

SAMPLE SOCIAL MEDIA POSTS

CONNECTING WITH CONSUMERS

Highlighting in-person help.



Looking to #GetCovered, but have questions about prices, plans and everything in between? Find someone to help walk you through it. Check out <https://localhelp.healthcare.gov/>[OR STATE LINK] to find enrollment assistance near you.



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Protects from the unexpected.



An accident or injury can happen any day. When it does, the last thing you should worry about is how to pay for your health care. Find a health insurance plan that keeps you covered, no matter what life throws at you.



You can't predict the future—but you can make sure you're covered for it. Enroll today to protect yourself from the unexpected.

New plans & prices.



Did you know insurance plans and premiums change every year? And you could get a tax credit to help you afford your plan. Check out your options today. [INSERT MARKETPLACE LINK]



When it comes to your health, it pays to shop: insurance plans and premiums change every year. Check out your options today: [INSERT MARKETPLACE LINK]

Financial help.



Last year, millions of Americans got financial help to lower the cost of health insurance. You could too. A single person earning \$47,080 or less, or a family of four earning \$97,000 or less can qualify. Check out your options today: [INSERT MARKETPLACE LINK]



Last year, millions of people got financial help to lower the cost of health plans. Make sure you get the help you qualify for in 2016.

The fine.



This year, the fine for not having health insurance goes up to \$695 per person or up to 2.5% of your income, whichever is higher. Luckily, there are affordable plans available now. #GetCovered today to avoid a fine at tax time.



The fine for not having health insurance is increasing to \$695 per person or up to 2.5% of income. #GetCovered to avoid a fine at tax time.

Deadline messaging.

For January 1 coverage



Want to get a head start on healthy New Year's resolutions? Sign up for health coverage by December 15 to #GetCovered by January 1. Visit [INSERT MARKETPLACE LINK] to learn more.



Sign up for a health plan by Dec 15 to ring in the New Year right—with coverage starting on Jan 1. Visit [INSERT MARKETPLACE LINK]

For 2016 coverage



You can still sign up for a health plan for 2016—but time is running out! Find out how to enroll by January 31 at [INSERT MARKETPLACE LINK].



Time is running out! If you need to #GetCovered for 2016, visit [INSERT MARKETPLACE LINK] before Jan 31.

Health literacy.



Do you have questions on how health insurance works? Visit [INSERT MARKETPLACE LINK] to find answers.



Confused about health insurance? Visit [INSERT MARKETPLACE LINK] for FAQs, tools and resources on how to get and use a plan.