(NCC) National Contracting Center



Facebook Toolkit for Medicare

Guide for Marketing Tools at Your Fingertips

Set Up a Business Page

One of the best and simplest tools for brand awareness is setting up your own Facebook business page. Here are a few great resources for reference.



How to create a page



Schedule Facebook posts in advance



Best Practices



CMS Compliance (Social, Website, Print)

Find Shareable Content

Information is the key to great quality content. Create interesting visuals to go along with it.



Use Canva to create graphics and design



CMS approved posts around AEP



Pages to follow for shareable content

NCC Monthly Ideas Medicare Leadsurance

NOTE WORTHY REFERENCES

Stock Image



Unsplash



Pixabay



Pexels

Community Connections



Local Newspapers



Community Events

Free Social Media Platforms



Facebook

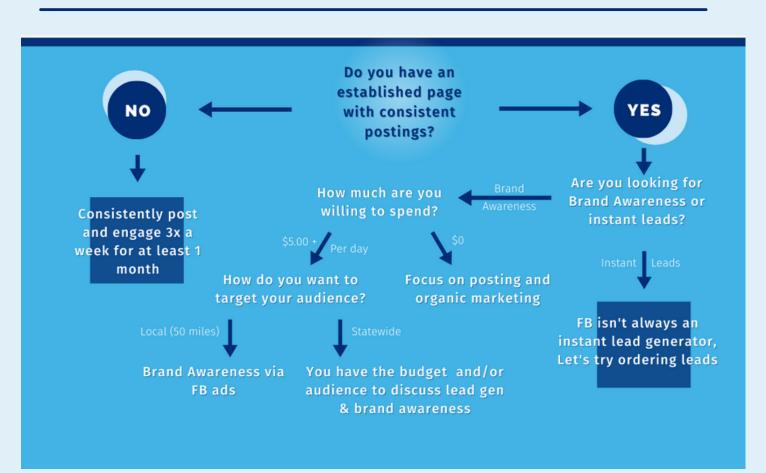


Google My Business



Nextdoor

FACEBOOK AD FLOWCHART



Have thoughts or additional questions about Facebook? Contact Samantha Reece at samantha.reece@nccagent.com or 865-218-8384 to discuss a strategy to fit your needs.