

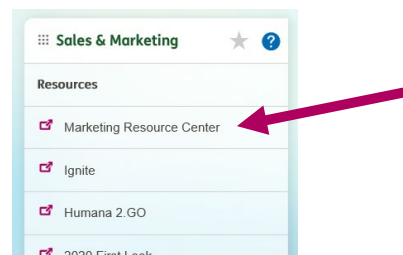
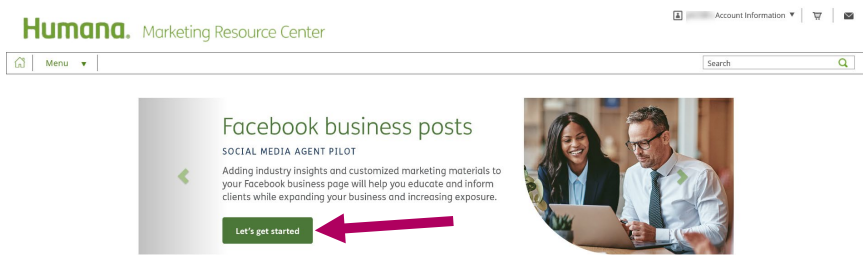
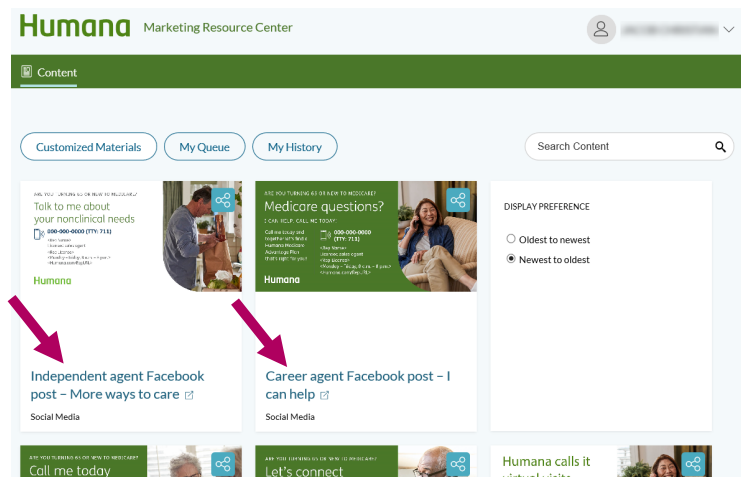
Facebook

MRC Social Media Pilot



- PURPOSE:** Use the Marketing Resource Center to post Humana-approved content to an agent's Facebook Business Page – allowing agents to engage with prospects and members on social media.
- SCOPE:** Partner and Career Agents

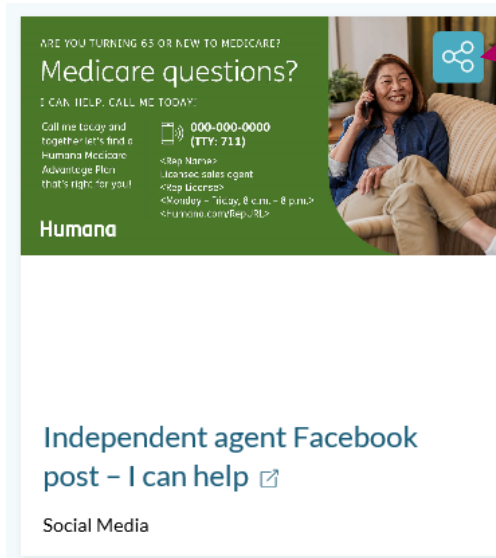
Posting Humana-Approved Content to Facebook

Log in with your agent credentials at Humana.com	
From the Humana Vantage homescreen, Click the link for the Marketing Resource Center – located under the Sales & Marketing heading.	
You will be taken to the Marketing Resource Center. To get started with Social Media posting, you can click the banner for “Facebook business posts.”	
The MRC will display all of the materials that are available to post to Facebook. Humana-employed agents must choose those marked as “Career agent.” It will include the required hashtag #HUMEmployee. Independent / Partner Agents and Brokers must choose those marked as “Independent agent.”	



