

# Social Media Toolkit

## Title: Open Enrollment for Affordable Care Act Plans

**For use during week 43, October 28, 2019 to November 3, 2019**

Launch Date: 10/14/2019

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

This toolkit contains hashtags, Facebook posts, Instagram messages, videos and photos related to the Affordable Care Act and the open enrollment period starting October 1, 2019. These will come from the consumer standpoint and will hopefully help the consumer understand the deadlines and how to apply for coverage.

What is the Affordable Care Act? It is the comprehensive health care reform law enacted in March 2010, sometimes known as ACA, Patient Protection and Affordable Care Act (PPACA) or even “Obamacare.” The ACA Health Insurance Marketplace (Marketplace) is the place where people who do not have health care coverage through their job or a government program, such as Medicare or Medicaid, can purchase health insurance.<sup>1</sup> The open enrollment period for the 2019-2020 Marketplace is from November 1-December 15, 2019. The chosen plan will start on January 1, 2020.

The objective of the ACA is to improve the health of Americans by increasing the number covered by health insurance.<sup>2</sup> Within this overall objective, the ACA has 3 primary goals (Healthcare.gov [Internet]):

- Make affordable health insurance available to more people. The law provides consumers with subsidies (“premium tax credits”) that lower costs for households with incomes between 100% and 400% of the federal poverty level
- Expand the Medicaid program to cover all adults with income below 138% of the federal poverty level. (Not all states have expanded their Medicaid programs.)
- Support innovative medical care delivery methods designed to lower the costs of health care generally.

The ACA provided the most significant regulatory overhaul and expansion of coverage of the U.S. healthcare system since the passage of Medicare and Medicaid in 1965. By 2016, the uninsured share of the population had roughly halved, with estimates ranging from 20 to 24 million additional people covered during 2016. The act largely retains the existing structure of Medicare, Medicaid, and the employer market but individual markets were radically overhauled. Insurers in these markets are made to accept all applicants and charge the same rates regardless of pre-existing conditions or sex.<sup>1</sup>

### Target audience/high-risk subsets

*\*Describe target audience*

Everyone

*\*Describe high-risk or sub-populations, if appropriate*

Those individuals who lack health insurance coverage.

Small businesses that do not offer health coverage

### Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

**The ACA has strong opposition.** Since being signed into law in 2010, the PPACA has faced strong political opposition, calls for repeal and numerous legal challenges; its enactment is considered to be a catalyst for the Tea Party Movement. In *National Federation of Independent Business v. Sebelius*, the [\*National Federation of Independent Business v. Sebelius\*](#), the U.S. Supreme Court ruled that states could choose not to participate in the ACA’s Medicaid expansion although it

upheld the law as a whole. Republican congressmen, governors, and Republican candidates have consistently opposed the ACA and have vowed to repeal it.<sup>1</sup> Polls have consistently shown that it is supported by <50% of Americans.<sup>3</sup>

**It may be difficult for people to understand how to get started.** It is a bit of a complicated process and I personally thought the website of healthcare.gov was very confusing – all words and not very streamlined. It was hard for me to find information and the website was not “user-friendly.” However, there seems to be many ways to get help and some of the media here highlights that.

## Supporting Campaigns

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

American Association of Retired Persons (AARP)

U.S. Department of Health and Human Services (healthcare.gov)

## References

<sup>1</sup>U.S. Centers of Medicare and Medicaid Services. Patient Protection and Affordable Care Act.


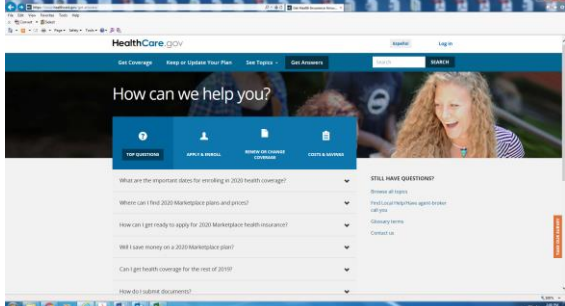


<https://www.healthcare.gov/glossary/patient-protection-and-affordable-care-act/> Accessed October 7, 2019

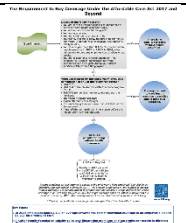
<sup>2</sup> Dalen JE, Waterbrook K and Alpert JS. Why do so many Americans oppose the Affordable Care Act? Am J. Med. Aug 2015; 128(8):807-10. Doi: 10.1016/j.amjmed.2015.2015.01.032.

