

UNDERSTANDING SOCIAL MEDIA FOR



I'M DANIELLE!

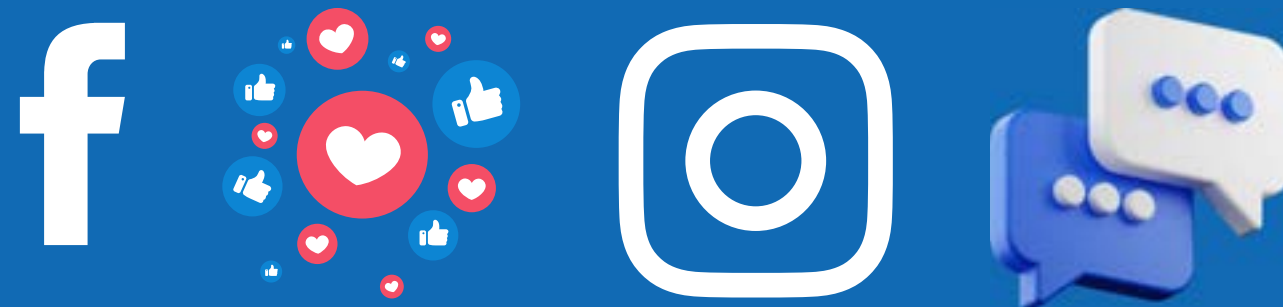
- I am the Digital Content Specialist for APWU Health Plan.
- I've been with the Health Plan for over 2 years.
- I'm a proud mom to my son Noah, and my family brings me joy.



WHAT IS SOCIAL MEDIA?

Social media is a **powerful digital tool** that allows us to:

- Connect directly with our audience
- Build trust and relationships
- Educate members and potential members



WHY
SOCIAL MEDIA
MATTERS

Social media **helps** APWU Health Plan:

- Increase **brand awareness**
- Reach **current and potential members**
- Provide **valuable** health and benefit information
- Showcase **events and community involvement**
- Build a **trusted presence**

