

MEDICARE  
SOLUTIONS



# Extend Your Reach With Social Media



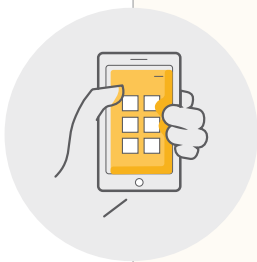
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When it comes to marketing, a lot has changed over the past few years, but one thing has stayed the same. To get the word out about how you can help people with their insurance needs, you still need to reach them where they're spending their time.

The numbers clearly show that place is on social media.



- ✓ <sup>1</sup>**86%** of American adults consume media through a smartphone, computer or tablet
- ✓ <sup>2</sup>**78%** of Americans over 56 use Facebook
- ✓ <sup>2</sup>**67%** of Americans over 56 use YouTube
- ✓ <sup>3</sup>**70%** of U.S. Facebook users say they visit the site daily
- ✓ <sup>3</sup>**49%** of U.S. users say they visit Facebook several times a day

# Four Best Practices to Get the Most From Your Social Posts

Social media is an informal, yet effective, way to interact with prospects and clients. Social posts have the power to build brand awareness, familiarize people with our products and demonstrate a need for coverage.

Before you start posting, consider these four best practices that will help make your efforts more productive:<sup>4</sup>



## 1. Start with the Right Platform

There are many social media sites to choose from, each catering to different age groups and demographics. So, it's important to know which site is used most by your desired audience.

As shown by the numbers above, most American adults over 56 spend a lot of time on Facebook. So, if that's who you're trying to reach, you should start there. But Facebook isn't the only social site where they can be found.

More and more people in that age group are spending time on other social media sites. But the numbers are still small compared to Facebook. However, with the right strategy, you may be able to reach a niche audience on other social sites.



## 2. Start a Conversation

Your audience is bombarded with social posts every day. It's important that yours rise above the noise to get noticed. One of the best ways to do this is to sound conversational and authentic in your responses.

The best style is to sound conversational and authentic. Speak to your audience like they were sitting across the table from you. Avoid using jargon. Talk with them like you would to a friend who isn't in the industry. And don't try to be clever. It's more effective to be clear and compelling than to show off your creativity. As a reminder, the posts in this brochure cannot be modified. But your responses can be written using your own style and voice.



## 3. Engage with Your Audience

Don't use your posts to sell. Use them to connect. A social post should be a two-way conversation that encourages followers to engage with you. Ask questions and encourage your audience to respond. Be sure to give a prompt, friendly response to their inquiries to show you're paying attention.



## 4. Make a Plan and Stick to It

Start by asking yourself, "What do I want to accomplish?" When setting goals, remember social media is not about direct selling. It's about making connections and fostering relationships. Selling comes later.

You'll need to determine what success looks like for you. What metrics will you use to know whether your social media plan is working? Be careful about focusing too much on the number of followers you have. Fifty engaged followers will do more for you than 500 casual followers.

You may be wondering how often you should post and what are the best times to post. A lot has been written on these questions. The bottom line is what's best for one business may not be best for yours. Try posting at a few different intervals and at different times on different days to determine what draws the best results.

It's possible to post too frequently or infrequently. But it's difficult to say how often you should post. It's best to track your results. If engagement is dropping off, you may be posting too much or not enough. It may take some trial and error, but find what works for you and stick with it.

The key to a good social media strategy is to be consistent while remaining flexible. You may need to adjust your plan as your results change.

We are here for you

If you have questions about using these posts or how to get started, please email marketing at [marketing@mutualofomaha.com](mailto:marketing@mutualofomaha.com).

## We Make it Easy to Start Posting Today

To help put your plan into action, we offer a wide selection of ready-to-use, compliance- approved, social media posts. From informative posts about products and services.

### How to Use These Social Posts

1

Copy and paste the approved text into your status.

2

Choose the corresponding image on the left and save the picture to your desktop by right-clicking it and selecting "Save as Picture."

3

Post approved copy, photo and the link to your social media accounts.

Each of these posts are approved by compliance and ready to use, but cannot be changed or altered in any way. We will monitor activity and client interaction with each post and welcome your feedback.

If you have questions about using these posts or how to get started, please email marketing at [marketing@mutualofomaha.com](mailto:marketing@mutualofomaha.com).