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Sandra Vasenda NEOMED MPH Student																									
<b>Estimated time used to create</b>	11 hours																									
<b>Date submitted</b>																										
<b>DUE date &amp; TARGET date for release (Monday)</b>	Due date: 09/27/2019 Target release date: 10/14/2019																									
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 10%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>10/7/19</td> <td>x</td> <td>x</td> <td></td> </tr> <tr> <td>Iris Meltzer</td> <td>10/9/19</td> <td></td> <td></td> <td>x</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	10/7/19	x	x		Iris Meltzer	10/9/19			x										
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<p><b>Approvers Instructions</b></p> <ul style="list-style-type: none"> <li>• Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th>Items for review</th> </tr> </thead> <tbody> <tr> <td><b>Public health content</b></td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td><b>Social media content</b></td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td><b>Format and language</b></td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>		Reviewer	Items for review	<b>Public health content</b>	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	<b>Social media content</b>	Layout, imaging, length of posts	<b>Format and language</b>	Good grammar, punctuation, format compliant with toolkit guidelines.																	
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<b>Accuracy</b>	Sources of all data are provided (all credible sources) YES or NO																									
<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>11</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	11	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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**FACEBOOK**

<p><b>Facebook 1</b></p>		<p>You can get free enrollment help from Assisters or Agents/Brokers. Source: Healthcare.gov <a href="https://localhelp.healthcare.gov/#/">https://localhelp.healthcare.gov/#/</a></p>
<p><b>Facebook 2</b></p>		<p><b>How to get help to enroll in a plan.</b></p>
<p><b>Facebook 3</b></p>		<p>The 2020 Open Enrollment Period runs November 1–December 15, 2019. This means you have six weeks to enroll in or renew a plan.</p> <p>Plan coverage starts January 1, 2019.</p> <p>Source: Healthcare.gov <a href="https://www.healthcare.gov/blog/2019-marketplace-enrollment-deadlines/">https://www.healthcare.gov/blog/2019-marketplace-enrollment-deadlines/</a></p>
<p><b>Facebook 4</b></p>	 <p><i>"Home office on back deck" by Rae Allen is licensed under CC BY-NC-SA 2.0</i></p> <p>Website: <a href="https://search.creativecommons.org/photos/c74abb84-2d47-46df-8f47-86ec0f359fd0">https://search.creativecommons.org/photos/c74abb84-2d47-46df-8f47-86ec0f359fd0</a></p>	<p>If you're self-employed, you can use the individual Health Insurance Marketplace to enroll in flexible, high-quality health coverage that works well for people who run their own businesses.</p> <p>The Individual Marketplace offers flexible, quality coverage for people who:</p> <ul style="list-style-type: none"> <li>Run their own businesses</li> <li>Are self-employed with no employees</li> <li>Work as freelancers or consultants</li> </ul> <p>Source: Healthcare.gov <a href="https://www.healthcare.gov/small-businesses/learn-more/self-employed/">https://www.healthcare.gov/small-businesses/learn-more/self-employed/</a></p>
<p><b>Facebook 5</b></p>		

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p><b>Facebook 1</b></p>		<p><a href="https://www.kff.org/infographic/the-requirement-to-buy-coverage-under-the-affordable-care-act/">https://www.kff.org/infographic/the-requirement-to-buy-coverage-under-the-affordable-care-act/</a></p>	<p>The requirement to buy coverage under the Affordable Care Act 2017 and beyond</p>	<p>10/1/2019</p>	<p>Source: Henry J. Kaiser Family Foundation</p>

