



Social Media – New Ways to Engage

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE

ILTCI





Navigating a New Landscape

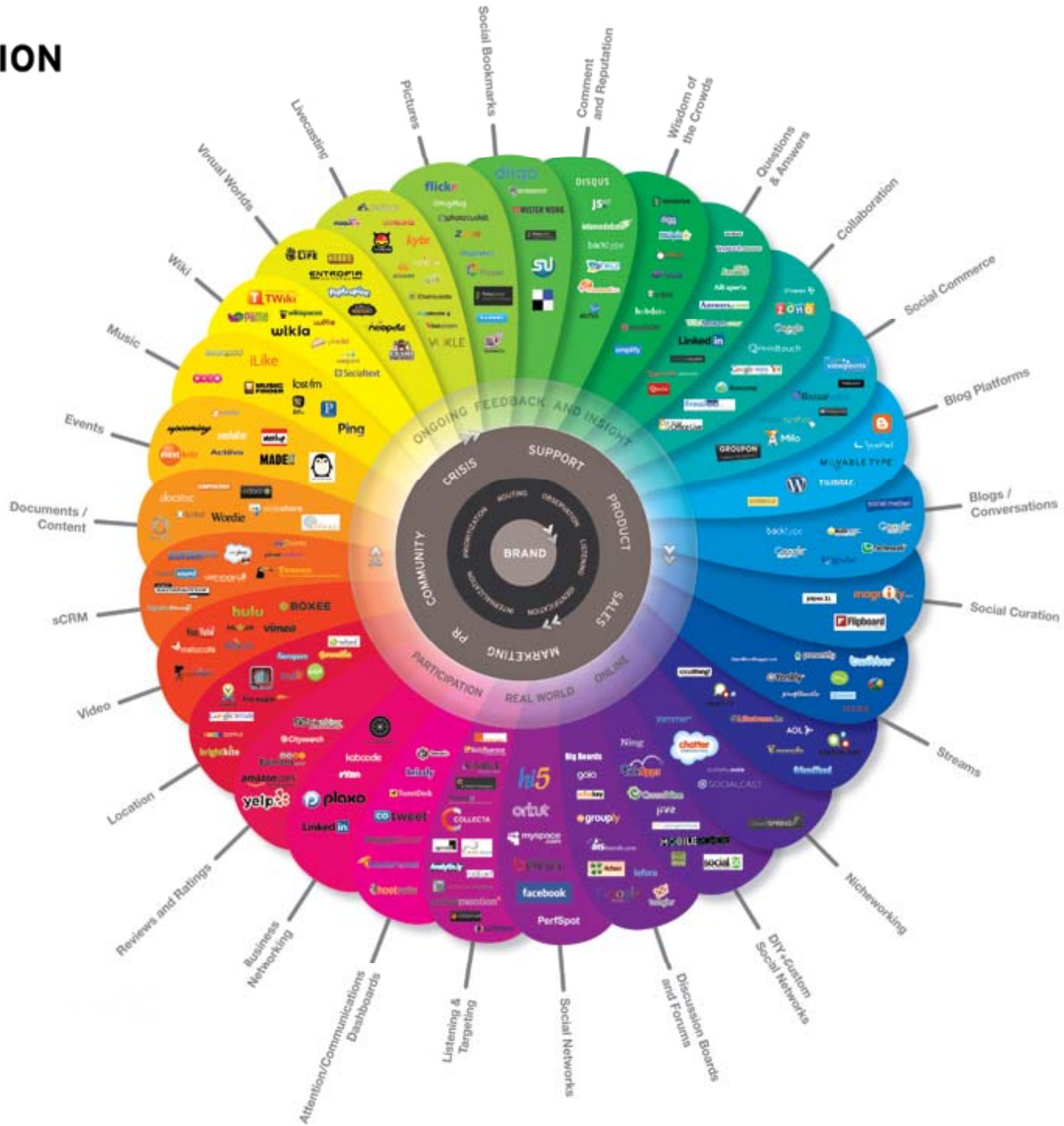
It's not advertising, not PR, not sales. Social media is about building communities and relationships.

- It's not about the transaction. It's about the relationship
- Focus on being interested as opposed to interesting
- Our role is secondary to our customer's role
- Build 1:1 relationships
- Listen

“We own our trademark; our customers own our brand.”