#### REFERENCES

<sup>1</sup>More than eight-in-ten Americans get news from digital devices

<https://www.pewresearch.org/fact-tank/2021/01/12/more-than-eight-in-ten-americans-get-news-from-digital-devices/>

Accessed Oct. 29, 2021

<sup>2</sup>Reach of leading social networking sites used by Baby Boomer and Senior online users in the United States as of 3rd quarter 2020

<https://www.statista.com/statistics/309166/boomer-senior-social-networks/>

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<sup>3</sup>10 facts about Americans and Facebook

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Accessed Oct. 29, 2021

<sup>4</sup>Three Social Media Best Practices For Business Development

<https://www.forbes.com/sites/forbescommunicationscouncil/2018/10/16/three-social-media-best-practices-for-business-development/?sh=3a0f3f195d31>

Accessed Oct. 29, 2021

## Annual Enrollment Period

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### Mutual of Omaha Insurance Company



It's time to enroll in a Medicare supplement insurance plan. From Oct. 15-Dec. 7, you can explore your options to find a plan that best meets your needs. Contact me with any questions. #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Mutual of Omaha** | AZ, AR, GA, HI, IN, IA, MT, OH, OK, PR, RI, SC, SD, TX, VA, VT, VI, WV | Item #609635 | **Rotating Ads**



It's a great time to review your coverage and explore your options to find a plan that best meets your needs. Contact me with any questions. If you switch your Medicare supplement plans you may be underwritten and could be rated or denied coverage. #mutualofomahaAEP

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# Annual Enrollment Period (continued)

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## Mutual of Omaha Insurance Company



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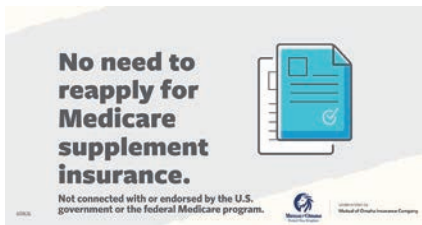
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## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### Mutual of Omaha Insurance Company



Original Medicare (Part A and Part B) generally covers 80% of your health care expenses. A Medicare supplement insurance policy helps cover the other 20% of eligible costs. Contact me to choose a plan. #mutualofomahaAEP

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**Approved States - Mutual of Omaha** | MD | Item #609638 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | NH | Item #609638 | **Rotating Ads**



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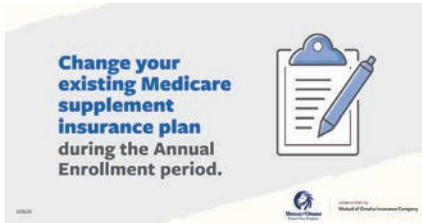
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**Approved States - Mutual of Omaha** | WY | Item #609638 | **Rotating Ads**

# Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

## Mutual of Omaha Insurance Company



Looking for a new Medicare supplement insurance plan? Review different plan options during the Medicare Annual Enrollment Period, Oct. 15-Dec. 7. I'm here to help. #mutualofomahaAEP

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**Approved States - Mutual of Omaha** | AZ, AR, GA, HI, IA, IN, MT, NY, OH, OK, PR, RI, SC, SD, TX, VA, VT, VI, WV | Item #609640 | **Rotating Ads**



Looking for a new Medicare supplement insurance plan? Review different plan options during the Medicare Annual Enrollment Period, Oct. 15-Dec. 7. I'm here to help. Note: If you switch your Medicare supplement plans you may be underwritten and could be rated or denied coverage. #mutualofomahaAEP

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**Approved States - Mutual of Omaha** | MD | Item #609640 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | NH | Item #609640 | **Rotating Ads**



Looking for a new Medicare supplement insurance plan? It's a great time to review your coverage and explore your options to find a plan that best meets your needs. I'm here to help. #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Mutual of Omaha** | ND | Item #609640 | **Rotating Ads**



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## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### United of Omaha Life Insurance Company



It's time to enroll in a Medicare supplement insurance plan. From Oct. 15-Dec. 7, you can explore your options to find a plan that best meets your needs. Contact me with any questions. #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

Approved States - United of Omaha | CO, ME | Item #609635 | Rotating Ads



Keeping your current Medicare supplement insurance policy? There's no need to reapply for coverage during Medicare Annual Enrollment. It's one less thing to worry about! #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