Once you have chosen the content that you wish to post, it is time to begin customizing it for your needs.

To begin, click on the share button in the upper right hand side of the image.



Begin customizing your post:

Choose the layout color

Enter your first and last name

Agent license number (only required for agents in California)

Telephone number (include the dashes)

Website

Office Hours

Once you've filled in your information, click the preview button.

Customization



Don't wait for your client to find you. Promote yourself on social. Enter your contact information.

Select layout option. *	Green background
Name *	John Doe
Agent license # (if required: CA)	
Agent Phone (Ex: 555-555-5555) *	555-555-5555
Website (don't include http://www.)	Humana.com
Office hours	8am - 6pm

Preview

Cancel

The MRC will present you with a preview of your Facebook post. Verify that all of the information you have entered is accurate.

If you need to make changes, you can use the “Back” button to edit the post.

If you do not wish to post this content, you can click the “Cancel” button.

However, if everything looks good, you can click the “Approve” button to move forward.

You may adjust view size 0 to 100%.

When using the system for the first time, you will be asked to connect your Facebook Business Page to the MRC.

Use the “Connect” button to enter your Facebook credentials.

Once you have logged in with Facebook, you can select your page and click the “Confirm” button.

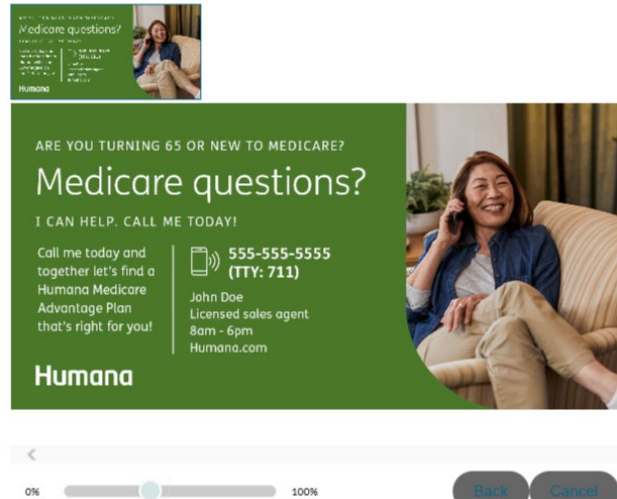
You will remain connected for 60 days before being asked to reconnect.

You will then see that the MRC has connected with your Facebook page.

The MRC presents two options for posting. You can “Post now” or “Add to queue.”

- “Post now” will post the content to your page immediately.
- “Add to queue” will mark the content to be posted during the next peak Facebook usage time – the next morning or later that evening (in Eastern time).

Preview and Approve



Share Content via Social Media

☐ Facebook
Connect

Please Select a Business page for Posting

You currently have 1 business page in your Facebook account. Please select the business page you wish to post your content. You may change the selection at anytime.

☒ Licensed Sales Agent

Confirm Cancel

Share Content via Social Media

☒ Facebook

When would you like to post this?

☐ Post now ☒ Add to queue

This content will be shared immediately after you press submit

Select a pre-approved comment for your post (Optional)

Clear selection

☐ Are you turning 65 or new to Medicare? Now is a great time to review your current Medicare coverage and see if there's a better plan option available. Call me today!

☒ Global comments

Preview your post



☐ Please check to confirm. Your content and messaging selections will result in a social post composed of the following elements:

1. A comment (if you have chosen to specify one)

Back

Cancel

Submit



You can choose to add a pre-approved comment to appear with your post.

Finally you'll be asked to confirm that you are ready to create your Facebook post.

If you need to make final edits, use the "Back" button.

Use the "Cancel" button to abandon your post.

Click "Submit" to move forward with posting your Humana-approved content.

The MRC will display a message letting you know that your content was successfully posted to Facebook.