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3

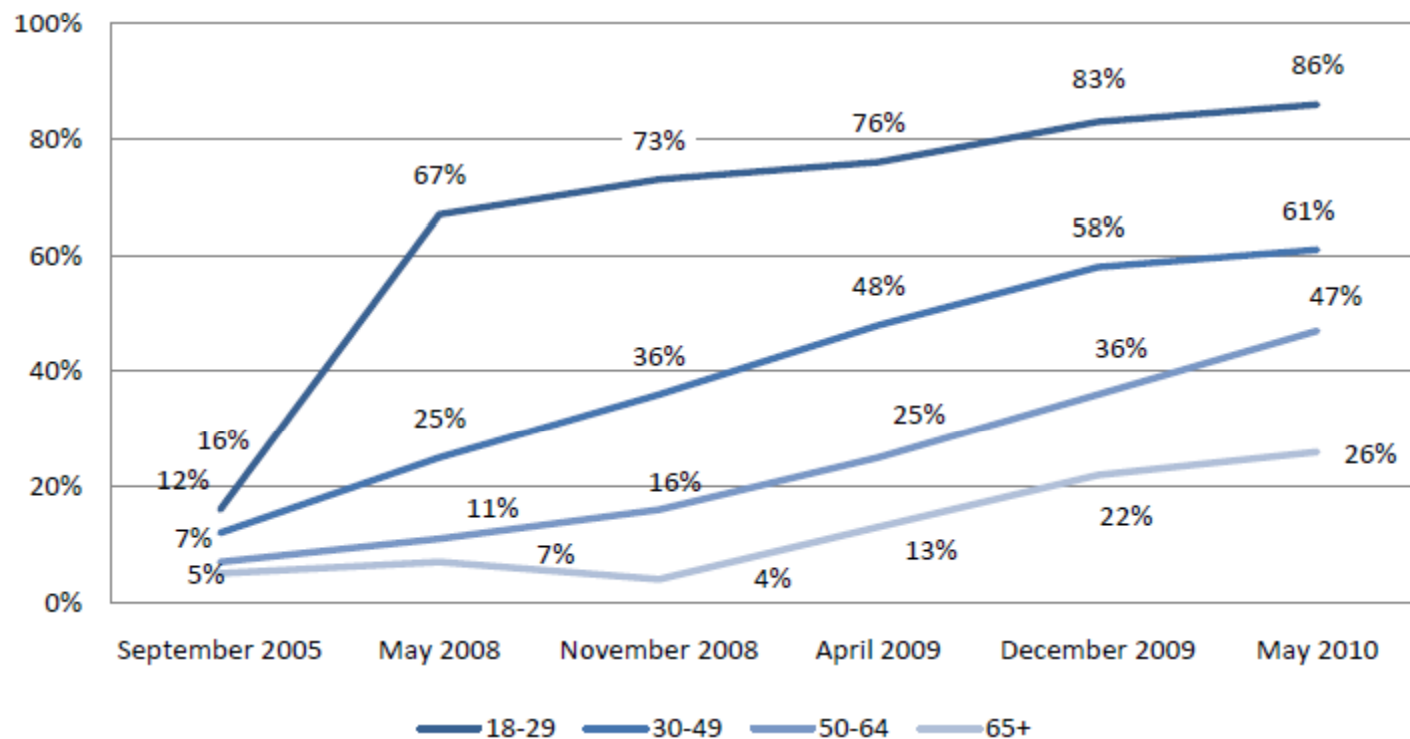




Engagement Surging in LTCi Demographic

Social networking use continues to grow among older users

The percentage of adult internet users who use social networking* sites in each age group



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 -May, 2010. All surveys are of adults 18 and older.

*Study specifically referenced Twitter, Facebook or LinkedIn



Social Media: “Everyone is doing it!”

But my mom said...



“If everyone jumped off a bridge...”



Social Media in Insurance – A Balanced Approach

Why engage?

