

**Driving  
Engagements  
With Data-Driven  
Dynamic Content**

**MAXIMUS<sup>®</sup>**

Try these tips to stay heart-healthy this february!

673%

more engagements

American Heart Month Video



467%

more engagements

Vitamins Infographic



### Vitamins & Benefits

- A** – Vision & immune function
- B1/B2** – Energy & cell growth
- B6** – Brain health & metabolism
- B12** – Nerve & blood cell health
- C** – Healing & iron absorption
- D** – Bone health & calcium absorption
- E** – Cell & immune system health
- K** – Blood clotting

450%

more engagements

Nutrition Infographic



### Eat Better And Boost Your Energy!

**Snack Smart**  
Choose fiber-rich carbohydrates and lean protein

**Quench Your Thirst**  
Avoid beverages with added sugar

**Eat Regularly**  
Have a small meal or snack every 3-4 hours

**Balance Your Plate**  
Include options from multiple food groups

**Eat Until You Are Comfortably Full**  
Don't over-stuff yourself

### Five Yoga Poses For Beginners

**Mountain Pose**  
Improves posture and strengthens legs

**Downward-Facing Dog**  
Stretches the shoulders, arms and legs

**Warrior Pose**  
Strengthens shoulders, ankles, and back

**Child's Pose**  
Stretches the hips, thighs, and ankles

**Upward-Facing Dog**  
Strengthens the spine and improves posture

Try five poses that everyone can do!

367%

more engagements

Beginner Yoga Poses Infographic



200%

more engagements

Green Goddess Recipe



**Green Goddess Smoothie**

- Place all items in a high powered blender, and blend on high for 1-2 minutes until combined.
- If needed add in more milk to thin out the smoothie.
- Makes 2 servings.

**Ingredients**

- 1 Half Avocado
- 1 Apple (peeled and chopped)
- 1 Banana (frozen)
- Spinach (1 1/2 cups)
- Chia Seeds (1 tbsp)
- Milk (1 1/4 cup)

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# Data Driven Content

Our team built on the success of a single post on one channel to drive new engagements and views across all channels.



Need help applying for health coverage?

nystateofhealth.ny.gov

**Top Performing Video**

- 173 Engagements
- 2,727 Video Views

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NEED ASSISTANCE APPLYING FOR HEALTH COVERAGE?

**New Short Video**

- 162 Engagements
- 16,114 Video Views

f t i p in



**New Carousel**

- 29 Engagements

f t i p in



GET PERSONALIZED ENROLLMENT HELP

nystateofhealth.ny.gov

**New Post**

- 40 Engagements

f t i p in

## Total New Results

- 231 Engagements
- 16,114 Video Views