## TWEETS

### Twitter best practices




- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*



<b>Tweet 1</b>	<b>Important: 2020 Open Enrollment is only a few weeks.</b> If you don't act by December 15, you can't get 2020 coverage unless you qualify for a Special Enrollment Period. Plans sold during Open Enrollment start January 1, 2020.
<b>Tweet 2</b>	To be eligible to enroll in health coverage through the Marketplace, you: Must live in the United States. Must be a U.S. citizen or national (or be lawfully present). Learn about eligible immigration statuses. Can't be incarcerated. <a href="https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/">https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/</a>
<b>Tweet 3</b>	2020 Open Enrollment runs from November 1 through December 15, 2019 Plans sold during Open Enrollment start January 1, 2020. After December 15, you can enroll in 2020 health insurance only if you qualify for a Special Enrollment Period. <a href="https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/">https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/</a>
<b>Tweet 4</b>	If you had Marketplace health insurance in 2019, you can renew, change, or update your plan for 2020 during the Open Enrollment Period, Friday, November 1 to Sunday, December 15, 2019. <a href="https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/">https://www.healthcare.gov/apply-and-enroll/get-ready-to-apply/</a>
<b>Tweet 5</b>	You can cancel your Marketplace coverage any time. You may need to do this if you get other health coverage, or for another reason. You can end coverage for: <b>Everyone on the application after your coverage has started.</b> Your termination can take effect as soon as the day you cancel, or you can set the Marketplace coverage end date to a day in the future — like if you know your new coverage will start on the first day of the following month. <b>Just some people on the application.</b> In most cases, their coverage will end immediately.
<b>Tweet 6</b>	Enrollment in the state and federal health insurance marketplaces is for people who don't have other health coverage. If you're covered by your job or another government program like <b>Medicare</b> or <b>Medicaid</b> , there's no need to buy a plan on the marketplace, and you won't receive any tax credits or other financial assistance if you do.
<b>Tweet 7</b>	Under current law, health insurance companies can't refuse to cover you or charge you more just because you have a "pre-existing condition" — that is, a health problem you had before the date that new health coverage starts. <a href="https://www.hhs.gov/healthcare/about-the-aca/pre-existing-conditions/index.html">https://www.hhs.gov/healthcare/about-the-aca/pre-existing-conditions/index.html</a>
<b>Tweet 8</b>	Americans planning to shop for health insurance on the Affordable Care Act's (ACA) health insurance exchanges this fall will have a new way to compare the quality of the plans being offered. For the first time, the federal government will display its five-star quality rating system that includes how well patients on the plans say they work.
<b>Tweet 9</b>	<b>#MktplaceABs:</b> TRUE OR FALSE: You must register for every Office Hours session or webinar. False! Once you have registered for one, you'll be automatically registered for future Office Hours and webinars. Learn how to register today: <a href="https://go.hc.gov/2pvhDSc">go.hc.gov/2pvhDSc</a>
<b>Tweet 10</b>	A payment ("fee," "fine," "individual mandate") you make when you file taxes if you don't have health insurance that counts as qualifying health coverage for plan years 2018 and earlier. Starting with the 2019 plan year (for which you'll file taxes in April 2020), the penalty no longer applies.
<b>Tweet 11</b>	To find out if your state has adopted the Medicaid expansion, visit <a href="https://www.kff.org/medicaid/issue-brief/status-of-state-medicaid-expansion-decisions-interactive-map/">https://www.kff.org/medicaid/issue-brief/status-of-state-medicaid-expansion-decisions-interactive-map/</a>