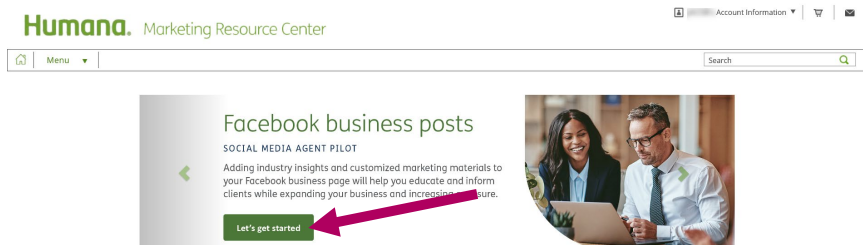
Share Content via Social Media



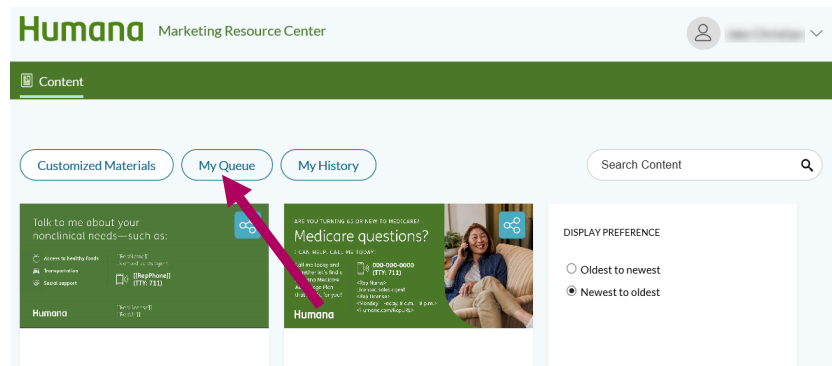
This Content was successfully posted to Facebook

Using "My Queue"

From the Marketing Resource Center, click on the banner for "Facebook business posts."



You will see a button for "My Queue." This is where you can view and edit your Facebook posts that you chose to add to "add to queue" instead of "post now."



The queue will show you the posts that you've prepared. You may prepare up to 10 pieces. The content will be posted during the next peak Facebook usage time – the next morning or later that evening (in Eastern time). They will be posted in order, from top to bottom.

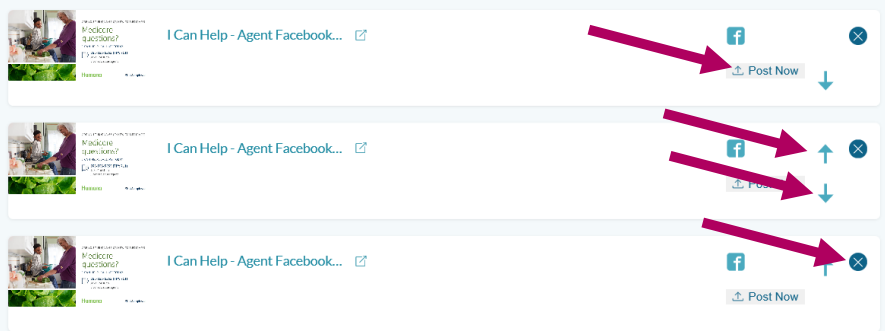
You can use the “Post Now” button to immediately share the content.

The up and down arrows allow you to change the order of your posts.

The “X” allows you to delete the prepared content so that it will not be posted to Facebook.

Upcoming Posts

The items below will be automatically shared on your preferred social channels on a regular schedule. ?