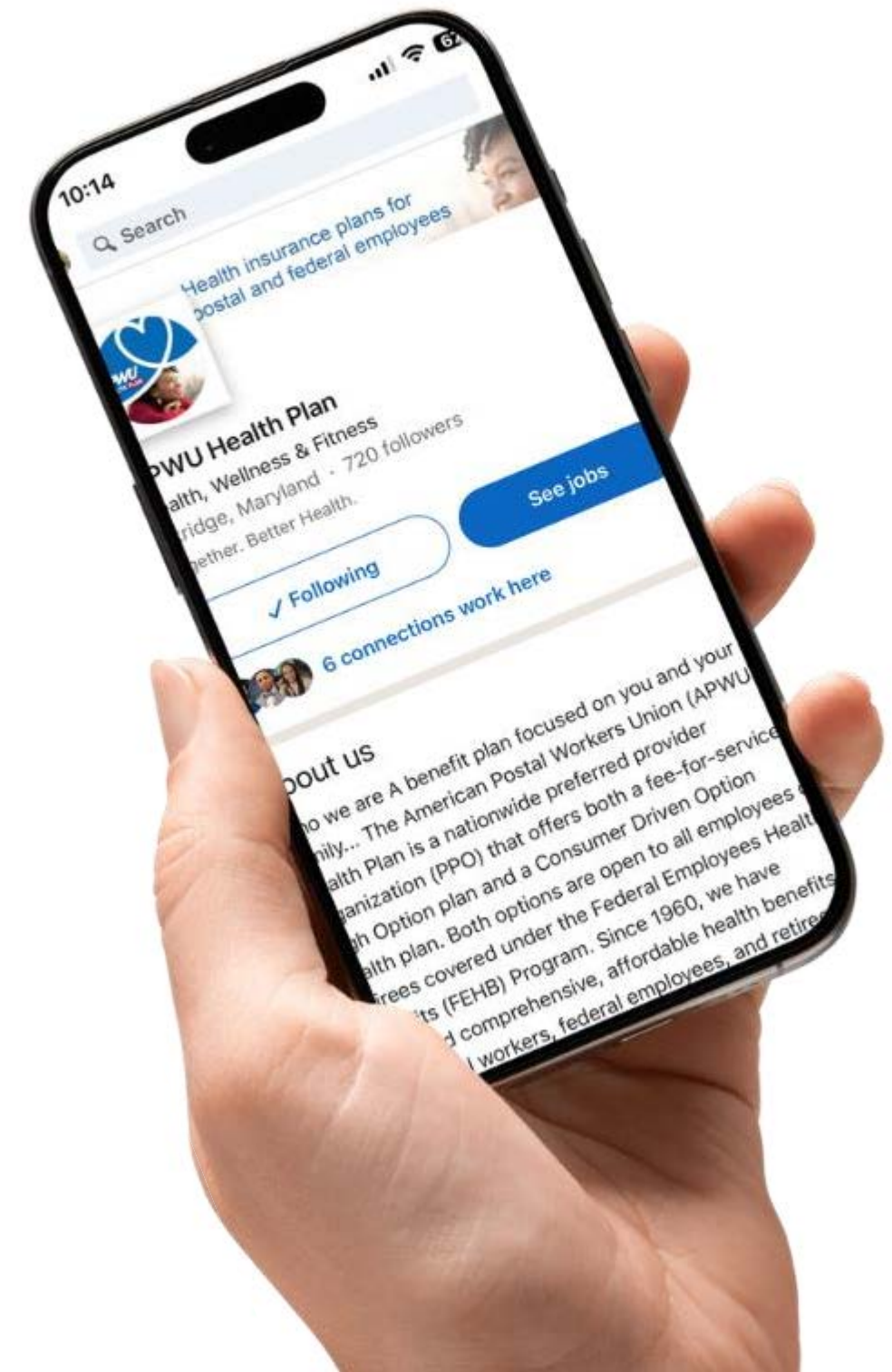
HOW WE USE WE USE SOCIAL MEDIA

We use social media to:

- Educate members on benefits and coverage
- Highlight wellness tips and resources
- Share event recaps and union engagement
- Promote preventive care and programs
