



# Memo

To: Caroline Ruwet, Alyssa Yacone

Fr: RDW Group

Re: Organic social media strategy and management

Dt: September 23<sup>rd</sup>, 2024

Thank you for the opportunity to present our recommended approach to organic social media management for Access Health CT. Based on our discussions, we believe we can help support your social media efforts in the following ways:

## **Recommended Scope of Work**

### **1. Social Media Audit**

To inform our strategic planning and guide ongoing social management it is important that we formally evaluate and assess your current social media presence, as well as that of relevant in-market players and exemplary state exchanges. We will thoroughly audit your social media account setup, posting cadence and strategy, content strategy, branded templates and design, and follower statistics and engagement to determine the health of your social properties. Similarly, we will audit the social channels of key competitors/peers to benchmark the current social environment, content landscape, follower characteristics, and category best practices. As such, we recommend auditing Anthem BCBS, Connecticare, HUSKY Health, Covered California, and the Massachusetts Health Connector. The findings of the audit and associated recommendations will be delivered as a presentation to internal stakeholders.

### **2. Annual Social Media Strategy**

Working closely with the AHCT team, we will set foundational strategic goals for AHCT's social media presence, taking into consideration the nuances across all your platforms including Facebook, Instagram, X/Twitter, LinkedIn, and YouTube. We will align social media goals with the goals of the organization, thereby supporting brand awareness, enrollment and retention, customer service, health equity, and community engagement. Once goals have been set, we will develop a customized, strategic roadmap to drive your social media strategy going forward. This roadmap will include defined audiences, key content themes and messages

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(see Appendix), recommended posting cadence, tone of voice, best practices for encouraging engagement, visual asset guidelines, and a measurement plan with key KPIs.

### **3. Monthly Content Calendar**

Working with the AHCT team, we will research and develop a monthly content calendar to support immediate goals and objectives, whether it be enrollment, frequently asked questions, programs and resources, and other key efforts. Each content calendar will include full proposed postings for up to four channels (Facebook, Instagram, X, LinkedIn). Postings will include full copy development and image suggestions, utilizing branded templates for light image work and post development.

Note: This is for English only, AHCT team to be responsible for transcreation and providing of any multi-lingual content as desired.

### **4. Post Scheduling**

RDW team to schedule and post approved content from the above calendars across the above channels.

Note: RDW Team will need administrator access to all channels (Facebook, Instagram, X, and LinkedIn) to fulfill this portion of the scope.

### **5. Bi-Weekly Check-In**

Our team will continually monitor the AHCT channels and join a bi-weekly team meeting to answer any questions, discuss observations, offer suggestions and support, and discuss any ad hoc social content development requests. Every sixth meeting will involve a discussion of the quarterly analytics report.

### **6. Quarterly Social Reporting**

Working within any IT constraints, we'll provide comprehensive quarterly reporting that captures the performance of each individual social platform. Tools used for reporting may include Google Tag Manager, Google Analytics 4 (GA4), Google Looker Studio, Google Sheets, Supermetrics, Meta (Facebook and Instagram), X/Twitter, and LinkedIn.

Each performance report will assess channel-level performance digging into statistics such as post impressions, engagement, engagement rate, and top-performing posts/content areas. Reports will compare back to the previous time frame to understand trends and ongoing growth and will include actionable recommendations for changes and optimizations.

We will work together with your IT team to determine the optimal access and tools for effective data capture and reporting. If these needs cannot be met due to IT security concerns, we can provide a reporting template for the AHCT team to flow data into and provide analysis and discussion based on output.

Note: RDW Team will need administrator access to all channels (Facebook, Instagram, X, and LinkedIn) to fulfill this portion of the scope.

### **Proposed Investment**

Supervision of social services will be included under the existing account service retainer. Additional social media team charges would include:

#### **Set up costs:**

Social media audit \$6,125 (35 hrs.)  
Annual social media strategy \$7,000 (40 hrs.)  
Quarterly front-end reporting \$4,375 (25 hrs.)  
Total \$17,500 (one-time cost)

#### **Recurring costs:**

Monthly content calendar \$3,850/month (22 hrs.)  
Post scheduling and posting \$1,050/month (6 hrs.)  
Total \$4,900/month

### **Appendix A: Potential content:**

Evergreen Messages:

- Who we are and our mission
- Exclusive source of financial help
- Coverage/plan options including health and dental
- Free help (in person, online and over the phone)
- Enrollment events
- Health literacy/understanding and benefits of having coverage
- Special Enrollment Periods/Qualifying Life Events
- Benefits of Brokers/CACs

- Awareness days/weeks/months
- Awards (industry and personal, for example business journal awards, etc.) •

Engagement with stakeholders, such as recognizing elected officials who come to events or support legislation related to our mission

- News/press releases

#### FY24 Key Messages:

- Open Enrollment
  - Dates and deadlines/free help and events/health literacy/working with Brokers and CACs including Broker Academy graduates
  - Special audience messages:
    - Renewals
    - Family Glitch
    - Covered CT
    - Benefits of Silver Plans
- Medicaid Unwinding
- Covered CT Program
- Addition of dental coverage into the same health platform
- Broker Academy
  - Recruitment in Spring
  - Classes occur in Summer
  - State testing/accreditation in last summer
  - Mentorship with established brokers in early fall
  - Helping folks enroll during OE (typically Nov – Jan)
- Expanded financial help associated with the Inflation Reduction Act (IRA) – or other pieces of legislation as they come up
- Recognizing other organizations that have provided grants that fund some of our projects