



Social Media | Suggestions for Weekly Status Updates on Facebook

The Facebook posts below should be accompanied with a photo to attract attention and make them more interesting. Photos could be of your congregation or a church event. There are photos from Covered California events and the Covered California logo you can use on the last page of this document as well as in the Pastor's Tool Kit CD.

OPEN ENROLLMENT

December 2015

- **DECEMBER 15 DEADLINE COMING SOON.** For those church members that do not have medical insurance, we urge you to enroll today for Covered California. To ensure you have comprehensive health coverage with a brand-name insurance company on January 1, 2016 you must enroll by December 15, 2015. Go online at CoveredCA.com or call 1-800-300-1506 to enroll or to find someone near you that can help you with the application for free. Remember, there is financial assistance available to help you pay the monthly insurance premiums and lower your monthly cost.
- **GIVE THE GIFT OF HEALTH.** Do you know someone in your family or your community that needs health insurance but is worried it might be too expensive? Covered California can help – with financial assistance to help pay for monthly premiums, everyone can have quality health coverage with brand-name insurance companies at an affordable cost. Help them enroll today! In order to have coverage on January 1, 2016, they must enroll by December 15. To find out more about available financial assistance or to find a nearby Certified Enrollment Agent to get free in-person, confidential assistance, visit CoveredCA.com or call 1-800-300-1506.
- **LIVE THE ABUNDANT LIFE.** Being healthy means more than just not being sick. Good health is life lived at your full potential – physically, mentally, socially, and spiritually. Each and every one of us is entitled to live that abundant life, but many in our community can't because they lack the health insurance they need and deserve to get healthy and live in good health. Covered California has health coverage plans to meet everyone's needs and budget. You can enroll at CoveredCA.com or by calling 1-800-300-1506. Open Enrollment ends January 31, 2016.

January 2016

- **EMERGENCY ROOM CARE IS NOT HEALTH CARE.** The bad news is many in our community depend on the emergency room or urgent care in order to see a doctor or get treatment. They have settled into a lifestyle of coping without health care – they pray they won't get sick or get in an accident or that they just get lucky. But emergency room visits can't take the place of regular check-ups with a doctor that you trust and who knows you. The good news is affordable health care coverage is available through Covered California, the state's health coverage program. But open enrollment ends soon on January 31. To get free in-person confidential assistance with enrolling, visit CoveredCA.com or call 1-800-300-1506.
- **AN OUNCE OF PREVENTION.** We remind those in our congregation who are considering going without health coverage that they are a diagnosis away or an accident away from going broke or not getting the early intervention that can be life-saving. Having health insurance can not only save your finances but more importantly – save your life. All Covered California health plans include preventive care services at no cost. That means check-ups, cholesterol, diabetes and cancer screenings, and well-woman care are all covered. Sign up today for comprehensive coverage through Covered California and get quality health insurance with a brand-name company. But hurry – Open Enrollment ends on January 31. Visit CoveredCA.com to shop & compare different health plans or to find someone near you that can help you enroll. You can also call 1-800-300-1506.
- **LAST WEEK TO ENROLL IN COVERED CALIFORNIA.** Open Enrollment ends on January 31. We urge church members who still have not signed up for health coverage to do so before the deadline. With Covered California, the state's health coverage program, people can get health insurance with a quality health insurance company that provides free preventive care services, like regular checks-ups, prescriptions and the peace of mind that comes with knowing you're covered if something happens. Enroll today at CoveredCA.com or call 1-800-300-1506 to find free in-person, confidential help with enrolling.

Jan. 29

- **ONLY 2 DAYS LEFT TO ENROLL IN COVERED CALIFORNIA.** Financial assistance is available to help pay for your monthly health insurance premiums through Covered California, the state's health coverage program. Don't leave your money on the table! Enroll today to get the health coverage you need and deserve. Go online at CoveredCA.com to shop and compare health plans and find the right one for you, your family and your budget. Or call 1-800-300-1506 to get free in-person, confidential assistance from a Certified Enrollment Agent near you. Open Enrollment ends on Sunday, January 31.

