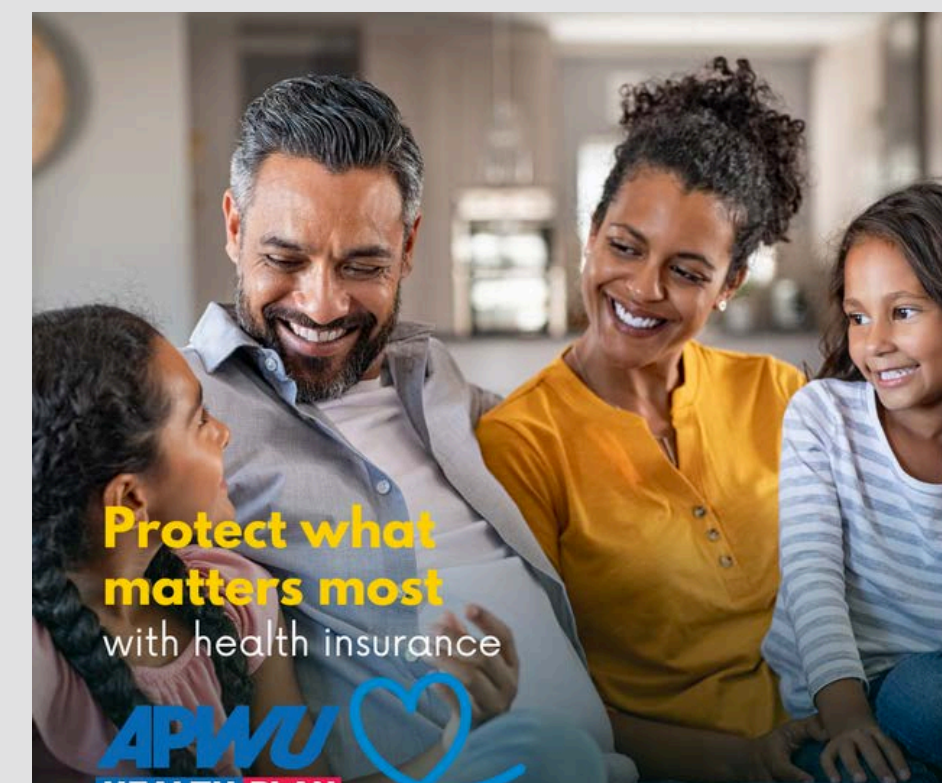
VISIT [OPENSEASON.APWUHP.COM](http://OPENSEASON.APWUHP.COM) TODAY

**ENROLL NOW!**






# Retirees Q&A: Your Question Answered!

Have a question? Call us: 800-PIC-APWU




**Protect what  
matters most**  
with health insurance




**TOGETHER. BETTER HEALTH.**

Visit Our Website  
[open\\_season.apwuhp.com](http://open_season.apwuhp.com)

# National Diabetes Month



[apwuhp.com](http://apwuhp.com)





**6** more days  
to enroll

Open season ends  
December 9th

Choose your  
health plan for 2025



**5** more days  
to enroll

Open season ends  
December 9th

Choose your  
health plan for 2025



**4** more days  
to enroll

Open season ends  
December 9th

Choose your  
health plan for 2025



JOIN THE APWU  
**HEALTH PLAN HPR**  
FACEBOOK GROUP



- **Why join the APWU HPR Group?** More personalized engagement, support and community building for our social media.
- **Best Practices:** Clear group guidelines, moderation, and regular interaction.
- **Benefits:** More focused discussions and enhanced trust among HPRS.





LET'S STAY CONNECTED  
**SHARE, POST, AND ENGAGE!**  
OPEN SEASON & BEYOND





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