Approved States - United of Omaha | CO, ME | Item #609636 | Rotating Ads



Original Medicare (Part A and Part B) generally covers 80% of your health care expenses. A Medicare supplement insurance policy helps cover the other 20% of eligible costs. Contact me to choose a plan. #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

Approved States - United of Omaha | CO, ME | Item #609638 | Rotating Ads



Looking for a new Medicare supplement insurance plan? Review different plan options during the Medicare Annual Enrollment Period, Oct. 15-Dec. 7. I'm here to help. #mutualofomahaAEP

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# Annual Enrollment Period (continued)

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## Omaha Insurance Company



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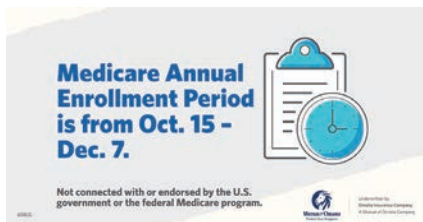
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**Approved States - Omaha Insurance Company** | IL | Item #609635 | **Rotating Ads**



It's a great time to review your coverage and explore your options to find a plan that best meets your needs. Contact me with any questions. If you switch your Medicare supplement plans you may be underwritten and could be rated or denied coverage. #mutualofomahaAEP

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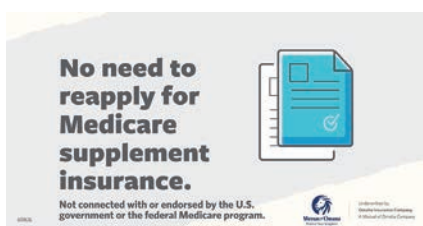
**Approved States - Omaha Insurance Company** | KS | Item #609635 | **Rotating Ads**



Keeping your current Medicare supplement insurance policy? There's no need to reapply for coverage during Medicare Annual Enrollment. It's one less thing to worry about! #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, NV, NM, NC, UT, WI | Item #609636 | **Rotating Ads**



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**Approved States - Omaha Insurance Company** | IL | Item #609636 | **Rotating Ads**

## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### Omaha Insurance Company



Original Medicare (Part A and Part B) generally covers 80% of your health care expenses. A Medicare supplement insurance policy helps cover the other 20% of eligible costs. Contact me to choose a plan. #mutualofomahaAEP

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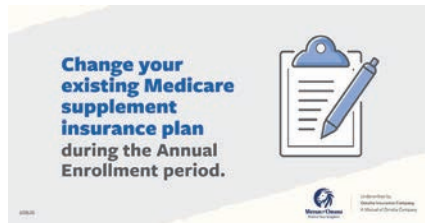
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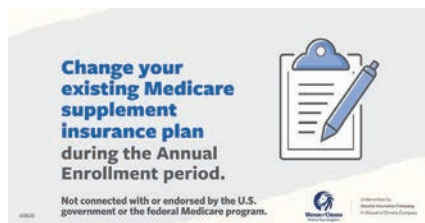
**Approved States - Omaha Insurance Company** | IL | Item #609638 | **Rotating Ads**



Looking for a new Medicare supplement insurance plan? Review different plan options during the Medicare Annual Enrollment Period, Oct. 15-Dec. 7. I'm here to help. #mutualofomahaAEP

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**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, NV, NM, NC, UT, WI | Item #609640 | **Rotating Ads**



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**Approved States - Omaha Insurance Company** | IL | Item #609640 | **Rotating Ads**

## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### United World Life Insurance Company



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Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - United World** | CA, KY, MS, MO, TN, WA |  
Item #609635 | **Rotating Ads**



Keeping your current Medicare supplement insurance policy? There's no need to reapply for coverage during Medicare Annual Enrollment. It's one less thing to worry about! #mutualofomahaAEP

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - United World** | CA, KY, MS, MO, TN, WA |  
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**Approved States - United World** | CA, KY, MS, MO, TN, WA |  
Item #609638 | **Rotating Ads**



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**Approved States - United World** | CA, KY, MS, MO, TN, WA |  
Item #609640 | **Rotating Ads**

## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### Omaha Supplemental Insurance Company



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Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Omaha Supplemental Insurance Company** | MI, NE | Item #609635 | **Rotating Ads**



