

ALTCEW Facebook post insights for July 1-31, 2020

Post Insights: The posts with the most successful engagement are in yellow.

7/3/2020:

There's a new, online option for people who need to sign up for Medicare Part – B!
For more information, visit the social security's "what's new" page.

https://www.ssa.gov/thirdparty/whatsnew.html?utm_campaign=thirdparty&utm_medium=email&utm_source=govdelivery #Medicare #SSA #AgingLTC

People Reached: 112

Link Clicks: 2 | Photo Clicks: 0 | Likes: 4 | Comments: 0 | Shares: 0 | Other: 2

7/10/2020: *This post was boosted at \$10 for 3 days*

Protect yourself from Medicare fraud. Give us a call at 509-458-2509 if you have questions or concerns.

#MedicareFraud #Medicare #AgingLTC

People Reached: 692

Link Clicks: 3 | Photo Clicks: 11 | Likes: 16 | Comments: 0 | Shares: 2 | Other: 7

Budget Spent: \$10 | Cost per engagement: \$.42 | Audience Gender: 66.4%Women, 33.6%Men

Audience Age: 99.8% were 64+, .2% were 55-64 | Audience Location: 100% Washington

7/15/2020: *We boosted this post for \$10 over 3 days*

We're here to help. Call [509-458-2509](tel:509-458-2509) to learn about upcoming Medicare webinars and answer your Medicare questions! #AgingLTC #Medicare #SHIBA #NewtoMedicare

<https://www.altcew.org/programs-services/medicare/>

People Reached: 697

Link Clicks: 6 | Photo Clicks: 12 | Likes: 29 | Comments: 0 | Shares: 1 | Other: 7

Budget Spent: \$10 | Cost per engagement: \$.26 | Audience Gender: 72.6%Women, 27.4%Men

Audience Age: All were over 55 | Audience Location: 100% Washington

7/20/2020:

Become a Statewide Health Insurance Benefits Advisor volunteer!

As a volunteer you can help others. Connect with your community. Meet new friends.

Contact us at 509-458-2509 to learn more.

<https://www.altcew.org/volunteer/statewide-health-insurance-benefits-advisors/>

#AgingLTC #Medicare #SHIBA #Volunteer

People Reached: 74

Link Clicks: 3 | Photo Clicks: 0 | Likes: 4 | Comments: 0 | Shares: 2 | Other: 0

7/25/2020: *We boosted this post for \$10 over 3 days*

"Fraudsters are attempting to bill Medicare for sham tests or treatments related to the coronavirus and are targeting individuals to illegally obtain money or Medicare numbers."

For more information, contact our SHIBA office at 509-458-2509. Watch this video for common COVID-19 Scams and how to protect yourself: <https://www.youtube.com/watch?v=37O74z2jNxx>

#AgingLTC #MedicareScams #MedicareFraud #COVID19

People Reached: 1,698

Link Clicks: 19 | Photo Clicks: 0 | Likes: 7 | Comments: 0 | Shares: 4 | Other: 70

Budget Spent: \$10 | Cost per engagement: \$.56 | Audience Gender: 66.7%Women, 33.3%Men

Audience Age: All were 18 and over, majority over 55 | Audience Location: 100% Washington