







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 Sites

-  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.