Rollout of YouTube for MACPAC: Next steps and strategy

**Goal**: The goal of MACPAC’s YouTube channel is to provide timely, informative content on Medicaid policy and reach targeted audiences that include Congress, states, HHS, health policy researchers, reporters, and partners. MACPAC should be seen as the trusted source for evidence-based information on Medicaid and CHIP policy.

**Audience**: MACPAC audiences, including Congress, states, reporters, partners, researchers, reporters:

**Tactic**: Place a link to the YouTube channel on our site <https://www.macpac.gov/medicaid-101/>, as well as in the appropriate resource section. Place on homepage, and update site footers, etc. This will require some updates of our site.

**Timing**: To go live 9/11.

**Tactic:** E-blast to our 4K+ subscribers about our YouTube channel and the 101 resource

**Timing**: 9/26

**Message:** Subject line: Go back to school with MACPAC’s Medicaid 101 series

Need to get up to speed on the latest in Medicaid policy? Want a refresher on hospital payment policy? Just starting to learn about Medicaid? MACPAC has created a series of 101 videos on Medicaid policy to help you get smart today. [Image of 101 video]

**Ask**: Watch, listen, subscribe and share!

**Tactic**: Show staff how to include the YouTube link as part of their email signature.

**Audience**: MACPAC followers on social media, as well as organizations we’d like to target specifically through mentions.

**Tactic:** Social media promotions on Twitter and LinkedIn and targeted mentions to organizations like NAMD, SHADAC, etc.

**Timing**: Week of 9/26

**Message**: Go back to school with MACPAC! Need to get up to speed on the latest in Medicaid policy? Want a refresher on hospital payment policy? Just starting to learn about Medicaid? Check out MACPAC’s Medicaid 101 series to help you get smart today.

**Ask:** “Like and subscribe” and “share”

**Other considerations**: Tagging CMS, NAMD, SHADAC, and other health policy orgs that we want to also share this resource.

**Audience**: Congress, and more specifically, key committee staff.

**Tactic**: Tailored emails to Congressional staff from Kate or Constant Contact, although I think an email coming from Kate might feel more personal.

**Timing**: 9/25-9/26

**Message**: MACPAC has a new resource we think can help you and your colleagues. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid? We’ve got a resource that can help.

**Ask**: Please share with your colleagues and let us know if you’d like to discuss any of these topics or future topics that could be helpful to you.

**Audience: State Medicaid directors**

**Tactic**: Tailored emails to state Medicaid directors. This can either be through a personal email or Constant Contact.

**Timing**: Week of 9/26

**Message**: MACPAC has a new resource we think can help you and your colleagues. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid? We’ve got a resource that can help.

**Ask**: Please share with your colleagues and let us know if you’d like to discuss any of these topics or future topics that could be helpful to you.

**Tactic**: Tailored email to NAMD

**Timing**: Week of 9/26

**Message**: MACPAC has a new resource we think can help your members. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid?

**Ask**: Please consider sharing this as a resource with your members, sharing on social media or in your next newsletter.

**Audience:** “Partners” including the Alliance for Health Policy, NASHP, etc.

**Tactic**: Personal email or where applicable and/or social media.

**Message**: We’re created a helpful resource on Medicaid policy for your members. Need to get up to speed quickly on hospital payment policy? Want a refresh on the basics of Medicaid?

**Ask:** Please consider sharing this in your next newsletter, on social media, etc.