

# Marketplace Open Enrollment Partner Social Media Toolkit

For use during the Open Enrollment Period: November 1 – December 15, 2021

Due to the American Rescue Plan (“the new law”), millions more people qualify for low-cost, quality plans. With financial help, 4 out of 5 customers can get a plan for under \$10 a month. With the Marketplace now open we are encouraging consumers to enroll in 2022 coverage by **visiting [HealthCare.gov](https://www.healthcare.gov)** to see if they qualify for financial help and to sign up for coverage. Use these social media posts below to encourage and remind your followers to **sign up for 2022 coverage** and be sure to include the #GetCovered hashtag.

As always, the best way to stay up-to-date with Marketplace news and announcements is to **“Like” our [Facebook page](#) and follow us on Twitter [@HealthCareGov](#).**

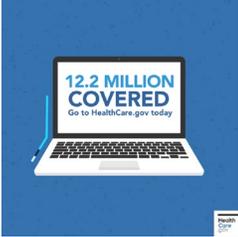
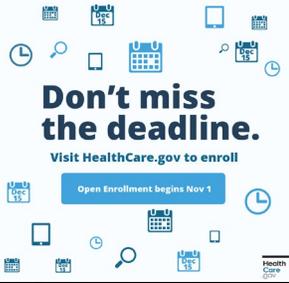
**URL for use in posts:**

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

POST COPY	SOCIAL MEDIA GRAPHIC <a href="#">Download Facebook and Twitter graphics here</a>
<p><b>1</b> The Marketplace is now open! It’s time to shop and select a health plan for 2022 coverage. Enroll today and #GetCovered by affordable, quality health insurance! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	<p>(GIF)</p> 
<p><b>2</b> New law. Lower prices. More people qualify for financial help. Discover the different plans available and enroll by Dec. 15 for coverage starting Jan. 1! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered</p>	
<p><b>3</b> Due to the new law, 4 out of 5 customers can find a HealthCare.gov plan for less than \$10 a month. Don’t wait to #GetCovered — Enroll by December 15th, and get coverage starting January 1st. Apply today: <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>.</p>	
<p><b>4</b> HealthCare.gov is open for you to shop, compare, and enroll in a 2022 health plan. Make sure you and your family have the essentials covered.</p> <p>Remember, enroll by Dec. 15 and #GetCovered starting Jan. 1.</p> <p><a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	

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<p><b>5</b></p>	<p>A healthy you is a happy you. All HealthCare.gov plans cover 10 essential health benefits and a variety of preventive services at no cost. Enroll in 2022 coverage by December 15<sup>th</sup> for coverage starting January 1<sup>st</sup>. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered</p>	<p style="text-align: center;">(GIF)</p> 
<p><b>6</b></p>	<p>Join the millions that have affordable health coverage through HealthCare.gov! #GetCovered for essential health benefits, including no-cost preventive services &amp; prescriptions. Enroll by Dec. 15 for coverage starting Jan. 1 <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	<p style="text-align: center;">(GIF)</p> 
<p><b>7</b></p>	<p>Protect your health with 2022 coverage. All HealthCare.gov plans cover essential benefits like preventive services and prescriptions. Apply by Dec. 15 and #GetCovered starting on Jan. 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	
<p><b>8</b></p>	<p>In fact, due to the new law, 4 out of 5 customers can find a plan for less than \$10 a month. See if you qualify and find the plan that's right for you: <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered</p>	
<p><b>9</b></p>	<p>New law. Lower prices. More people qualify. With financial help, most customers can get health coverage for under \$10 a month. Apply by Dec. 15 and #GetCovered starting on Jan 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	
<p><b>10</b></p>	<p>Have a job, but no insurance? We've got you covered. With the new law and lower prices, more people qualify for financial help.</p> <p>Remember, enroll by Dec. 15 to #GetCovered starting Jan. 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	

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<p><b>11</b></p>	<p>Thought you couldn't afford health insurance? Now you can. Most people qualify for financial help. Discover the different plans available and enroll by Dec. 15 for coverage starting Jan. 1! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered</p>	
<p><b>12</b></p>	<p><b>NEW</b> law. Lower prices ↓. More people qualify 👨👩. Ease your mind by signing up for a plan today and get affordable, quality health coverage starting January 1st! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered</p>	
<p><b>13</b></p>	<p>New law. Lower prices More people qualify. #DYK most people qualify for monthly plans less than \$10 with financial help. #GetCovered today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	<p>(GIF)</p> 