- Customers and thought leaders are participating
- Have a voice in the conversation
- “Personalize” your brand
- Build relationships with key stakeholders
- Attract new relationships

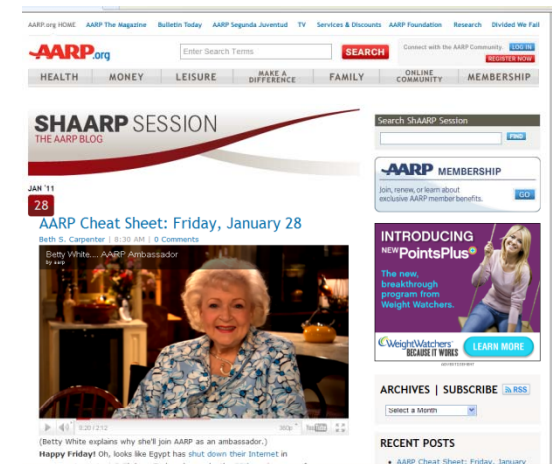
Why be cautious?

- Regulatory, privacy concerns
- Lack of message control
- Speed of response required
- Permanency
- Distribution conflict
- Leadership buy-in



From Woodstock to Facebook: AARP's Social Vision

- We're not just broadcasting to our members, we're listening and engaging with them daily.
- Staff, volunteers, 3rd party advocates all act as brand ambassadors.
- Delivering local, personalized content to members on whatever device they choose to use.
- Members don't seek deals & discounts, they are delivered to them directly.
- Members don't need to carry hard copy of their AARP card. It's an app on their phone.





AARP Success Story:

Helping Haiti

- AARP's biggest online fundraising effort. Ever. Over \$1.255 million to help older victims of the earthquake in Haiti.
- Overnight with no marketing support, viral Facebook & Twitter from employees brought in \$175,000. Reaching over 100,000 people per 50 tweets.
- To date, we have raised over \$721,000 online compared to \$34,000 from snail mail.
- Over 12,000 people have donated including more than 4,400 NEW donors.
- Coverage in *New York Times*, CNN, *USA Today*, *Huffington Post* and more.



“Genworth Celebrates”

cebook Search

Genworth Celebrates

Wall Info Disclosures Welcome Polls

Share: Post Photo Link Video

Write something...

Genworth Celebrates + Others Just Genworth Celebrates Just Others

SYNERGY HomeCare Meet our 2010 Pillar of Strength award winner, Bill Hayes. Over the past 10 years, he exhibited excellence in family caregiving. Synergy HomeCare invites you to show your support for Bill!
<http://ow.ly/3WTZS>

2010 Pillar of Strength Award Winner | The Official Blog of Synergy HomeCare
ow.ly

Upon receiving the award, Mr. Hayes said, "I am touched and honored to be the first recipient of this award! My family and I are thrilled and pleased with the service of Synergy HomeCare!"

Tuesday at 12:35pm · Like · Comment · Share

Lynne Richheimer Happy Valentine's Day to all the Caregivers!!! You make the world a better place.
Monday at 10:53am · Like · Comment

Genworth Celebrates likes this.

Write a comment...

Lon Kieffer We must embrace pain and use it as fuel for our journey. ~Kenji Miyazawa
Come join us at Defender of Caregivers!
February 11 at 7:28am · Like · Comment

Janet Swinson HAPPY NEW YEAR TO ALL THE WONDERFUL CAREGIVERS AROUND THE WORLD! TO BE A CAREGIVER YOU HAVE TO HAVE THAT GIFT LOVE, PATIENCE AND TO LOVE WHAT YOU DO. I'AM PROUD TO BE A CAREGIVER!!!

Information

About:
At Genworth Financial, we're proud to celebrate people whose actions change the world around them, and, in turn, the world at large. Join us in honoring caregivers.

To share your story, log in to your Facebook account or become a Facebook member.

13,568 People Like This

Renata Pirog Gaye Davis Danielle Dauphinais Anestis

Darts Use Sunao Munakata Ivan Peramas

- Genworth-managed Facebook page part of multi-channel branding strategy
- Significant engagement with target audience
 - Over 13,000 “members”
 - Members frequent to post & comment on Genworth posts



A Close-Knit (Virtual) Community



Genworth Celebrates Having conversations with the people we love about big issues like aging, money and health is hard. For help starting these conversations, download the "Let's Talk" magazine. In it, you'll find tips for getting the conversations started, topics to cover, and stories about what other wish they had done.

http://www.genworth.com/content/etc/medialib/lets_talk/pdfs.Par.26758.File.20%203.48%208

www.genworth.com



Hugh Simcoe tryin' my best to take care of my 92-year old mom...gets real tough, sometimes, as we are basically alone, trying to survive on social security. but, you know, with God's help, we make it, day-by-day...

