

# Marketplace Open Enrollment Partner Social Media Toolkit

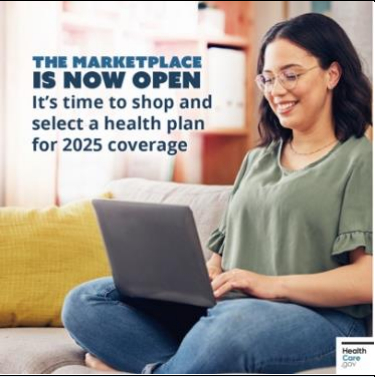


For use during the Open Enrollment Period: November 1, 2024 – January 15, 2025

Due to the Inflation Reduction Act, millions of people will continue to qualify for low-cost, quality plans. With financial help, 4 out of 5 customers can get a plan for under \$10 a month. With the Marketplace now open, we are encouraging consumers to enroll in 2025 coverage by **visiting [HealthCare.gov](https://www.healthcare.gov)** to see if they qualify for financial help and to sign up for coverage. Use these social media posts below to encourage and remind your followers to **sign up for 2025 coverage**, and be sure to include the #GetCovered and #MarketplaceOE hashtags.

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 X @HealthCareGov.**



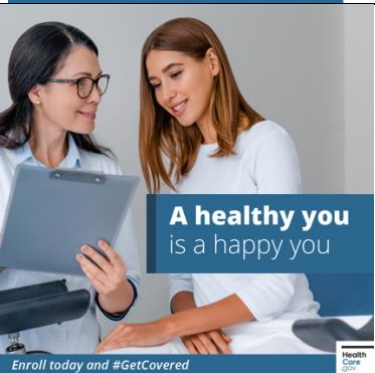

### URL for use in posts:

Healthcare.gov sign up for coverage: <https://www.healthcare.gov/get-coverage>

POST COPY	SOCIAL MEDIA GRAPHIC
<p><b>1</b> The Marketplace is now open! It’s time to shop and select a health plan for 2025 coverage. Enroll today and #GetCovered by affordable, quality health insurance! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>2</b> The financial help that lowered Marketplace premiums last year is still in effect. 4 out of 5 people can find a plan for \$10 or less. Discover the different plans available &amp; enroll by Dec. 15 to #GetCovered starting Jan. 1! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>3</b> #MarketplaceOE is here! Don't miss out on affordable comprehensive coverage—including primary care, prescriptions, mental health care, and more. Remember, enroll by Dec. 15 to #GetCovered starting Jan 1.</p>	





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<p><b>4</b></p>	<p>With help from the #InflationReductionAct, many people will continue to qualify for financial help this #MarketplaceOE. Don't wait to #GetCovered by quality, affordable health coverage — Enroll today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a></p>	
<p><b>5</b></p>	<p>HealthCare.gov is open for you to shop, compare, and enroll in a 2025 health plan. Make sure you and your family have the essentials covered.</p> <p>Remember, enroll by Dec. 15 to #GetCovered starting Jan. 1.</p> <p><a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>6</b></p>	<p>A healthy you is a happy you. All HealthCare.gov plans cover ten essential health benefits, including wellness visits, preventive services, and more, at no cost. Enroll today and #GetCovered!</p> <p><a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>7</b></p>	<p>Thought you couldn't afford health insurance? Now you can. Most people qualify for financial help. Discover the different plans available and enroll by Dec. 15 for coverage starting Jan. 1! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered #MarketplaceOE</p>	


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<p><b>8</b></p>	<p>HealthCare.gov is here for you to get affordable health coverage! #GetCovered for essential health benefits, including no-cost preventive services &amp; prescriptions. Enroll by Dec. 15 for coverage starting Jan 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>9</b></p>	<p>Protect your health with 2025 coverage. All HealthCare.gov plans cover essential benefits like preventive services and prescriptions. Apply by Dec. 15 and #GetCovered starting on Jan. 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>10</b></p>	<p>Protect your family's health with an affordable, comprehensive health plan. All HealthCare.gov plans cover essential benefits like preventive services and prescriptions. Compare plans and #GetCovered at <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	
<p><b>11</b></p>	<p>#DYK most people qualify for comprehensive coverage plans for less than \$10 a month with financial help? #GetCovered today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE</p>	

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<b>12</b>	4 out of 5 customers can find a HealthCare.gov plan for less than \$10 a month. Don't wait to #GetCovered by quality, affordable health coverage — Enroll today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
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