

Marketplace Open Enrollment Deadline Week Partner Social Media Toolkit

For use during the Open Enrollment Period's Final Deadline week: January 8 – January 15, 2022

Encourage your followers to **sign up for 2022 coverage by the final January 15 deadline.**

Use hashtag **#GetCovered** and **Healthcare.gov** in your posts.


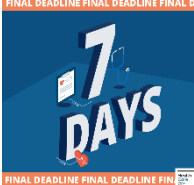



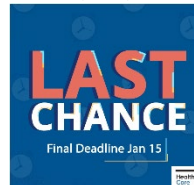
URL to sign up for coverage: <https://www.healthcare.gov/get-coverage>

Twitter Storm Alert: Starting 12 p.m. local time on Thursday, January 13, post on Twitter (and other social media platforms) using hashtag **#GetCovered** with a graphic and messages from this toolkit.

“Like” our [Facebook](#) page and **follow @HealthCareGov** on Twitter to stay updated!

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POST DATE		POST COPY	SOCIAL MEDIA GRAPHIC Download graphics here
1	Post before January 15	Healthcare.gov is still open for enrollment — sign up today and #GetCovered for 2022. All plans include essential health benefits, like no-cost preventive services & prescriptions. The final deadline is January 15th! https://www.healthcare.gov/get-coverage	
2	Saturday, January 08	1 WEEK LEFT TO ENROLL! With financial assistance, 4 out of 5 customers can find a plan for less than \$10 a month. Explore your options and #GetCovered by the final deadline on January 15th! https://www.healthcare.gov/get-coverage	
3	Monday, January 10	🕒 Time to enroll! 🕒 You only have 5 DAYS to sign up for a 2022 plan and #GetCovered. All plans include essential benefits, like primary care, prescriptions, and mental health services. Don't leave it to the last minute - ENROLL BY JAN 15 https://www.healthcare.gov/get-coverage	
4	Wednesday, January 12	There are only 3 DAYS left to sign up for 2022 health coverage. Tell your friends: 4 out of 5 customers can find a quality plan for less than \$10 a month. Don't wait —Enroll by Jan 15 and #GetCovered: https://www.healthcare.gov/get-coverage	
5	Thursday, January 13 Join the TWITTER STORM starting at 12pm local time	Open Enrollment ends on January 15 th ! Enroll in a health insurance plan TODAY to #GetCovered in 2022. Sign up here: https://www.healthcare.gov/get-coverage	(GIF) 
6	Friday, January 14	TOMORROW is the last day to enroll in a 2022 health insurance plan! You can #GetCovered for as low as \$10. Enroll today: https://www.healthcare.gov/get-coverage	(GIF) 

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7	Saturday, January 15	Today is the LAST DAY of Open Enrollment. Don't miss out on quality, affordable health coverage. Enroll in a 2022 plan today and #GetCovered: https://www.healthcare.gov/get-coverage	 A square graphic with a blue background and white text. The text reads "TODAY IS THE LAST DAY" in large, bold, sans-serif font. Above and below the main text, the words "FINAL DEADLINE" are repeated in a smaller font. There is a small red icon of a person with a checkmark next to the word "TODAY".
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