## INSTAGRAM

**Instagram best practices**

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

<p><b>Instagram 1</b></p>	<p style="text-align: center;">How the Marketplace works</p> 	<ol style="list-style-type: none"> <li>1. Create an account First provide some basic information. Then choose a user name, password, and security questions for added protection.</li> <li>2. Apply for Marketplace coverage Enter information about you and your family, including your income, household size, and more. <a href="#">Use this checklist</a> now to help you gather the information you'll need.</li> <li>3. Pick a plan Next you'll see all the health insurance plans and programs you're eligible for and <a href="#">compare them side-by-side</a>. You'll also find out if you can <a href="#">get lower costs on Marketplace coverage</a>.</li> <li>4. Enroll Choose a health insurance plan that meets your needs and enroll! Source: <a href="https://www.healthcare.gov/blog/4-steps-to-getting-covered-in-the-health-insurance-marketplace/">https://www.healthcare.gov/blog/4-steps-to-getting-covered-in-the-health-insurance-marketplace/</a></li> </ol>
<p><b>Instagram 2</b></p>	 <p>"My work day today. Lap cats. Isis was helping. HELPING. #meow #cats #catsofinstagram #isisthecat" by ClevrCat is licensed under CC BY-NC 2.0 Website: <a href="https://search.creativecommons.org/photos/7f622285-3771-4c2c-8c45-b894c60c98aa">https://search.creativecommons.org/photos/7f622285-3771-4c2c-8c45-b894c60c98aa</a></p>	<p>You can get help filling out your application 3 ways:</p> <ol style="list-style-type: none"> <li>1. By phone (Marketplace Call Center), with an in-person assister, or with an agent or broker.</li> <li>2. In person help in your community</li> <li>3. Find a health insurance agent or broker</li> </ol> <p>To find help in your community or finding an agent or broker, go to (go to <a href="https://localhelp.healthcare.gov/#/">https://localhelp.healthcare.gov/#/</a>) and search by zip code.</p>
<p><b>Instagram 3</b></p>	 <p><a href="#">"Compare Health Insurance"</a> by <a href="#">sinclair.sharon28</a> is licensed under <a href="#">CC BY 2.0</a></p>	<p>The Health Insurance Marketplace is for people who don't have health coverage</p> <p>If you don't have health insurance through a job, Medicare, Medicaid, the Children's Health Insurance Program (CHIP), or another source that provides qualifying health coverage, the Marketplace can help you get covered.</p> <p>If you have job-based insurance: You can buy a plan through the Marketplace, but you'll pay full price unless your employer's insurance doesn't meet certain standards. Most job-based plans do meet the standards.</p>

	<p>Website:  <a href="https://search.creativecommons.org/photos/1000e8e6-0f45-41c1-8dd0-7e0bfd2c9263">https://search.creativecommons.org/photos/1000e8e6-0f45-41c1-8dd0-7e0bfd2c9263</a></p>	<p>Source: Healthcare.gov  <a href="https://www.healthcare.gov/quick-guide/">https://www.healthcare.gov/quick-guide/</a></p>
<p><b>Instagram 4</b></p>	 <p>Credit to: "'Jõuluvanale" he says" by Siim Teller is licensed under CC BY-NC-SA 2.0  Website:  <a href="https://search.creativecommons.org/photos/a58ad6f7-8e5d-4c2d-ae2c-ee619b1d967">https://search.creativecommons.org/photos/a58ad6f7-8e5d-4c2d-ae2c-ee619b1d967</a></p>	<p>Starting November 1, you can apply any way that works for you:</p> <ul style="list-style-type: none"> <li>Online</li> <li>By phone</li> <li>With in-person help</li> <li>Through an agent or broker</li> <li>Through certified enrollment partner websites</li> <li>With a paper application</li> </ul> <p>Source: <a href="https://www.healthcare.gov/quick-guide/">https://www.healthcare.gov/quick-guide/</a></p>
<p><b>Instagram 5</b></p>	 <p><b>This holiday season, make healthcare a family affair.</b></p> <p>Get your family covered at <a href="http://localhelp.healthcare.gov">localhelp.healthcare.gov</a>  Enrollment starts November 1st.</p> <p>#ACAOpenEnrollment</p> <p><b>ACTION BLITZ</b></p>	<p>“Share” with others</p>

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#AffordableCareAct
Hashtag 2	#HealthCare
Hashtag 3	#ObamaCare
Hashtag 4	#uninsured
Hashtag 5	#HealthInsurance
Hashtag 6	#OpenEnrollment
Hashtag 7	#GetCovered
Hashtag 8	#ACA
Hashtag 9	#EnrollByDec15
Hashtag 10	<u>#MktplaceABs</u>
Hashtag 11	#ACAOpenEnrollment