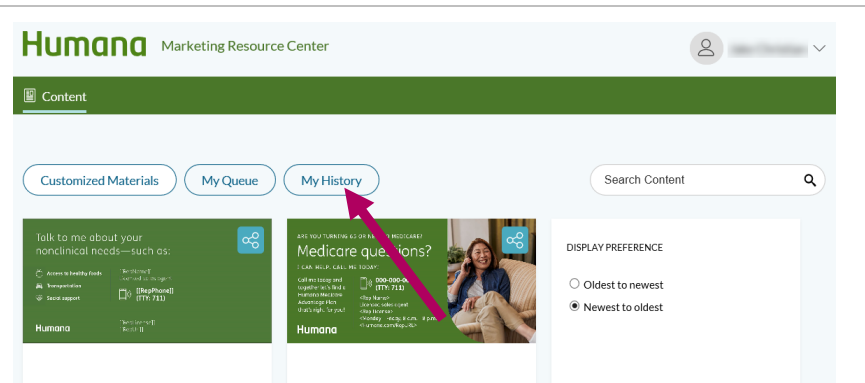
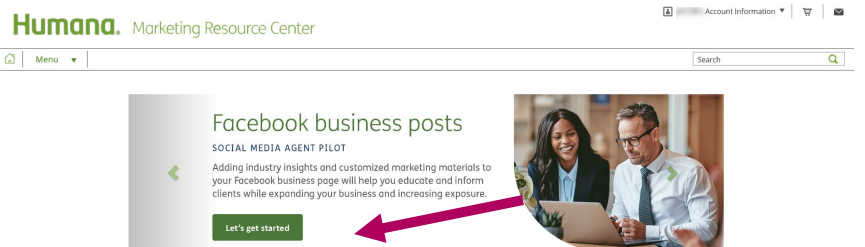


Using “My History”

From the Marketing Resource Center, click on the banner for “Facebook business posts.”

You will see a button for “My History.” This is where you can view the content you’ve created and shared to Facebook through the MRC.

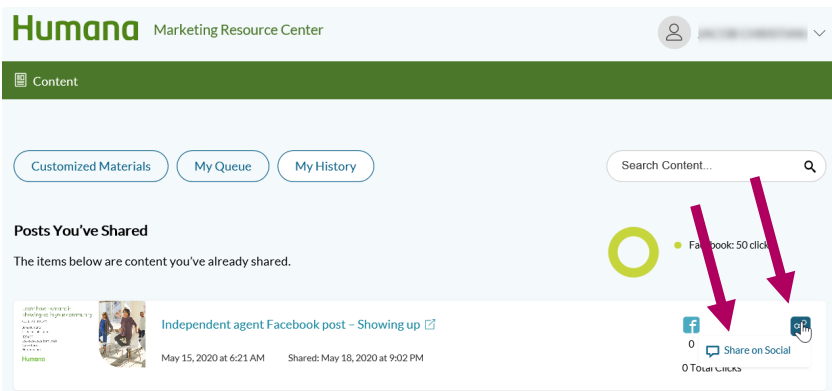
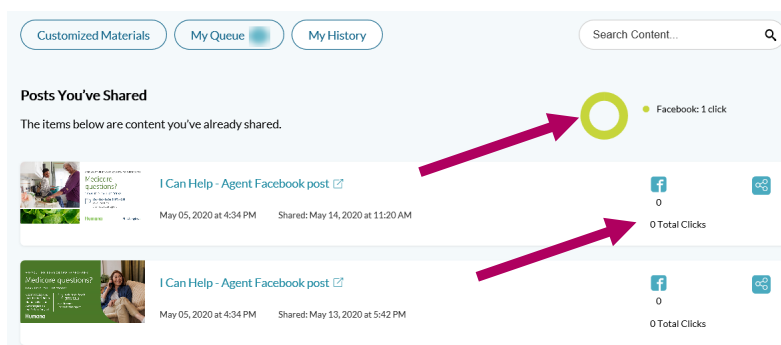
Your history will show 1 year of activity.



When viewing your post history, you can gain some insight into the success of your posts.

The MRC will display how many people have clicked on your post. Note this does not include views or likes. This number may be low as it doesn't necessarily show the full reach of the post.

The "My History" view will also allow you to repost content, as long as it is still available in the MRC. Hover your mouse on the Share button then click "Share on Social."



Process complete