GET COVERED 2021
STAY HEALTHY
GET INSURED

GET COVERED 2021

—

DIGITAL TOOLKIT

Key social messages for the national Get Covered 2021 campaign. Developed by Covered California.

GETCOVERED2021.ORG

INTRODUCTION

Get Covered 2021 is a national effort to promote COVID-19 safety and health insurance enrollment. It is about health equity for America's diverse communities. The Affordable Care Act has been a lifeline for millions of Americans. The nation is at a pivotal time in health care with a new federal administration and renewed efforts to expand access to care and coverage. Get Covered 2021 is committed to advancing this extraordinary opportunity to build on the Affordable Care Act so everyone can have access to affordable quality coverage and care.

Below are suggested social media posts that can be further customized. Prompts for further posts can be found at the bottom of each section.

HOW TO POST

All copy and images can be used on Facebook, Instagram or Twitter.

1. Copy and paste the caption from the post you'd like to share. You may personalize or make edits as you see fit, and you can also use any of the prompts provided to create your own post

2. Replace <placeholder> text with custom text

3. Use the hashtag #GetCovered2021

4. Direct your followers to the website by including the link: GetCovered2021.org

5. Graphic sizing:

- For Facebook or Instagram, use the square graphics
- For Twitter, use the horizontal graphics

6. Post!

BEST PRACTICES

Always post images along with text.

Share on social platforms that are most relevant for your audience and will spark the most engagement.

Do not include more than three hashtags in your post.

Post at the peak times of day that your audience is active on the platform.

SUGGESTED SOCIAL MEDIA MESSAGING

General Open Enrollment/Get Covered America Day

We're thrilled to be a part of #GetCovered2021, a national movement encouraging everyone to take advantage of the financial help for health insurance in their state. It's time to stay healthy and get insured, <insert state>. Learn more at GetCovered2021.org.

🌐 Stay healthy
✅ Get insured

It's time to get covered, America. Find affordable health insurance right here in <insert state>: GetCovered2021.org #GetCovered2021
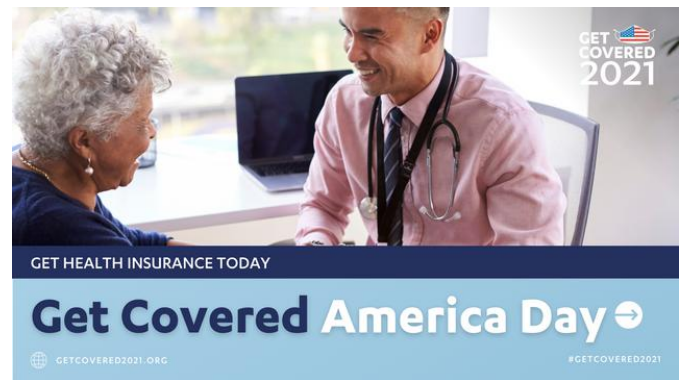

DOWNLOAD FOR FACEBOOK/INSTAGRAM
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We're joining the #GetCovered2021 national movement and encouraging everyone without health coverage in <insert state> to take advantage of financial help for health insurance that may be available to you. Learn more at GetCovered2021.org.

It's Get Covered America Day! Join the movement and spread the word about the affordable health care that is available to everyone here in <insert state> through the #ACA. If you're uninsured, learn more at GetCovered2021.org. #GetCovered2021

DOWNLOAD FOR FACEBOOK/INSTAGRAM
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DOWNLOAD FOR FACEBOOK/INSTAGRAM
DOWNLOAD FOR TWITTER

ONLY POST ON DEC. 10

Don't have health insurance? On Get Covered America Day you can get health coverage for a healthier tomorrow. If you are uninsured, learn more at GetCovered2021.org. #GetCovered2021

DOWNLOAD FOR FACEBOOK/INSTAGRAM
DOWNLOAD FOR TWITTER

ONLY POST ON DEC. 10

Create your own post with these suggested prompts:

(Please be sure to include #GetCovered2021 hashtag and the website GetCovered2021.org in your posts!)

- What does Get Covered America Day mean to you?
- What is the importance of health coverage to your community?
- Why are you joining the Get Covered 2021 national movement? Share your story.

