



SOCIAL MEDIA in CMS

How CMS Is Using Social Media

Where are we now?

What is the future of social media at CMS?

What is Social Media?


- **Social Media** is publishing technologies that bring people together, share information and build communities.
- You don't **create** a community, you **connect** communities... Seek and you shall find.



Common Misconceptions About Social Media



All are FALSE:

- #1: Social Media is just for teenagers and college kids.
 - #2: Blogs and Social Media sites are not for **professional** use.
 - #3 The minute I create a Blog, Facebook page or Twitter account, the world will know who I am
 - #4 Social Media is too expensive.
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Want Proof? Social Media in the 2008 Election

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- **Blogs:** 500 million blog postings mentioned Obama. Only about 150 million blog posts mentioned McCain.
 - **MySpace:** Obama had 844,927 MySpace friends VS McCain's 219,404.
 - **Twitter:** At election time, Obama had a total of 118,107 followers. John McCain had 4,942 followers.
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WhiteHouse.gov Social Media Sites



victims of domestic violence will have better access to health care and will no longer face pre-existing condition discrimination.

March 23, 2010 at 4:37 PM EDT

What's in the Health Care Bill?

While the media are focusing on the political implications of health insurance reform, most Americans just want to know how it will affect them. You can find a number of resources right here on WhiteHouse.gov.

March 23, 2010 at 1:33 PM EDT

"On Behalf of My Mother"

The President made it official: things are going to change quite a bit between Americans and their health insurance companies. The President signed health reform into law, with a package of fixes not far behind, and in the process created a future for the country in which Americans and small businesses are in control of their own health care, not the insurance industry.

 Includes Video

March 23, 2010 at 10:25 AM EDT

A Historic Livestream

This afternoon President Obama will sign the most significant health insurance reform bill this country has seen in decades. Watch it live on WhiteHouse.gov.

Signed: Friday, October 30, 2009

National Defense Authorization Act for Fiscal Year 2010

Signed: Wednesday, October 28, 2009

Veterans Health Care Budget Reform and Transparency Act

Signed: Thursday, October 22, 2009

Cash For Clunkers Extension

Signed: Thursday, August 6, 2009

Family Smoking Prevention and Tobacco Control Act

Signed: Monday, June 22, 2009

Credit Card Accountability, Responsibility, and Disclosure (CARD) Act of 2009

Signed: Friday, May 22, 2009

Weapons Systems Acquisition Reform Act

Signed: Friday, May 22, 2009

Helping Families Save Their Homes Act

Signed: Wednesday, May 20, 2009

[VIEW ALL FEATURED LEGISLATION](#) ▶
[COMMENT ON PENDING LEGISLATION](#) ▶

STAY CONNECTED



THE RECOVERY ACT

ROADMAP TO RECOVERY

[More Information](#)

Know what to do
about the flu.

[VISIT FLU.GOV](#)




[SHARE THIS WIDGET](#)

Balancing the Weight of your Social Media Profile

- Be picky about who you associate with. You never know if that person IS who they SAY they are.
- Scammers are out there and they are looking for an opportunity.



Social Media Sites CMS Is Currently Using

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- There are three major social media sites that we are utilizing today:
 - *Twitter*
 - *LinkedIn*
 - *YouTube*
- 
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Twitter

- [Twitter.com/CMSGov](https://twitter.com/CMSGov)
- Our ID: [@CMSGov](https://twitter.com/CMSGov)

twitter

Home Profile Find People Settings Help Sign out

What's happening? 140

Latest: New: @CMSGov releases 6 Medicaid #HITECH spending approvals for NC, CO, MS, NV, WY and UT to further planning their #EHR programs. less than 5 seconds ago

Home

CMSGov New: @CMSGov releases 6 Medicaid #HITECH spending approvals for NC, CO, MS, NV, WY and UT to further planning their #EHR programs. less than 5 seconds ago via web

GobiernoUSA Los propietarios en peligro de perder su casa podrían beneficiarse del programa Esperanza: <http://go.usa.gov/ld6> about 3 hours ago via Measured Voice

afspnational Bring suicide Out of the Darkness – add a Lifesaver #twibbon to your avatar – <http://bit.ly/cm1dX6> about 4 hours ago via web Retweeted by samhsagov and 3 others

RecoveryDotGov Commerce Announces Recovery Act Investments in NY & CA to Expand Broadband Internet Access and Economic Opportunities: <http://bit.ly/bvaxaV> about 3 hours ago via web

CMSGov 23 tweets

18 following 324 followers 30 listed

Woot · Happy · Hour
A Twitter exclusive deals for @woot followers.

Home: @CMSGov

Direct Messages

Favorites

Retweets

Lists

gov-contacts

New list View all

Trending: Worldwide

Change

#sometimesiwonder

#nowplaying

CMS
CENTERS for MEDICARE & MEDICAID SERVICES

Twitter

- Twitter.com/IKNGov
- Our ID: @IKNGov

twitter Home Profile Find People Settings Help Sign out

IKNGov
insurekidsnow.gov
Location Baltimore, MD
Web <http://www.insure...>
Bio Connecting Kids to Coverage - A Website from USDHHS

10 following 157 followers 15 listed

Tweets 92

Following

Your lists: [gov-copied](#)

March 14-20 is Cover the Uninsured Week. Thanks for your hard work to insure kids! For great outreach ideas: <http://tinyurl.com/create.php>
12:04 PM Mar 17th via web

New report finds uncertainty in kids' health coverage is associated w/ higher rates of unmet health care needs: <http://tinyurl.com/yaqyqoz>
1:00 PM Mar 11th via web




26 States advanced health coverage for kids in 2009, for the full report (Kaiser Family Foundation) visit: <http://tinyurl.com/ya46yyr>
1:23 PM Mar 11th via web

Following:

RSS feed of IKNGov's tweets



Why is Twitter good for CMS?