December 14, 2010 at 2:07pm · Like · 2 people · Flag



Angela DeMonia Speegle Hugh, what a blessing you must be to your mom. I don't believe any of us would make it through the day without God's help. Was your dad a veteran? If so your mom probably qualifies for a widows benefit to help with her health care. Mom get's this and it is a life saver. God bless you and have a great day!

December 14, 2010 at 2:46pm · Like · Flag



Monica M Boucher I know what you mean!

December 14, 2010 at 2:59pm · Like · Flag



Valerie Kelley Grippen Hugh, my heart goes out to you. I cared for my Mom the last 10 years of her life, at first I was able to work part time and still care for her, but as she got more fragile, I had to stop working to stay home with her. My family stood in the gap for us, thank God. Will remember you in my prayers. God bless you.

December 14, 2010 at 3:08pm · Like · Flag



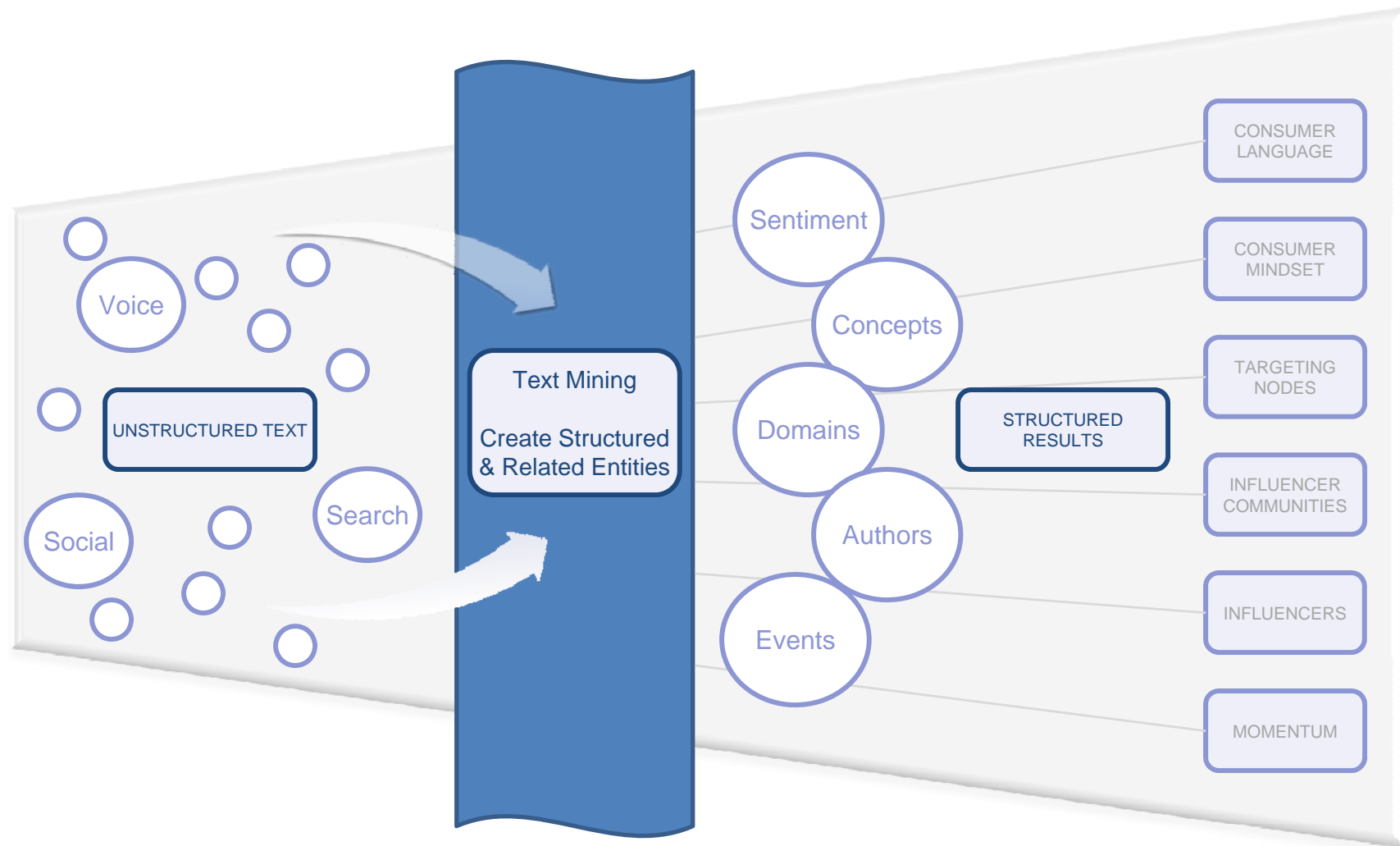
Maria Elizabeth Guardarine Após um ano de sofrimento, angustia e incertezas, por não saber o que havia com os meus rins, após 06 meses de tratamento com medicamentos fortíssimos, onde o corticoide me transformou em uma pessoa deformada fisicamente, agora estou volta...