Jan. 31

- **OPEN ENROLLMENT ENDS TODAY – ENROLL NOW IN COVERED CALIFORNIA.** You have until midnight tonight, January 31, to enroll in a health coverage plan through Covered California. Go online at CoveredCA.com to shop and compare and find the right health plan for you, your family and your budget. Remember that financial assistance is available to help you pay for your monthly health insurance payments. Brothers and sisters, don't go without the peace of mind that comes with knowing you and your family are covered should you need it. You can also call 1-800-300-1506 to get help with the enrollment application.

SPECIAL ENROLLMENT

Special Enrollment is available throughout the year, therefore, Facebook posts and Twitter tweets can go out at any time.

- **“A NEW ADDITION TO YOUR FAMILY? COVERED CALIFORNIA CAN HELP.”** If you've recently been blessed with the birth of a child, you know the many joys that comes with parenthood. You also know that there's many responsibilities – like making sure that your child is healthy and well. With Covered California, you can get health coverage for your new baby up to 60 days after he or she is born. Having health insurance for your baby will help ensure they get the preventive care and medical attention they need to grow and thrive – like regular well-baby check-ups and immunization vaccines. There's financial assistance to help you pay for the monthly insurance premiums. Go online at CoveredCA.com to shop and compare to see which health plan fits your family's budget. You can also call 1-800-300-1506 to find free in-person, confidential enrollment assistance near you.
- **“HOLY MATRIMONY – GET HEALTH COVERAGE FOR YOUR MATE.”** We extend our heartfelt congratulations to those in our congregation and extended family who have recently been joined in marriage. It is a blessed event that we joyfully celebrate along with the happy couples. We remind those newly-wed that if you don't have health insurance, you can obtain health care coverage through Covered California up to 60 days after your wedding date. Go online at CoveredCA.com to shop and compare for plans or call 1-800-300-1506 to get free in-person, confidential assistance near you.
- **LIFE CHANGES.** Brothers and sisters, a fact of life is that we experience many changes in our lives and the lives of our loved ones – birth, death, marriage, divorce, starting a job, losing a job, growing up and growing old. These life changes usually impact other areas of our lives – like access to quality health insurance. If you've experienced any of these life events – have gotten married or divorced, had or adopted a baby, lost a job, just moved to California or turned 26 – you have the opportunity to get health care coverage through Covered California. Go online at CoveredCA.com or call 1-800-300-1506 to find out about health plan options that fit you and your budget. You have up to 60 days after the life event to enroll.

- WHAT'S THE COST OF PEACE OF MIND? Brothers and sisters, we all know that sometimes we spend our hard-earned money on things that we want but perhaps not on the things we truly need. One of the things we all need is health insurance. With health coverage you can have peace of mind knowing that when you need to see a doctor, have a medical test or go to the hospital – it's covered. With Covered California, you can get quality health insurance at an affordable cost. And with financial assistance, that cost could be the same as a tank of gas or a month's worth of coffee from a coffee shop. It's worth it and you're worth it. Enroll today at CoveredCA.com or call 1-800-300-1506 to find free, in-person confidential help to you enroll.

Social Media | Suggestions for Status Tweets on Twitter

Note: Tweets have 140 characters maximum, including spaces, punctuation, numbers and symbols.

OPEN ENROLLMENT – Mix & Match Tweets and post at least 2 to 3 Tweets each week.

