

Social media samples

 **Independence Blue Cross**
Published by Spredfast (?) · December 20, 2016 at 8:45pm · 🌐

Think a sweet tooth is your only vice? #IBXWellness <http://ibx.co/XH70RU>



Are you eating too much sodium? - IBX Insights

If you're a self-diagnosed sugar addict like me, I have bad news for you. You're probably a salt addict too.

INSIGHTS.IBX.COM

[Learn More](#)

2800 reach, 79 reactions/comments/shares,
9 Link Clicks, 3% engagement rate

 **Independence Blue Cross**
Published by Shoutlet (?) · September 12 at 5:45pm · 🌐

On your marks, get set, GIVE! Today marks the start of the IBX #UnitedWay campaign: "Give for a Better Community." #IBXgives2016



6048 reach, 170 reactions/comments/shares, 355 post clicks,
6% engagement rate



Independence Blue Cross

Published by Shoutlet [?] · January 15 at 10:01am · 🌐

👍 Like Page

Ah, ah, ah, ah staying alive! Remember this catchy song and you could save a life. Thanks, [American Heart Association!](#)



Keep the Beat, Learn Hands-Only CPR

Learn the two simple steps of Hands-Only CPR if you witness a teen or adult suddenly collapse: Call 9-1-1 and Push Hard and Fast in the Center of the Chest...

YOUTUBE.COM

1510 reach, 9 likes, 4 shares, .0927% engagement
***organic**



Independence Blue Cross

Published by Shoutlet [?] · January 11 at 1:00pm · 🌐

👍 Like Page

Winter blues got ya down? Do as the Norwegians do. [#IBXWellness](#)



This ONE Weird Trick Might Help You Fight Seasonal Affective Disorder

Find out the secret to fighting Seasonal Affective Disorder.

BUSTLE.COM | BY KATE FUSTICH

4551 reach, 25 likes, 2 comments, 6 shares,
4% engagement rate



Independence Blue Cross

Like Page

Published by Shoutlet [?] · November 18 at 12:01pm ·

Confidence, self-esteem, physical fitness. Learn how this innovative program helps girls become strong, confident young women through running.



Girls on the Run / Girls on Track

Girls on the Run of Chester County is a life-changing, non-profit prevention program for girls in the 3rd through 8th grade. The program combines training for a 5K (3.1 miles) running race with healthy living education.

YMCAGBW.ORG

1078 reach, 40 likes, 2 shares, 7 clicks, engagement rate 4%



Independence Blue Cross

Published by Shoutlet [?] · December 21 at 8:37am ·

Cookies and cakes and pies, oh my! Go into the holidays ready to battle temptation. #IBXWellness



Season's Eatings: 5 tips to help you battle stress and temptation

Learn how to stop emotional eating with these healthy holiday eating tips.

IBX INSIGHTS

3154 reach, 97 likes, 1 comment, 25 clicks, engagement rate 4%



Independence Blue Cross

Published by Shoutlet [?] · February 5 ·

Like Page

If you've ever been confused by nutrition labels, you're not alone.

#IBXWellness



Nutrition Labels Get a Makeover - IBX Insights

Did you know that you're probably consuming more than a recommended "serving size" when you eat? View the new proposal for food and nutrition labels.

IBXINSIGHTS.COM

2049 reach, 10 reactions/comments/shares, 40 link clicks
3% engagement rate



Independence Blue Cross

Published by Shoutlet [?] · February 1 ·

Like Page

We're seeing hearts this month and it's not because of Valentine's Day.



Wear Red & Raise Your Voice on National Wear Red Day - Friday, February 5, 2016

Here's how you can celebrate National Wear Red Day® on Feb. 5 and throughout American Heart Month this February.

GOREDFORWOMEN.ORG | BY AMERICAN HEART ASSOCIATION

2859 reach, 83 reactions/comments/shares, 21 link clicks
3% engagement rate



Independence Blue Cross

Published by Shoutlet [?] · February 29 at 11:00am · 🌐

👍 Like Page

Lose your health insurance? Don't worry, you may be eligible for special enrollment. #IBXEnroll



Life happens — but COBRA isn't your only health insurance option

No one plans on getting sick, having an accident, or losing their health insurance. But it sometimes happens. The good news is that COBRA coverage...

IBX INSIGHTS

881 reach, 7 reactions/comments/shares, 7 link clicks, 2% engagement rate



Independence Blue Cross

Published by Shoutlet [?] · February 1 · 🌐

👍 Like Page

Trouble understanding your health insurance plan? Learning the lingo can help!



Health Insurance Basics - Helpful Glossary

An A-Z of terms you need to know!

BASICS.IBX.COM

1905 reach, 66 reactions/comments/shares, 19 link clicks, 4% engagement rate



Independence Blue Cross

Published by Spredfast [?] · December 11, 2016 at 9:00am · 🌐

Soup's on! Get it while it's hot! You don't want to miss our free slow-cooking demo on December 21. 🍲👍 #IndependenceLIVE <http://ibx.co/SE5FWJ>



RSVP today.

The weather is getting chilly, which means the perfect time for home cooked soups.

EVENTS.IBX.COM

[Learn More](#)

2164 reach, 72 reactions/comments/shares,
14 Link Clicks, 4% engagement rate



Independence Blue Cross

Published by Spredfast [?] · December 5, 2016 at 10:01am · 🌐

Butternut squash and apple soup. There's a reason this shows up on every restaurant's seasonal menu. 👍👍 #IndependenceLIVE <http://ibx.co/z0wMte>



Come for our free cooking demo on December 14 and the recipe is yours!

The weather is getting chilly, which means the perfect time for home cooked...

EVENTS.IBX.COM

[Learn More](#)

2243 reach, 73 reactions/comments/shares,
14 Link Clicks, 4% engagement rate