



# Health Connector Marketing Toolkit

---

Spring 2020 – May 25 Extended Deadline

# Contents

- Purpose..... 2
- Where to find the Health Connector Online ..... 2
- How to Use This Guide..... 3
  - Social Media Content..... 3
- Important Dates and Deadlines ..... 4
  - Timeline for Coverage Start Dates through July 1, 2020: ..... 4
- Social Media Post Content ..... 5
  - Download social media images → ..... 5
- Health Connector Publishing Schedule ..... 6
- Contact Information ..... 7

## Purpose

In response to the COVID-19 outbreak, the Health Connector announced an extended enrollment period for uninsured Massachusetts residents through **May 25, 2020**. This mini-marketing toolkit is to help get the word out through social media to help residents who may have recently lost coverage through their job, or were uninsured due to other factors, know that the Health Connector is a resource for them to gain the affordable coverage they need during this unprecedented time.

## Where to find the Health Connector Online

Follow the Health Connector online:

- **Health Connector Website:** [www.MAhealthconnector.org](http://www.MAhealthconnector.org)
- **Twitter:** [www.twitter.com/healthconnector](https://www.twitter.com/healthconnector)
- **Facebook:** [www.facebook.com/healthconnector](https://www.facebook.com/healthconnector)
- **Instagram:** [www.instagram.com/healthconnector](https://www.instagram.com/healthconnector)
- **LinkedIn:** [www.linkedin.com/company/massachusetts-health-connector](https://www.linkedin.com/company/massachusetts-health-connector)
- **YouTube:** [www.youtube.com/themahealthconnector](https://www.youtube.com/themahealthconnector)

# How to Use This Guide

## Social Media Content

All sample posts and images can be used on Facebook, Instagram, Twitter, and/or LinkedIn.

**Step 1:** Copy and paste the caption on the post you'd like to share. Feel free to update the text or use a different photo to personalize the content for your audience.

**Step 2:** Be sure to tag the Health Connector so we can help amplify your content and people can click to learn more.

- For Instagram or Twitter, type “@healthconnector” to tag the page.
- For Facebook, type “@Health Connector” or “@HealthConnector” and select the page from the drop-down when it appears.
- For LinkedIn type “@Massachusetts Health Connector” and select the page from the drop-down when it appears.

## Important Dates and Deadlines

As we mentioned, May 25<sup>th</sup> is the extended enrollment period deadline is coming up soon, so we have the suggested timeline. It is especially important to get the word out before each month's enrollment deadline for coverage that starts the following month.

### Timeline for Coverage Start Dates through July 1, 2020:

Coverage Start Date	Enrollment Deadline
May 1	April 23
June 1	May 23*
July 1	May 25*

\* Please note that these deadlines fall over the Memorial Day weekend, so getting people to take early action is important.

## Social Media Post Content

Please copy and paste a staple post below and add one of the images (or create your own.)

- Do you need health insurance? The Health Connector's got you covered. An extended enrollment period is available for uninsured Massachusetts residents through May 25. Apply today --> <https://www.mahealthconnector.org>
- Have you experienced a job change and no longer have health insurance through work? Massachusetts Health Connector has an extended enrollment for uninsured residents through May 25. Apply by May 23 for coverage that starts June 1 --> <https://www.mahealthconnector.org/the-right-plan-right-now>
- If you need insurance, you may qualify for coverage through the Health Connector if you've lost coverage from a job. An extended enrollment period is available through May 25, 2020 in response to the COVID-19 outbreak. Apply today and get covered --> <https://www.mahealthconnector.org/the-right-plan-right-now>
- The Health Connector's got you covered. If you've recently lost health insurance through your job, an extended enrollment for uninsured residents is happening through May 25. Apply by May 23 for coverage that starts June 1--> <https://www.mahealthconnector.org/the-right-plan-right-now>

[Download social media images](#) →

## Health Connector Publishing Schedule

If you prefer to share published messages, the Health Connector will publish as follows:

- Facebook: **f**
- Instagram: **@**
- LinkedIn: **in**
- Twitter: **🐦**

Dates	Times	Channels	Themes
Tuesday, May 5	11:00 a.m.	<b>f @ in 🐦</b>	5/25 Enrollment deadline reminder for the uninsured.
Thursday, May 7	3:00 p.m.	<b>f @ in 🐦</b>	Sign up by 5/25 if you've lost coverage due to job loss
Tuesday, May 12	11:00 a.m.	<b>f @ in 🐦</b>	5/25 Enrollment deadline reminder for the uninsured; 5/23 deadline for 6/1 coverage.
Thursday, May 14	3:00 p.m.	<b>f @ in 🐦</b>	Sign up by 5/25 if you've lost coverage due to job loss; 5/23 deadline for 6/1 coverage.
Tuesday, May 19	11:00 a.m.	<b>f @ in 🐦</b>	5/25 Enrollment deadline reminder for the uninsured; 5/23 deadline for 6/1 coverage.
Wednesday, May 20	10:00 a.m.	<b>f @ in 🐦</b>	3 Days to go: 5/23 deadline for 6/1 coverage.
Thursday, May 21	11:00 a.m.	<b>f @ 🐦</b>	2 Days to go: 5/23 deadline for 6/1 coverage.
Friday, May 22	9:00 a.m.	<b>f @ in 🐦</b>	1 Day to go: 5/23 deadline for 6/1 coverage.
	2:00 p.m.	<b>@ 🐦</b>	
Saturday, 23	9:00 a.m.	<b>f @ in 🐦</b>	Final Day: 5/23 deadline for 6/1 coverage.
	12:00 p.m.	<b>🐦</b>	
	4:00 p.m.	<b>f @ 🐦</b>	
Sunday, May 24	11:00 a.m.	<b>f @ in 🐦</b>	Missed the 5/23 deadline? Extended enrollment period is ending. Sign up by 5/25 for coverage that starts 7/1.
	3:00 p.m.	<b>🐦</b>	
Monday, May 25	10:30 a.m.	<b>f @ in 🐦</b>	Final Day: Extended enrollment period ends today. Sign up for 7/1 coverage.
	1:00 p.m.	<b>🐦</b>	
	3:30 p.m.	<b>f @ in 🐦</b>	

## Contact Information

### Health Connector Customer Service

1-877-MA-ENROLL (1-877-623-6765)

TTY 1-877-623-7773 for people who are deaf, hard of hearing, or speech disabled.

### Business Hours

- **Monday–Friday:** 8:00 a.m. to 6:00 p.m.
- **Saturday:** Closed
- **Sunday:** Closed