[See More](#)

December 14, 2010 at 3:20pm · Like · Flag



Social Media Listening





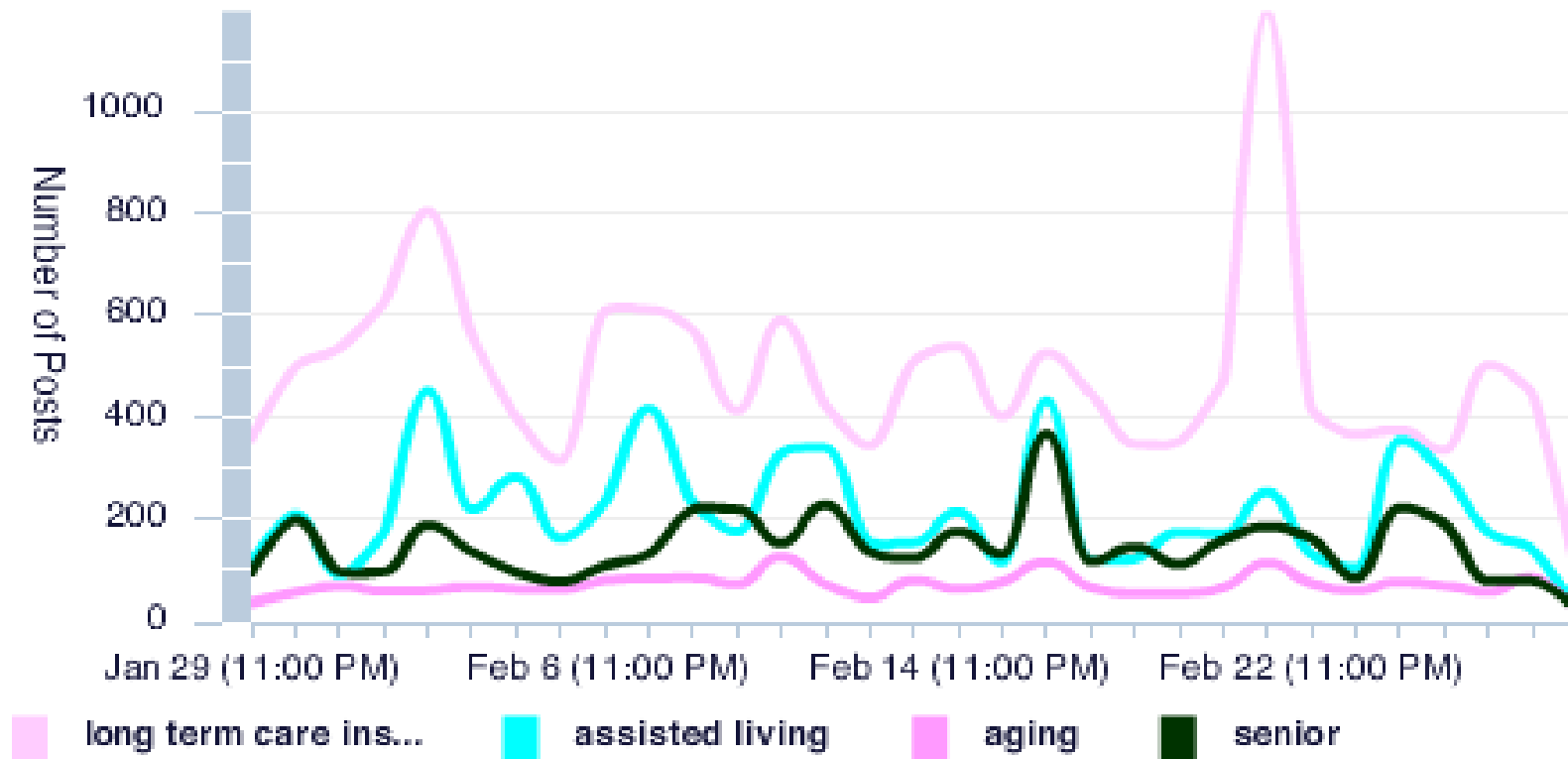
Current Conversations

WHAT DOES THIS TELL US?

