





Marketplace Special Enrollment Period (SEP) for Life Events Social Media Toolkit

For use throughout the year, outside the annual Open Enrollment period

HealthCare.gov partners: Use these social media posts below to encourage and remind your followers to enroll in coverage via a special enrollment period -- due to a qualifying life event -- and be sure to include the #MarketplaceSEP hashtag. URL for all posts: <https://www.healthcare.gov/screener/>






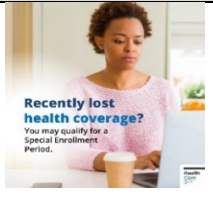
As always, the best way to stay up-to-date with Marketplace news and announcements is to **“Like” our Facebook page** and **follow us on Twitter @HealthCareGov.**

POST DATE	POST COPY Major Life Events	SOCIAL MEDIA GRAPHIC Download graphics here
1	The answer? It depends. Certain life events may qualify you for a special enrollment period for 2023 coverage #MarketplaceSEP. To see the full list of events, visit: https://www.healthcare.gov/screener/	
2	Major life events can be overwhelming, but don't forget about your health coverage. You may qualify for a Special Enrollment Period #MarketplaceSEP. For a full list of life events that qualify: https://www.healthcare.gov/screener/	 <p>GIF</p>
3	Do any of these apply to you within the last 60 days? If so, you could qualify for a Special Enrollment Period #MarketplaceSEP for Marketplace coverage. See what other life changes may qualify: https://www.healthcare.gov/screener/	 <p>GIF</p>
4	Major life events can be overwhelming, but don't forget about your health coverage. You may qualify for a Special Enrollment Period #MarketplaceSEP. For a full list of life events that qualify: https://www.healthcare.gov/screener/	 <p>GIF</p>

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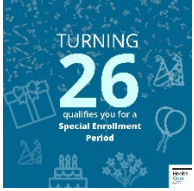



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POST DATE	POST COPY	SOCIAL MEDIA GRAPHIC
	Changes of Residence	
5	Getting a new address? Then you may qualify for a Special Enrollment Period #MarketplaceSEP. For more details, visit: https://www.healthcare.gov/screener/	
6	New adventures in a different state? Learn how you can apply for Marketplace coverage through a Special Enrollment Period #MarketplaceSEP. https://www.healthcare.gov/screener/	
	Changes in Household	
7	A new bundle of joy 🍼 in your life? Don't forget about getting coverage! You may qualify for a Special Enrollment Period #MarketplaceSEP. Learn more: https://www.healthcare.gov/screener/	
8	Recently had a baby? You may qualify for a Special Enrollment Period #MarketplaceSEP. Learn more: https://www.healthcare.gov/screener/	
9	Tying the knot? Getting married qualifies you for a Special Enrollment Period #MarketplaceSEP. For details: https://www.healthcare.gov/screener/	
	Loss of Health Coverage	
10	You may qualify for a Special enrollment Period #MarketplaceSEP, if you've recently lost qualifying health coverage. To learn more, visit: https://www.healthcare.gov/screener/	


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11	<p>If you leave your job for any reason and lose your job-based insurance, you can enroll in a Marketplace plan. #MarketplaceSEP Learn more: https://www.healthcare.gov/screener/</p>	
12	<p>Losing job-based coverage, even if you quit or get fired, qualifies you for a Special Enrollment Period any time to enroll in coverage for the rest of the year. #MarketplaceSEP Learn more: https://www.healthcare.gov/screener/</p>	
13	<p>Turning 26 and losing health coverage soon? Enroll in a Marketplace plan and stay covered. #MarketplaceSEP Learn more: https://www.healthcare.gov/screener/</p>	
14	<p>Did you know that when you turn 26, you lose coverage through your parent's health plan? Enroll in a Marketplace plan and stay covered. #MarketplaceSEP Learn more: https://www.healthcare.gov/screener/</p>	
POST DATE	POST COPY	SOCIAL MEDIA GRAPHIC
15	<p>You may not have to wait until the fall to get affordable health insurance with a Marketplace plan. Those with low incomes, check your eligibility today: https://www.healthcare.gov/screener/ #MarketplaceSEP</p>	
16	<p>Making between \$14,000 and \$22,000 a year? You can get affordable health insurance with a Marketplace plan today. Don't wait until November. Check your eligibility now: https://www.healthcare.gov/screener/ #MarketplaceSEP</p>	

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17	<p>Family of 4 making between \$30,000 and \$45,000 per year? You can get affordable health insurance with a Marketplace plan today. Don't wait until November. Check your eligibility now: https://www.healthcare.gov/screener/ #MarketplaceSEP</p>	 <p>The graphic features a family of four (a man, a woman, and two children) smiling against a colorful background. Text overlay reads: 'Are you a family of 4 that makes between \$30K and \$45K a year?' and 'CuidadoDeSalud.gov HealthCare.gov'.</p>
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