GET INSURED

Do you have health insurance coverage? If not, there is an affordable way to keep you and your family safe. Get financial help for health insurance in <insert state> today. Learn more at GetCovered2021.org #GetCovered2021

16 million uninsured Americans are eligible for financial help. Are you one of them? Get affordable health care today in <insert state> by visiting GetCovered2021.org. #GetCovered2021

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If you or anyone you know is in need of health insurance, now is the time to get covered. Join <thousands/millions> of <insert state-ians> to get financial help to lower the monthly cost of health insurance by visiting GetCovered2021.org. #GetCovered2021

Health coverage is essential to the health of our state, yet many are still without health insurance. There is an easy way to get affordable health care coverage here in <insert state>. Visit GetCovered2021.org today. #GetCovered2021

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DOWNLOAD FOR TWITTER

Get covered today to ensure a healthy tomorrow. Learn how you can get affordable health insurance with financial help at GetCovered2021.org. #GetCovered2021

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Create your own post or use these suggested prompts:

(Please be sure to include #GetCovered2021 and the website GetCovered2021.org in your posts!)

- What does health coverage mean to you?
- Share a moment when health coverage was critical in your or a family member's life.
- Share why you think it is important for people to have health insurance.

PREVENT COVID

The public health crisis caused by the COVID-19 pandemic makes access to health care more important than ever. To protect yourself, your family, and others from this deadly virus, cover up 😷 and get the health coverage you need. Learn how at GetCovered2021.org. #GetCovered2021

COVID-19 is a threat to the health of <insert state-ians> everywhere. It's time to get covered and stay healthy, <insert state>. Wear a mask and get insured today. Learn how you can get affordable health insurance at GetCovered2021.org. #GetCovered2021

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Cover up with a mask to protect yourself from COVID-19 and get covered with health insurance to ensure a healthy future. Learn more and sign up today for affordable health insurance at GetCovered2021.org. #GetCovered2021

The best way to ensure a healthy future is to wear a mask and get insured. Here in <insert state>, it's easy and affordable. Don't wait. Learn more at GetCovered2021.org. #GetCovered2021

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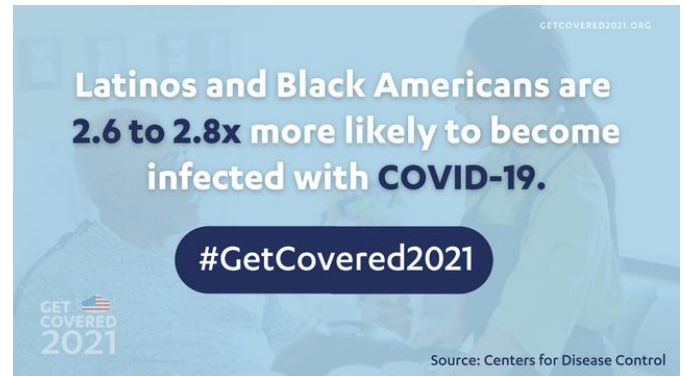DOWNLOAD FOR FACEBOOK/INSTAGRAM
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As we combat COVID-19, let's work to ensure everyone has access to affordable, quality health care. Get yourself and your family covered today and stay healthy. Learn more: GetCovered2021.org. #GetCovered2021

Latino and Black Americans are two times more likely to become infected with COVID-19 in America. It's more essential than ever for everyone to have access to affordable health insurance. Learn more at GetCovered2021.org. #GetCovered2021
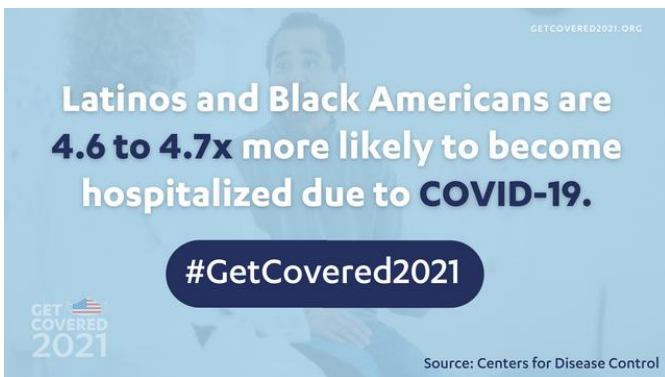

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Latinos and Black Americans are nearly five times more likely to become hospitalized due to COVID-19. Affordable health coverage is more important than ever. Learn more about financial help for health insurance at GetCovered2021.org. #GetCovered2021

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Create your own post or use these suggested prompts:

(Please be sure to include #GetCovered2021 and the website GetCovered2021.org in your posts!)