- What terminology does the marketplace use?
- Why causes the peaks and the valleys?

HOW DO WE USE IT?

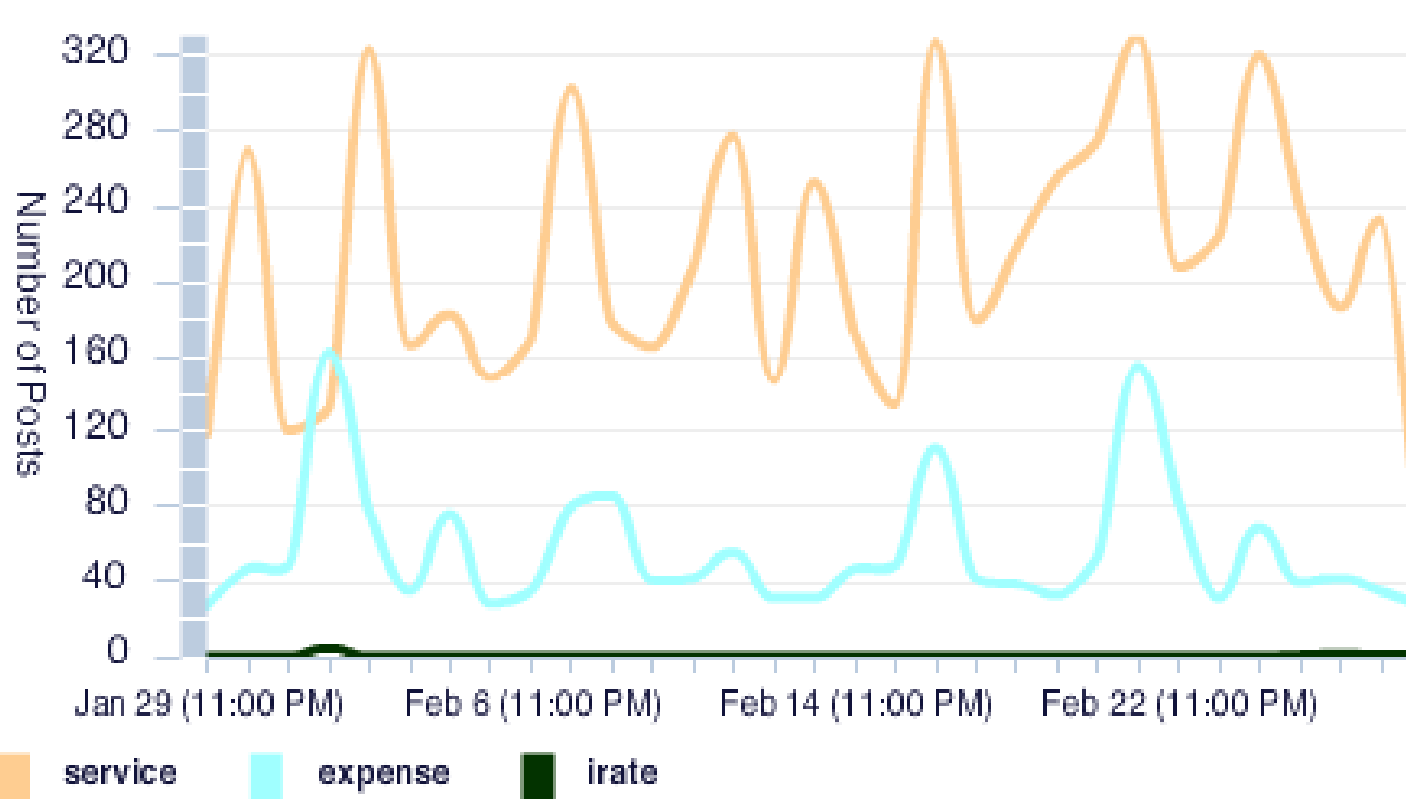
- Drill into days of high activity to understand what marketplace is discussing and why