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**Approved States - Omaha Supplemental Insurance Company** | MI, NE | Item #609638 | **Rotating Ads**



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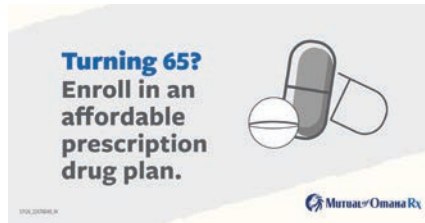
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**Approved States - Omaha Supplemental Insurance Company** | MI, NE | Item #609640 | **Rotating Ads**

# Prescription Drug Plans

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

## Mutual of Omaha Insurance Company



If you're eligible to enroll in Medicare, you're also eligible to save on prescription drug costs. Mutual of Omaha Rx<sup>SM</sup> (PDP) prescription drug plans offer affordable and comprehensive coverage on an extensive list of medications. Contact me to learn how to add a prescription drug plan to your Medicare plan. #mutualofomahaPDP

Approved in all states except NY | Item #S7126\_22470048\_M



Did you know Medicare supplement insurance plans don't cover prescription drug costs? Give me a call. I'll help you choose the right Mutual of Omaha Rx<sup>SM</sup> (PDP) prescription drug plan for your lifestyle. #mutualofomahaPDP

Approved in all states except NY | Item #S7126\_22470049\_C



Did you know Original Medicare doesn't cover prescriptions? Help cover your out-of-pocket prescription costs with a Mutual of Omaha Rx<sup>SM</sup> (PDP) prescription drug plan. Give me a call to get started. #mutualofomahaPDP

Approved in all states except NY | Item #S7126\_22470050\_C



# Medicare Solutions

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

## Mutual of Omaha Insurance Company



Selecting the right Medicare supplement insurance policy can be confusing. I can help choose the perfect plan for you. #mutualofomahamedsupp

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Mutual of Omaha** | AZ, AR, DC, GA, HI, IN, MD, MT, ND, NY, OH, OK, PR, RI, SC, SD, VA, VI, WV | Item #609670 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | AK, IA, NH, TX, WY | Item #609670 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | VT | Item #609670 | **Rotating Ads**



Medicare covers some of your health care costs, but not everything. Give me a call. Together, we find a solution to complete your coverage. #mutualofomahamedsupp

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Mutual of Omaha** | AZ, AR, DC, GA, HI, IN, MD, MT, ND, NY, OH, OK, PR, RI, SC, SD, TX, VA, VI, WV | Item #609671 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | AK, IA, NH, WY | Item #609671 | **Rotating Ads**

## Medicare Solutions (continued)

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Approved States - Mutual of Omaha | VT | Item #609671 | Rotating Ads

### United of Omaha Life Insurance Company



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Approved States - United of Omaha | CO, ME | Item #609670 | Rotating Ads



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Approved States - United of Omaha | CO, ME | Item #609671 | Rotating Ads

## Medicare Solutions (continued)

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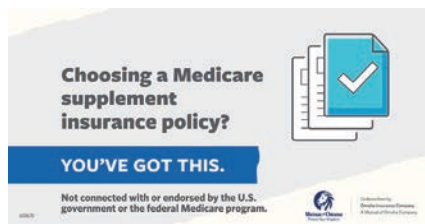
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**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, IL, KS, LA, MN, NV, NC | Item #609670 | **Rotating Ads**



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**Approved States - Omaha Insurance Company** | NM, WI | Item #609670 | **Rotating Ads**



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**Approved States - Omaha Insurance Company** | NM, WI | Item #609671 | **Rotating Ads**

# Medicare Solutions (continued)

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## United World Life Insurance Company



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Approved States - United World | CA | Item #609670 | Rotating Ads



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Approved States - United World | KY, MS, MO, TN, WA | Item #609670 | Rotating Ads



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## Medicare Solutions (continued)

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### Omaha Supplemental Insurance Company



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Approved States - Omaha Supplemental Insurance Company | MI | Item #609670 | Rotating Ads



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Approved States - Omaha Supplemental Insurance Company | NE | Item #609670 | Rotating Ads



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Approved States - Omaha Supplemental Insurance Company | NE | Item #609671 | Rotating Ads

# Medicare Myths

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## Mutual of Omaha Insurance Company



**Myth** - Medicare covers all your medical expenses.

**Fact** - Original Medicare only covers a portion of your medical costs. You're responsible for premiums, deductibles, coinsurance and copayments. Medicare supplement insurance can help cover these costs. Contact me to start saving on your medical expenses.