- Support Open Season awareness and enrollment
- Have fun!!



OUR SOCIAL MEDIA PLATFORMS



OPEN SEASON ENGAGEMENT STRATEGY (HOW YOU CAN HELP!)



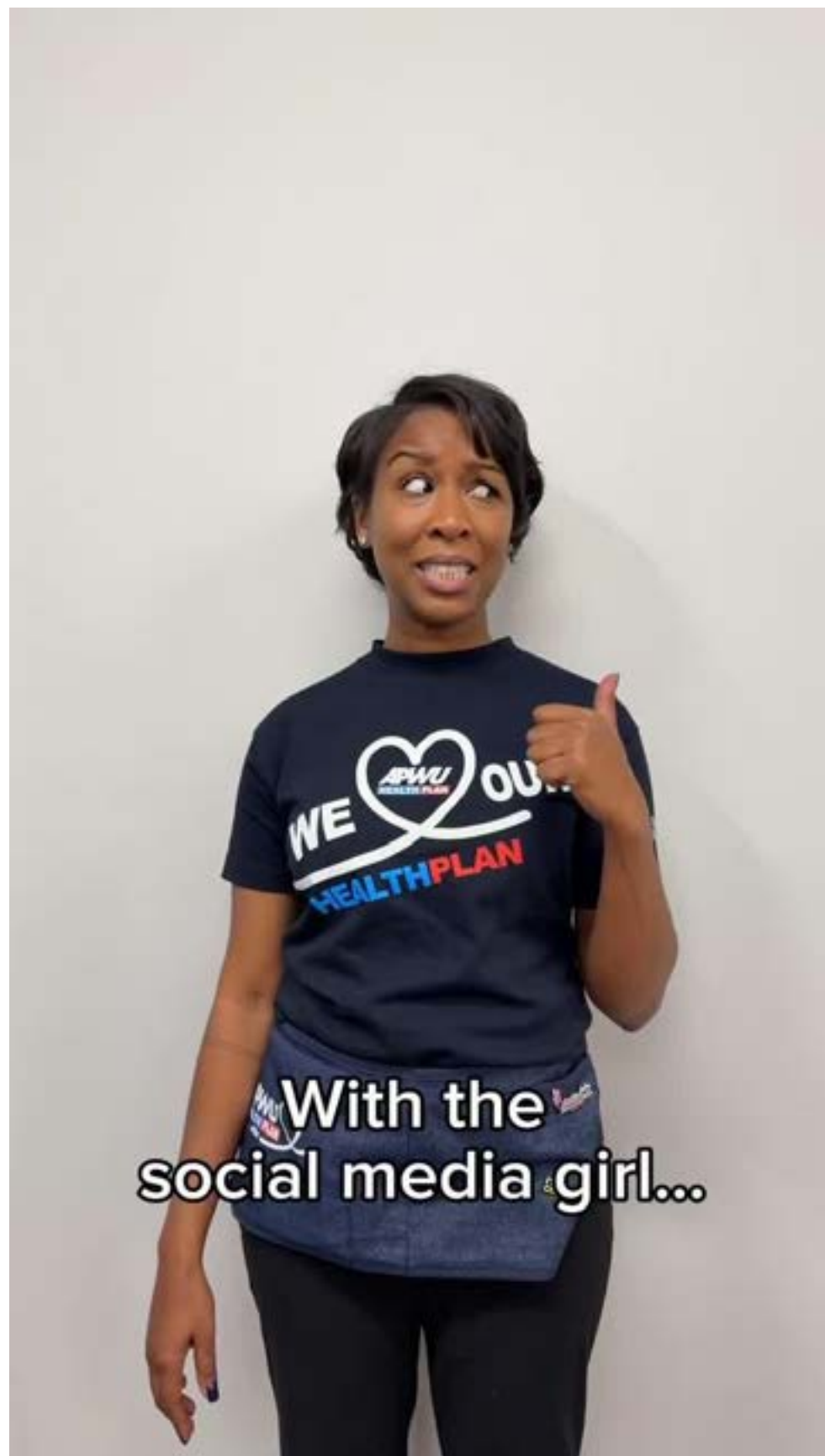
During Open Season, **every interaction helps expand our reach**:

- **Engage with Our Content:** Like, comment, and share posts
- **Reshare Posts:** Share to your personal Facebook or Instagram feed or story. Bonus: Add a quick caption to personalize
- **Tag & Invite Others:** Tag co-workers, friends, or family & encourage others to follow our pages

- Start Conversations: Comment and engage with posts. Help answer questions or guide people to resources.
- **Be an Advocate:** Share your experience with APWU Health Plan. Authentic voices build trust.



BUILDING COMMUNITY



With the
social media girl...



When the members ask
specifically for you



Who needs
health insurance?





Open Season Hotline

800-PIC-APWU

or email openseason@apwuhp.com

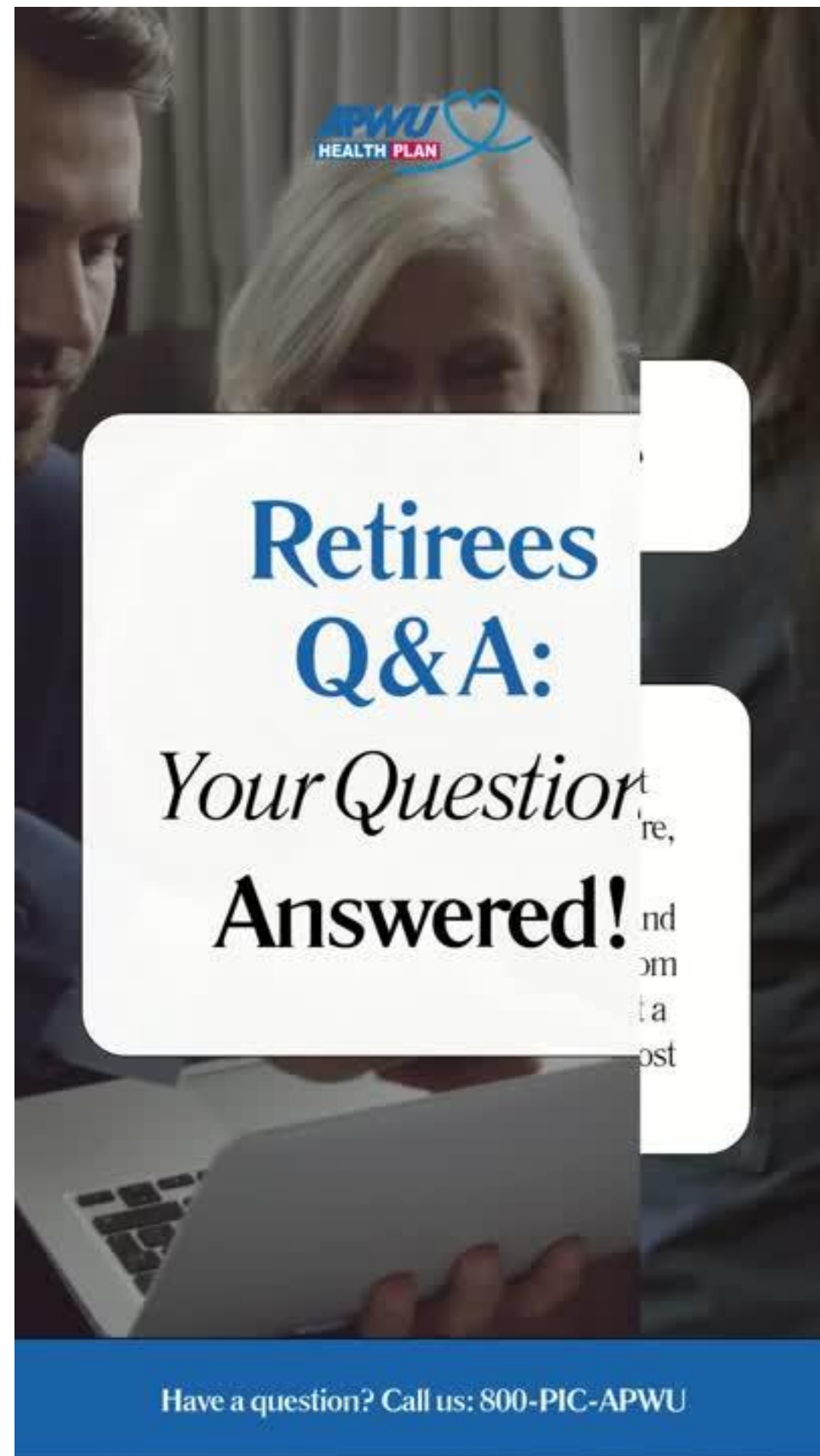
openseason.apwuhp.com




WELCOME TO OPEN SEASON

VISIT OPENSEASON.APWUHP.COM TODAY

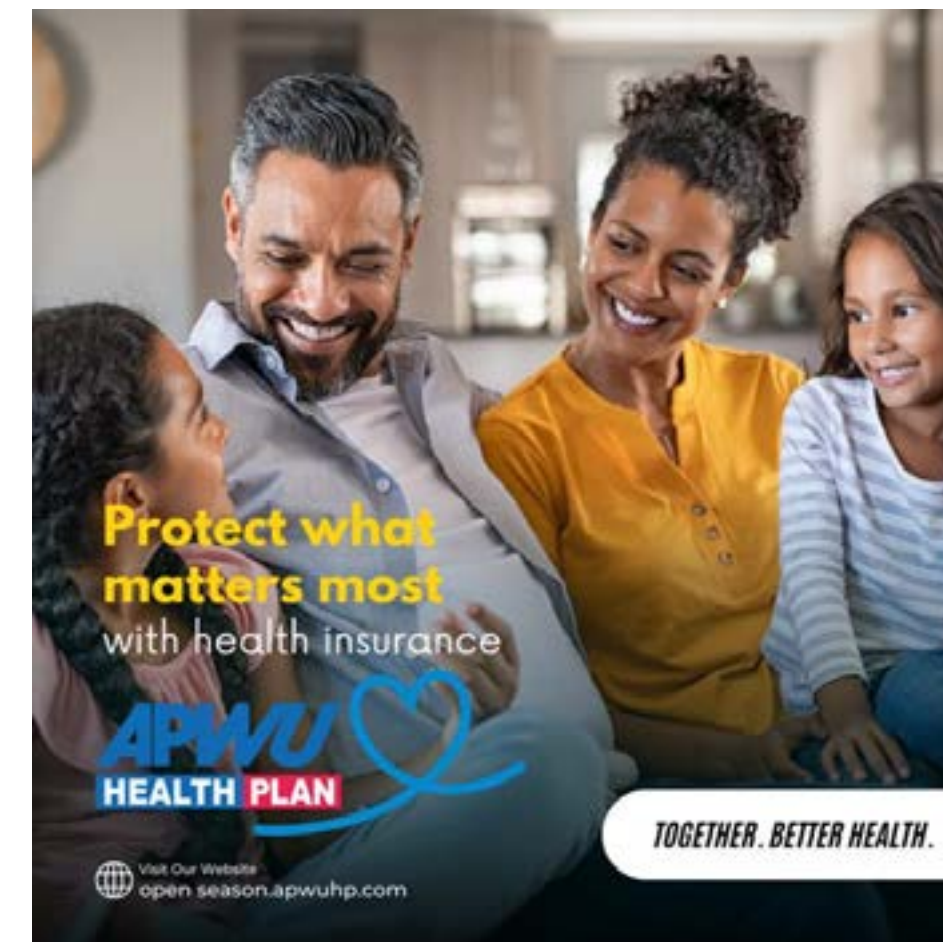
ENROLL NOW!