Key Topics

Service topics were significant within the past 30 days, surpassing discussions on the **cost** of insurance

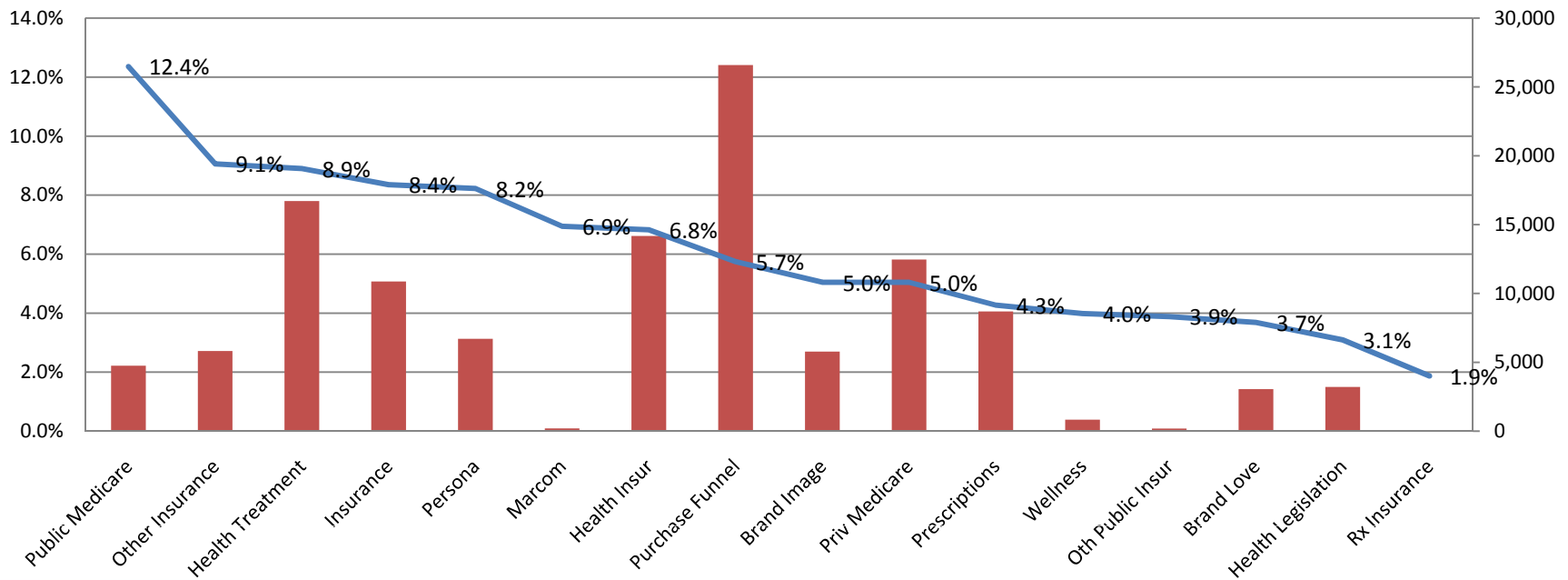




Senior Care with Other Themes

- Senior care shows up with Public Medicare most often, which is not surprising
- Other Insurance the second largest theme, driven by sub-topics of liability, fire insurance and social security
- It does not show up often with Health Legislation, or Prescription Insurance

% Healthcare Themes with Senior Care





Mining the Detail

Within Blogs alone, thousands of consumers are discussing Long Term Healthcare

Yahoo!Finance:FinancialNews INFLUENCESCORE:100

On Topic Posts: 1 | Comment Count: 7548 | Unique Commenters: 5661

NewJerseyLongTermCareInsurance|NJHomeHealth INFLUENCESCORE:92

On Topic Posts: 150 | Comment Count: 91 | Unique Commenters: 72

CanadaLifeInsurance INFLUENCESCORE:71

On Topic Posts: 79 | Comment Count: 103 | Unique Commenters: 103

Fear

“The real elephant in the room is long term care. Being in a nursing home runs well into 6 figures...that will kill...wealth FAST...net worth needs to be close to zero if you want to qualify for Medicaid. And long term care insurance is very pricey, increases in price, iffy, and only available for reasonable cost to the healthiest of people.”

