



# **SOCIAL MEDIA TOOLKIT**

## **SEP – External Affairs**

September-October 2018

# FACEBOOK & TWITTER POSTS

# Medi-Cal transition

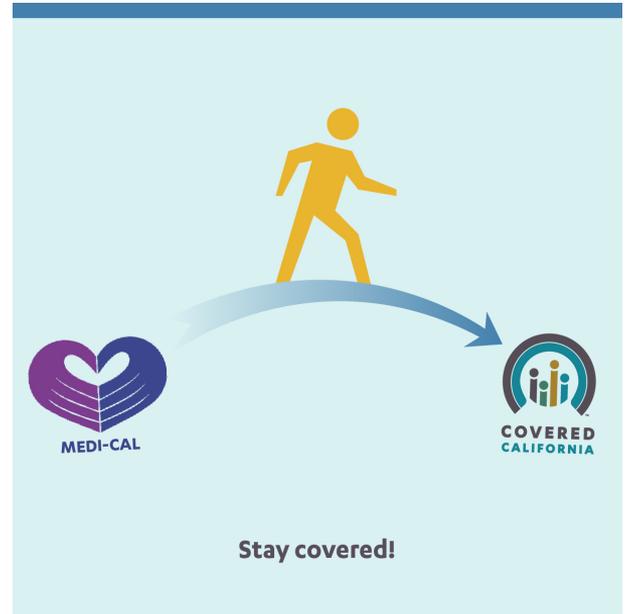
## Facebook

If your income has changed and you no longer qualify for Medi-Cal, you may be able to enroll with Covered California. Learn more about staying covered and receiving financial help, here: <https://www.coveredca.com/individuals-and-families/getting-covered/>

## Twitter

No longer qualified for Medi-Cal? You could stay covered with @CoveredCA!

Learn more, here: <https://www.coveredca.com/individuals-and-families/getting-covered/special-enrollment/qualifying-life-events/>



# Almost time to sign up

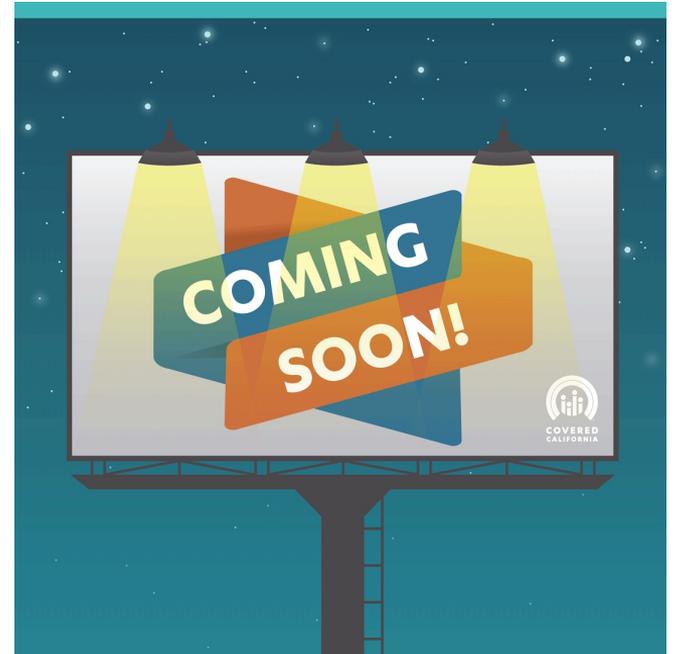
## Facebook

Do you or your family need health insurance? Coverage is around the corner! Sign-up for 2019 health insurance through Covered California starting October 15th.

## Twitter

Do you or your family need health insurance? Coverage is around the corner! Sign-up for 2019 health insurance through @CoveredCA starting October 15th.

#GetCovered #ACA



# Free Preventive Care (video)

## Facebook

Are you a Covered California member? Or, thinking about enrolling? It's important to know that ALL CoveredCA plans include free preventive care services to help keep you and your family healthy.

Watch to learn more: <http://bit.ly/2wjsFa7>

## Twitter

Preventive health care helps keep us healthy by catching small problems before they become big ones. That's why all plans through @CoveredCA include free preventive care services, guaranteed by the #ACA.

<http://bit.ly/2wjsFa7>



# YOUTUBE CONTENT

# Video Playlists for Office

Are you able to show videos on a monitor in your waiting room? Play these!

*“Learn about Covered California”* playlists

- English: <http://bit.ly/2LzGVQW>
- Spanish: <http://bit.ly/2MA9VNV>
- Alternating English and Spanish: <http://bit.ly/2Np4k9H>