- Open Enrollment has started. Sign up for health insurance TODAY. CoveredCA.com #GetCoveredCA
- Live the ABUNDANT LIFE. Get health coverage for yourself and your family. Go to CoveredCA.com #GetCoveredCA
- All things important are insured. Insure your health with a quality health insurance plan. CoveredCA.com #GetCoveredCA
- Know someone who doesn't have a health plan? Tell them about CoveredCA.com #GetCoveredCA
- Financial assistance available to help pay for health insurance. Insure your health, enroll today. CoveredCA.com #GetCoveredCA
- PROSPER AND BE IN HEALTH. Get health insurance for you and your family at an affordable cost. CoveredCA.com #GetCoveredCA
- Don't leave money on the table, get help paying for health insurance. CoveredCA.com #GetCoveredCA
- Emergency room care is not health care. See your doctor regularly with health insurance coverage. CoveredCA.com #GetCoveredCA
- You can't be denied health insurance, even with pre-existing medical condition. Enroll today CoveredCA.com #GetCoveredCA
- Get regular check-ups and immunization vaccines for you, your kids, your whole family. Get covered. CoveredCA.com #GetCoveredCA
- Get free, in-person, confidential help to enroll in a health insurance plan. CoveredCA.com #GetCoveredCA
- With health coverage you can get tested for diabetes, high blood pressure, and cancer. Enroll today. CoveredCA.com #GetCoveredCA
- Help your loved ones get insurance from a brand-name company. Have them visit CoveredCA.com to get covered. #GetCoveredCA
- Share the news. If your family and friends aren't covered yet, have them visit CoveredCA.com #GetCoveredCA
- Get health insurance & see your doctor whenever you need to. It's not just health care, it's life care. #GetCoveredCA CoveredCA.com
- Get the health coverage you need and deserve. Enroll today in a quality health insurance plan. CoveredCA.com #GetCoveredCA

DEADLINES/TIME SENSITIVE – Post Tweets 2 to 3 times per week prior to deadline dates.

- Dec 15 is LAST DAY to enroll to have health insurance on Jan 1. Don't Delay, Enroll Today. CoveredCA.com #GetCoveredCA
- Don't delay, Dec 15 is coming - LAST DAY to enroll in Covered California to have health coverage on Jan 1. CoveredCA.com #GetCoveredCA
- LAST WEEK to enroll in a health insurance plan, deadline is Jan 31. CoveredCA.com #GetCoveredCA
- DON'T FORGET to sign up for health insurance, time is running out. Last day is Jan 31 CoveredCA.com #GetCoveredCA
- TIME RUNNING OUT. Jan 31 last day to get health insurance plan. CoveredCA.com #GetCoveredCA

SPECIAL ENROLLMENT – Mix & Match Tweets and post 2 to 3 Tweets each month during February through October.

- Just had a baby? Make sure you sign them up for health insurance to keep them healthy & strong. CoveredCA.com #GetCoveredCA
- Enroll your newborn baby in Covered California to get check-ups, immunizations & keep them healthy. CoveredCA.com #GetCoveredCA
- Just got married? You can sign up for health insurance coverage. CoveredCA.com #GetCoveredCA
- If you lost your health insurance, you can enroll in Covered California to get quality health coverage. CoveredCA.com #GetCoveredCA
- Lost your job & your health insurance? No worries, enroll in a health plan with Covered California. CoveredCA.com #GetCoveredCA
- New to California? Enroll in a health insurance plan & get quality health coverage for you & your family. CoveredCA.com #GetCoveredCA
- Welcome to California. Make sure you enroll in a quality health plan for you & your whole family. CoveredCA.com #GetCoveredCA
- If you're 26, you can get your own health insurance with your own doctor. Sign up today. CoveredCA.com #GetCoveredCA
- You can get quality health insurance for the price of a tank of gas. Are you worth it? Get covered. CoveredCA.com #GetCoveredCA
- Coffee shop drink for a month or comprehensive health coverage? Insure your health, you deserve it. CoveredCA.com #GetCoveredCA

Social Media | Covered California Logo & Photos for Facebook Posts

High resolution files for these images can be found in the Pastor's Tool Kit CD.

Covered California Logo
Horizontal



Covered California Logo
Vertical



Covered California Neighborhood Canvassing Van



Covered California Statewide Bus Tour



Covered California Certified Enrollment Agents