The “System”

“ ...so my parents paid out their total life savings @ \$600 a day to subsidize all the others in the nonprofit nursing home who are already on Medicaid.”



Opportunities for LTCi

- Leverage expertise to create thought leadership position on key issues for the industry
 - Consumers, distributors, policy makers
- Sharing of key content
- Differentiated service
 - Engage, then feed to traditional channels
- Increase distribution reach
- Customize experiences
 - E.g. use data from social to customize product guides, quotes



AARP Facebook

facebook

Email
 Keep me logged in

Password
[Forgot your password?](#)

Login

Sign Up

AARP is on Facebook
Sign up for Facebook to connect with AARP.

Information

Founded:
1958

21,535 People Like This

Shaun Linde

Curt M.

Ali Johnson

Wes Linscott

Kristen Deshaies

Keith Bass

Favorite Pages

6 of 32 Pages [See All](#)

AARP Iowa

LifeTuner

Create The Good

SXSW Music + Film Interactive

A

AARP Like

[Wall](#) [Info](#) [What's Next](#) [Savings](#) [AARP in You...](#) [Membership](#) >>

AARP + Others

Just AARP

Just Others

A

AARP Why love Terry Bradshaw: "I don't look 62, I don't act 62"

Terry Bradshaw Is Proud of His Age
 aarp.us
 Most football fans know Terry Bradshaw as the Pittsburgh Steelers quarterback who won four Super Bowls.

57 minutes ago
Like
Comment
View Feedback (42)

A

AARP Gearing up for the big game? We've got you covered on the old-school football front in our catch up with Packers great Bart Starr. Don't worry Steelers fans, we've got you covered in the next posting!

Where Are They Now? Former Green Bay Packer Quarterback Bart Starr
 aarp.us
 To Green Bay Packers quarterback Bart Starr, the first two Super Bowls were business as usual.

3 hours ago
Like
Comment
View Feedback (9)

A

AARP The 94-year-old Oscar winner got some props last night. What role do you best remember Borgnine?

Ernest Borgnine's Big Night
 aarp.us
 McHale's Navy and film star gets special SAG award Sunday.

5 hours ago
Like
Comment
View Feedback (90)

A

AARP Facebook founder has a good sense of humor about himself on SNL. ... great job, Zuck!

Zuckerberg Appears on "SNL" Alongside His Cinematic Counterpart [VIDEO]
 on.mash.to
 Facebook CEO Mark Zuckerberg made a "surprise" appearance on Saturday Night Live, joking with the actor who played him in The Social Network, Jesse Eisenberg.

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Yesterday at 9:09am
Hide Feedback (83)
Share

70 people like this.

Terry Page just as I had a good sense of humor after being stuck on the side of the road with NO HELP from the AARP roadside assistance I paid for. I may add that it was only 2 degrees at 5:30 a.m.
 Yesterday at 9:12am

Richard Rector Get AAA
 Yesterday at 9:20am · 1 person

Karen Erdrich That was just too funny!
 Yesterday at 9:22am

Karen Erdrich Terry, you should post that on AARP's page...and see if you get a response. Give them the facts...see what their excuse is.
 Yesterday at 9:34am

Wilma Goodman OMG!!!! MZ was very funny! What a great sense of humor! Jesse wasn't too shabby either!
 Yesterday at 9:51am

Wilma Goodman Yes Terry! I've had AAA since I was 21! You can trust them to always show up
 Yesterday at 9:53am

Audrey Joyce And I'd like to tell Mark that I have a 23 year old daughter who is single and real pretty :)
 Yesterday at 9:58am · 1 person

Tom Franklin Zuckerberg was great. It was wonderful to see doesn't take himself too serious and has a sense of humor. Great job!
 Yesterday at 10:35am · 1 person

Bonnie Schwartz Young Very, Very Funny!
 Yesterday at 11:26am

Dennis Scott I see Mark dressed up, wearing a hoodie over his t-shirt.

Energizing the Industry

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE



Remember to...

- Partner with legal/compliance team early to establish guidelines
- Intentional & Strategic: Align every engagement to a business strategy, and integrate it with messaging
- Have a focused team with social media and business expertise
- Set expectations that messages can be influenced but not controlled
- Have a process for content review and creation

“Before you think about engaging in social media, I need you to do two things...be transparent and authentic in all you do.” – Brian Solis