Retirees Q&A: Your Questions 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

National Diabetes Month



apwuhp.com



Social media is about **more than posting**...it's about **connection**.



LET'S
CREATE
A TRENDING
VIDEO!

GROUP ACTIVITY

WE WANT TO
FEATURE
YOUR LOCAL!

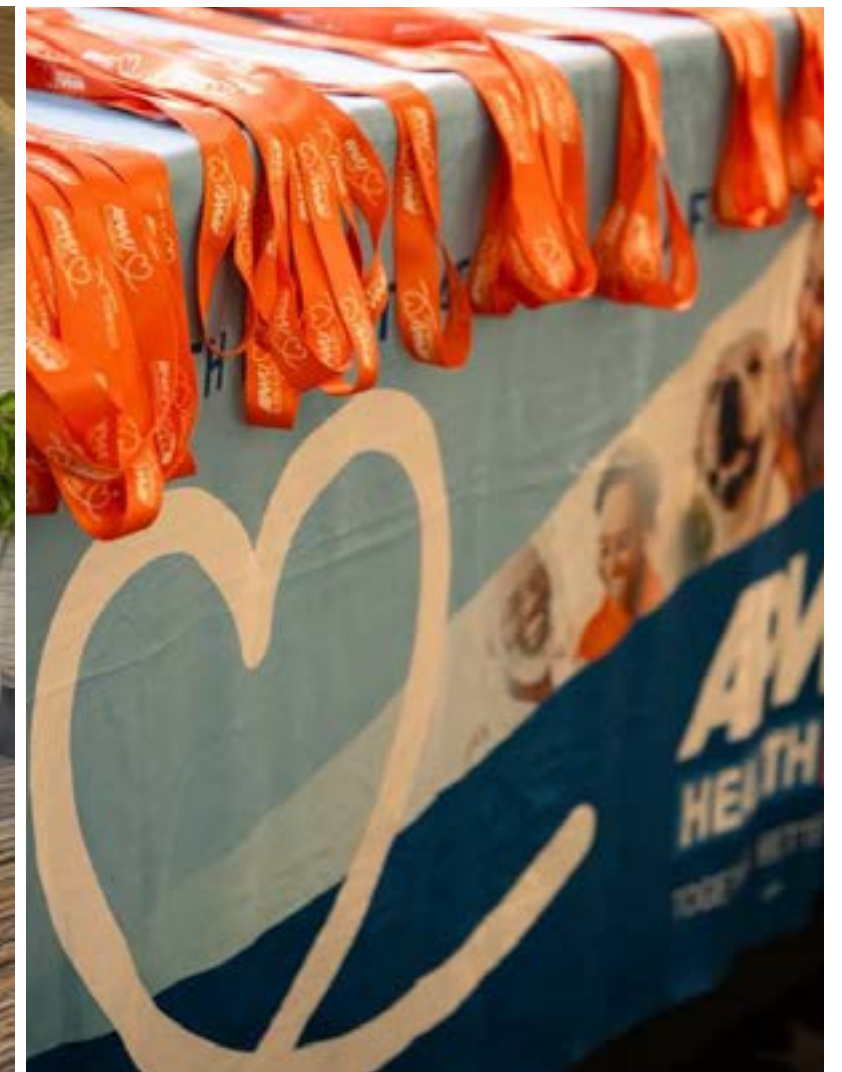
SUBMIT YOUR PHOTOS FOR **CONSIDERATION** AT
DBUNTING@APWUHP.COM OR TEXT 1-667-274-7710

GUIDELINES: ALL PHOTOS MUST BE CLEAR & UNEDITED
(TIP: WIPE OFF YOUR CAMERA LENSE BEFORE USE)



To help us get the best possible posts for the recap, here are a few guidelines:

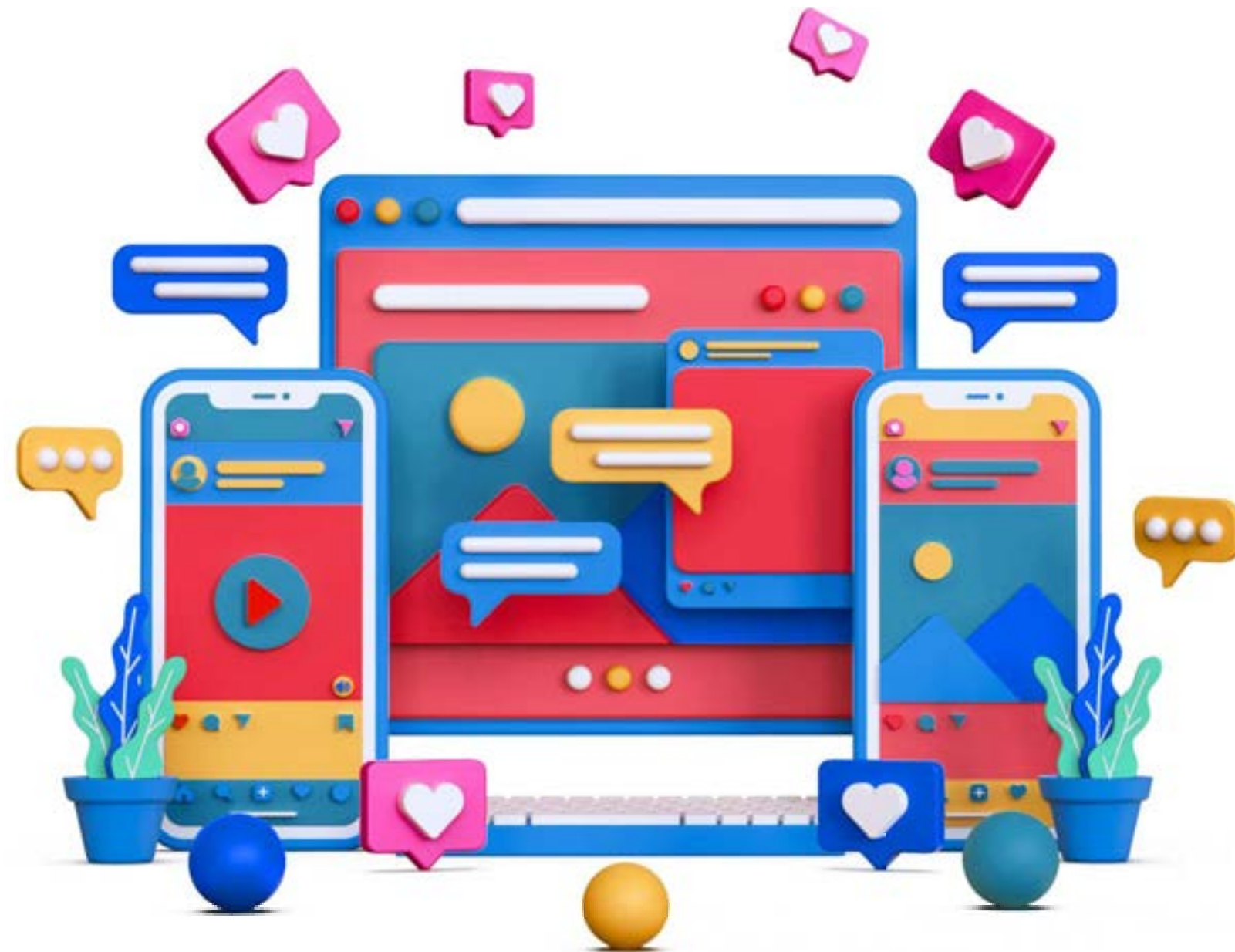
- **High-Quality Photos/Videos:** Aim for well-composed shots using natural lighting. Clear, high-resolution images and videos always look more professional and engaging. (Don't forget to clean your back camera for the best clarity!)
- **Engage with the Moment:** Capture candid shots and real-time moments. Authentic, behind-the-scenes content always connects well with the audience.
- **Variety of Shots:** Mix up your shots—wide angles, close-ups, and key details. This variety will provide us with more options for the recap.
- **Consistent Branding:** If the event has specific branding or themes, make sure they are reflected in your visuals for consistency.



JOIN THE APWU
HEALTH PLAN HPR
FACEBOOK GROUP

- **Why join the APWUHP 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.





QUESTIONS?



THANK YOU!

**WE'RE EXCITED TO CONTINUE GROWING
OUR DIGITAL PRESENCE AND CONNECTING
WITH MORE MEMBERS!**

LET'S STAY CONNECTED!

EMAIL: DBUNTING@APWUHP.COM

CELL: 1(667)274-7710