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- In the end, it's a numbers game:
 - eMarketer.com projects Twitter users will jump to **18.1 million in 2010** (representing 10.8% of Internet users).
 - Twitter is growing, and quickly.
 - It only takes seconds to post a message.
- 
- 

LinkedIn

■ LinkedIn

Basic Account: Upgrade Welcome, Richard Frieman · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox (106) More...

Brownfield Inventory - See how brownfield professionals are building their inventories. - From Environmental Data Resources

Build your network (Why?) ✕

Find contacts who are already on LinkedIn

Web email contacts
Searching your web email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your Email:

Password:

If you're using an older version of Safari, please turn off popup blockers to use this feature.

Import desktop email contacts
 LinkedIn does not store your login information.
[See our privacy policy.](#)

People You May Know

Tom Dowis
CFO at Ground Travel Technology Team Inc

[Invite](#) | [X](#)

Julie Goon 700
Director, healthymagination, Govt. & NGO Strategy at General Electric

[Invite](#) | [X](#)

Kiley Tkaczyk
Public Relations

[Invite](#) | [X](#)

[See more >](#)

Inbox (106 unread)

Judy Conner	Invitation to connect	Mar 24	take action ▾
Susan DeSantis RHIT, CCS, C-CDI	Invitation to connect	Mar 24	take action ▾
Jennifer Berrios	Invitation to connect	Mar 23	take action ▾
Karen Goodrich	Invitation to connect	Mar 23	take action ▾

REPLAY

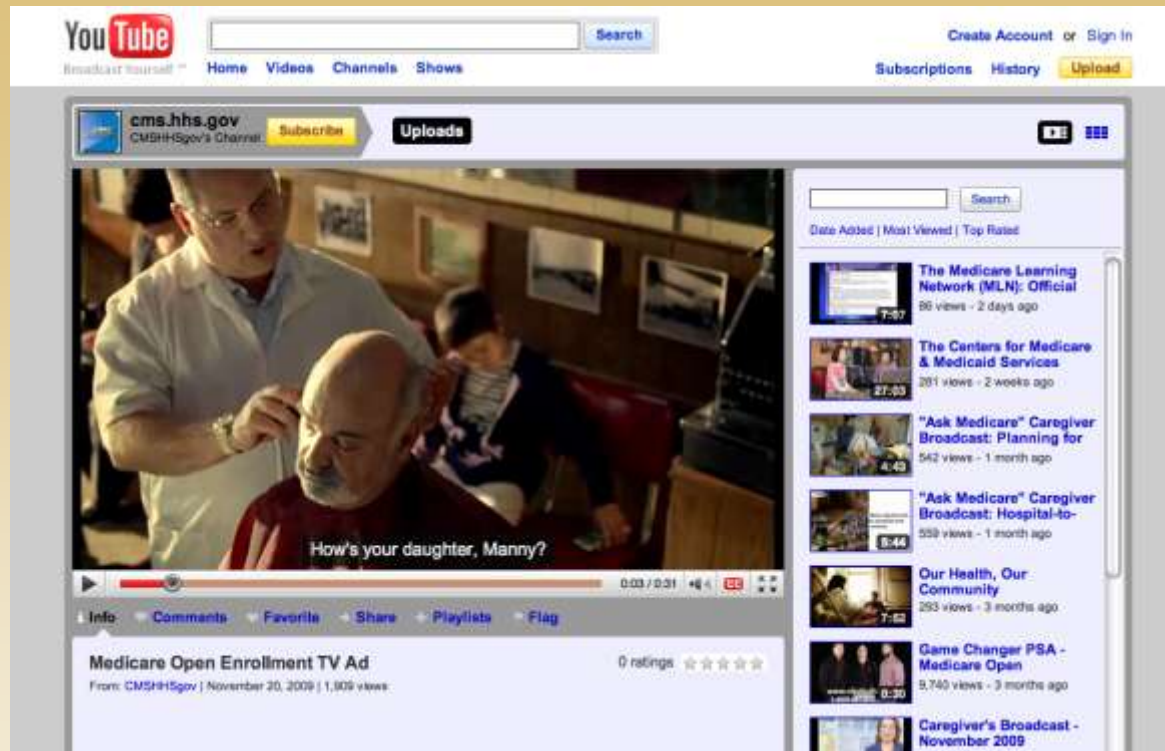
**Great service. Great people.
Great fares.**

Visit cathaypacific.com/us

CATHAY PACIFIC

The CMS YouTube Channel

■ www.YouTube.com/CMSHHSGov



The screenshot displays the YouTube channel page for CMSHHSGov. At the top, the YouTube logo and navigation links (Home, Videos, Channels, Shows) are visible. The channel name "cms.hhs.gov" and "CMSHHSgov's Channel" are shown with a "Subscribe" button. The main video player features a video titled "Medicare Open Enrollment TV Ad" with a subtitle "How's your daughter, Manny?". Below the video player are options for "Info", "Comments", "Favorite", "Share", "Playlists", and "Flag". To the right, a list of uploads is displayed, including "The Medicare Learning Network (MLN): Official", "The Centers for Medicare & Medicaid Services", and "Ask Medicare" Caregiver Broadcasts.



What Happens Next?

- There will be more to come...



Get Started NOW!

- Everyone here is now a part of a social network. ***Blog away!***

What did you think?

■ Questions/Comments?





Contact me any time!

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Medicaid Services (CMS)

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