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**Approved States - Mutual of Omaha** | AZ, AR, DC, GA, HI, IN, MD, MT, ND, NY, OH, OK, PR, RI, SC, SD, TX, VA, VI, WV | Item #609667-1 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | AK, IA, NH, WY | Item #609667-1 | **Rotating Ads**



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**Approved States - Mutual of Omaha** | VT | Item #609667-1 | **Rotating Ads**



**Myth** - You need to reapply for Medicare supplement coverage each year.

**Fact** - If you're happy with your current Medicare supplement coverage, you don't need to do anything during the Annual Enrollment Period.

Medicare supplement insurance disclosures: <https://www.mutualofomaha.com/disclosure/medicare-supplement-insurance/social-ads>

**Approved States - Mutual of Omaha** | AZ, AR, DC, GA, HI, IN, MD, MT, ND, NY, OH, OK, PR, RI, SC, SD, TX, VA, VI, WV | Item #609667-2 | **Rotating Ads**

## Medicare Myths (continued)

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

### Mutual of Omaha Insurance Company

**Myth** You need to reapply for Medicare supplement coverage each year.

**Fact — If you're keeping your Medicare supplement coverage, there's no need to reapply annually.**

Not connected with or endorsed by the U.S. government or the federal Medicare program.

Mutual of Omaha Insurance Company

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Approved States - Mutual of Omaha | AK, IA, NH, WY | Item #609667-2 | Rotating Ads

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This is a solicitation of insurance and a licensed insurance agent/producer may contact you. Not connected with or endorsed by the U.S. government or the federal Medicare program.

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Approved States - Mutual of Omaha | VT | Item #609667-2 | Rotating Ads

**Myth** Medicare supplement insurance restricts your network of doctors.

**Fact — You can keep your current doctors if they accept Medicare with a Medicare supplement plan.**

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Mutual of Omaha Insurance Company

**Myth** - Medicare supplement insurance restricts your network of doctors.

**Fact** - Medicare supplement insurance allows you to stick with the doctors you already know. Any health care provider that accepts Medicare patients accepts Medicare supplement insurance. You won't have to worry about finding network providers or getting referrals to see specialists. Start saving at your health care appointments. Contact me to enroll in Medicare supplement insurance.

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Approved States - Mutual of Omaha | AZ, AR, DC, GA, HI, IN, MD, MT, ND, NY, OH, OK, PR, RI, SC, SD, TX, VA, VI, WV | Item #609667-3 | Rotating Ads

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## Medicare Myths (continued)

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Approved States - Mutual of Omaha | VT | Item #609667-3 | Rotating Ads

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**Myth** - Medicare covers all your medical expenses.

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Approved States - United of Omaha | CO, ME | Item #609667-1 | Rotating Ads



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Approved States - United of Omaha | CO, ME | Item #609667-2 | Rotating Ads



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Approved States - United of Omaha | CO, ME | Item #609667-3 | Rotating Ads



## Medicare Myths (continued)

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**Approved States – Omaha Insurance Company** | AL, CT, DE, ID, IL, KS, LA, MN, NV, NC | Item #609667-1 | **Rotating Ads**



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**Approved States – Omaha Insurance Company** | NM, WI | Item #609667-1 | **Rotating Ads**



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**Approved States – Omaha Insurance Company** | AL, CT, DE, ID, IL, KS, LA, MN, NV, NC | Item #609667-2 | **Rotating Ads**



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**Approved States – Omaha Insurance Company** | NM, WI | Item #609667-2 | **Rotating Ads**

## Medicare Myths (continued)

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**Approved States - Omaha Insurance Company** | NM, WI | Item #609667-3 | **Rotating Ads**

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**Approved States - United World** | KY, MS, MO, TN, WA | Item #609667-1 | **Rotating Ads**

## Medicare Myths (continued)

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Approved States - United World | KY, MS, MO, TN, WA | Item #609667-3 | Rotating Ads

# Medicare Myths (continued)

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Item #609667-1 | **Rotating Ads**



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### Why Mutual of Omaha

Over 50 years of Mutual of Omaha's Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.

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