2019 OPEN ENROLLMENT SOCIAL MEDIA TOOLKIT

#GETCOVEREDCT

Purpose: This toolkit provides suggested messaging, resources and graphics that can be shared to educate and inform CT residents about the importance of enrolling in health coverage and the steps they need to take to get covered for 2019. It also provides information about staying covered and using health insurance. This year, it's important to stress the need to review and compare plans before renewing coverage because many people might face rate increases if they keep their current plans. Shopping around could lead them to a better, lower-cost option.

Connecticut-specific messaging: Similar to last year, Connecticut-specific messaging will be important because some information used in national tools does not apply here. Connecticut does not use the federal exchange; state residents sign up for coverage through Access Health CT, www.AccessHealthCT.com.
- Direct people to Access Health CT to enroll and learn more: http://learn.accesshealthct.com/choose/
- To find local assistance: https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help

Questions? *Feel free to contact Liz Kellner, senior communications officer, Connecticut Health Foundation liz@cthealth.org. You can also find the most updated version of this toolkit on our website at https://www.cthealth.org.*

Tips to maximize the reach of your messages:
- Incorporate graphics whenever possible; these posts tend to get more attention
- Tag related or useful organizations in your posts or pictures – for example, @AccessHealthCT, the location of an enrollment fair, @CTDSS
- Include the hashtag #GetCoveredCT
- Post on Twitter throughout the day; post to Facebook 2-3 times a week

Easy ways to spread the word about open enrollment

Quick resources:
Understand and compare the types of plans: https://learn.accesshealthct.com/choose/

Videos:
Access Health CT 2019 open enrollment PSA: https://www.youtube.com/watch?v=TwgWDuV9BeI
Access Health CT 2019 open enrollment PSA, Spanish: https://www.youtube.com/watch?v=8IGwefgvPV8
Access Health CT "Steps to enroll": https://youtu.be/klbLu8TkKKM
Access Health CT "Get help paying for coverage": https://youtu.be/2eaO3N-9ilM
Access Health CT "Pick a plan that fits your needs": https://youtu.be/2UppBjMHwS4

Graphics: attached as a separate zip file, also available at cthealth.org

SUGGESTED MESSAGES:

Deadline:

Don't wait! Open enrollment for health insurance starts on November 1 and ends December 15 #GetCoveredCT http://learn.accesshealthct.com/choose/

REMINDER: Your last chance to enroll for 2019 private health insurance coverage is Dec 15! Act now. #GetCoveredCT http://learn.accesshealthct.com/choose/

Open enrollment for health insurance starts tomorrow. We've seen how #ACAworks for CT residents. It's time to #GetCoveredCT! Visit @AccessHealthCT to learn how.

What to look for when choosing your plan:

Check if your doctors, prescriptions, and the care you need are covered BEFORE you choose a plan! #GetCoveredCT http://learn.accesshealthct.com/choose/

Plans and prices change every year. Before you renew, make sure you're signed up for the plan that best fits your budget and health needs. #GetCoveredCT http://learn.accesshealthct.com/choose/

It pays to shop around. Even if you haven't changed, a different health insurance plan might be a better deal for you. #GetCoveredCT http://learn.accesshealthct.com/choose/

How to enroll:

Call @AccessHealthCT to enroll in coverage today! ✔#GetCoveredCT 📞1-855-392-2428.

When can you sign up for your 2019 health insurance? Enrollment starts Nov 1st. Go to accesshealthct.com and click on "enroll now" #GetCoveredCT

Be prepared. Make sure you have the right documents to sign up for your 2019 health insurance. #GetCoveredCT *(attach graphic list)*

Highlighting IN-PERSON and FREE help:

Looking to #GetCoveredCT, but have questions about health insurance prices, plans and everything in between? Find someone to help walk you through it – in English, Spanish, or more than 100 other languages. Check out https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help to find FREE enrollment assistance near you.

Starting November 1st, FREE in-person health insurance enrollment help will be available in the following places: Stamford, Danbury, East Hartford, West Hartford, New Britain, New Haven, Groton. Visit @AccessHealthCT to see the exact locations and hours. http://learn.accesshealthct.com/Locations/

Updated October 15, 2018

Join @AccessHealthCT on Saturdays from 10am-2pm during open enrollment for help choosing and enrolling in a health care plan for 2019. Visit https://learn.accesshealthct.com/Locations/ for a list of locations in your community.

Looking to #GetCoveredCT? In-person help is available! Check out https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help to find FREE health insurance enrollment assistance near you.

Do you have questions on how health insurance works? Visit http://learn.accesshealthct.com/choose/ to find answers. #GetCoveredCT

Confused about health insurance? Visit @AccessHealthCT for FAQs, tools and resources on how to get and use your plan. #GetCoveredCT http://learn.accesshealthct.com/choose/

Financial assistance:

Close to 75% of @AccessHealthCT customers get some type of financial help to buy health insurance. #GetCoveredCT Explore your options. http://learn.accesshealthct.com/choose/

You might qualify for financial help to buy health coverage depending on: # of people in your house, how much $ you make, & where you live. Find out if you qualify; it's quick and easy! #GetCoveredCT https://learn.accesshealthct.com/financialhelp/

See just how affordable health coverage can be. Explore your options to #GetCoveredCT http://learn.accesshealthct.com/choose/

Health insurance matters:

Having health insurance matters. Don't wait, enroll today to have coverage in 2019. http://learn.accesshealthct.com #GetCoveredCT

Why should you enroll in health insurance? Health insurance plays a big role in keeping you and others healthy! http://learn.accesshealthct.com #GetCoveredCT