



COVERED
CALIFORNIA

Sign-Ups 2018/19 Social Media Toolkit
External Affairs

November 2018

Overview

Facebook/Instagram

“Copy and Paste the caption here for your Facebook post.”

Twitter

“Copy and Paste the words here for your Tweet.”

[IMAGE HERE]

Save the matching image from the shared folder and upload it to Facebook or Twitter.

Real Story – Video

Facebook

Thanks to Covered California, Jennifer has the coverage she needs despite a pre-existing condition.

Make sure you and your family have health insurance for 2019, because life can change in an instant.

https://www.youtube.com/watch?v=VozAmbnY_fA

Twitter

Thanks to @CoveredCA, Jennifer has the coverage she needs despite a preexisting condition.

Make sure you and your family have health insurance for 2019, because life can change in an instant.

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How to Get CoveredCA – Video

Facebook

Do you need health insurance? Here's what my constituents need to know about enrolling through Covered California.

Get covered by December 15 for coverage starting January 1!

<https://www.youtube.com/watch?v=XPpqvT0XhQQ>

Twitter

Do you need health insurance? Here's what my constituents need to know about enrolling through @CoveredCA.

Get covered by December 15 for coverage starting January 1!

<https://www.youtube.com/watch?v=XPpqvT0XhQQ>



Local Help

Facebook/Instagram

Need help with Covered California? Many certified enrollers are available throughout our district to provide free assistance.

Connect with an expert near you, in-person or over the phone:

www.coveredca.com/find-help/

Twitter

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Financial Help

Facebook/Instagram

Looking for 2019 health insurance? Brand-name plans purchased through Covered California may cost less than you think.

Find out how much you can save here:

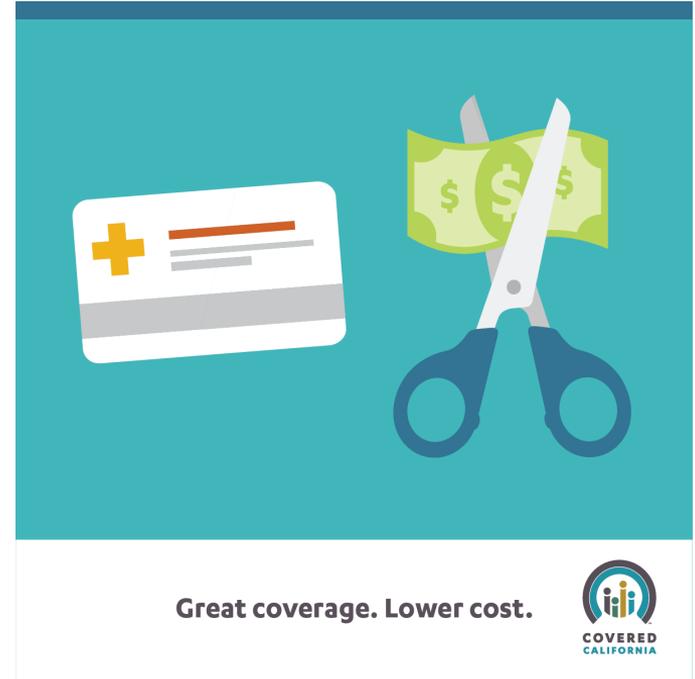
<https://apply.coveredca.com/lwshopandcompare/>

Twitter

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<https://apply.coveredca.com/lwshopandcompare/>



Follow & Tag “@CoveredCA” on these channels:

Facebook - www.facebook.com/CoveredCA

Twitter - www.twitter.com/CoveredCA

Instagram - www.instagram.com/coveredca

LinkedIn - www.linkedin.com/company/covered-california/

*Don't forget to include the **#CoveredCA** hashtag!*

THANK YOU!