- What does having health coverage during the time of COVID-19 mean to you?
- Why do you think it is important to have health coverage during COVID-19?
- Has COVID-19 impacted your life in a way where health insurance was essential? Share your story.

ACCESS TO COVERAGE

More Americans are covered than ever before, but there are still 29 million who don't have health insurance. We can change that. Learn more and take action: GetCovered2021.org. #GetCovered2021

Access to affordable health coverage is possible with financial help, <insert state>. Learn more about the options for affordable health insurance at GetCovered2021.org. #GetCovered2021

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Millions of people who were without health coverage are now protected thanks to the #ACA. In <insert state>, we can do our part to ensure everyone has access to affordable, essential health insurance. Learn more: GetCovered2021.org. #GetCovered2021

It's more important than ever that Americans have access to affordable health coverage. Join us to create a healthier tomorrow. Learn more about how we can get everyone covered at GetCovered2021.org. #GetCovered2021
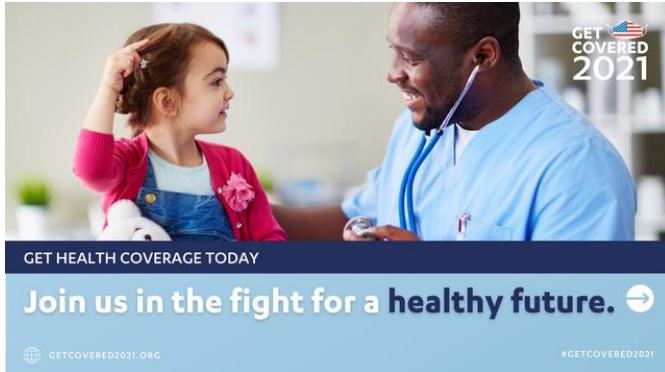

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Health care coverage is vital to a healthy future. Join us and help get more people covered with affordable health insurance so all Americans can have a healthy tomorrow. Learn more at GetCovered2021.org. #GetCovered2021

In 2018, 19% of the Hispanic community were uninsured. We can do better. Let's come together and join the national movement to ensure easy, affordable access to health care coverage. Learn more at GetCovered2021.org. #GetCovered2021

GET HEALTH COVERAGE TODAY

Join us in the fight for a **healthy future.**

GETCOVERED2021.ORG   #GETCOVERED2021

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GET COVERED 2021

19% of the Hispanic community in America was **uninsured** in 2018.

#GetCovered2021   GETCOVERED2021.ORG

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Nearly 12% of the Black community did not have health insurance in 2018. We must work to insure everyone. Join the national movement today to promote affordable access to health care coverage in America. Learn more at GetCovered2021.org. #GetCovered2021

Americans are all united by the need for good health and wellbeing. It is essential we work together to provide everyone with affordable health care coverage. Learn more at GetCovered2021.org. #GetCovered2021

GET COVERED 2021

12% of the Black community did not have **health insurance** in 2018.

#GetCovered2021   GETCOVERED2021.ORG

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We are all united under one need – to be healthy.

GET HEALTH COVERAGE TODAY.

#GetCovered2021

GET COVERED 2021   GETCOVERED2021.ORG

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Health coverage is the bridge to a healthy life, a healthy community, and a healthy nation. It is essential we come together and do everything we can to strengthen access to coverage. Join us in our mission and learn more at GetCovered2021.org. #GetCovered2021

DOWNLOAD FOR FACEBOOK/INSTAGRAM
DOWNLOAD FOR TWITTER

Create your own post or use these suggested prompts:
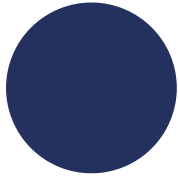(Please be sure to include #GetCovered2021 and the website GetCovered2021.org in your posts!)

- Why is it important to you for our entire nation to have health coverage?
- Speak to the importance of affordable health care in your eyes.
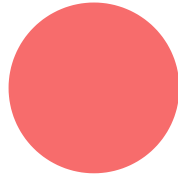- How does health care unify us as a nation?

BRANDING GUIDELINES

Below is the media kit for the Get Covered 2021 campaign with specifications on colors as well as logos for any campaign participants who are interested in developing their own content. If you would like to develop your own content for the campaign, please include either the hashtag #GetCovered2021 and GetCovered2021.org in your content.
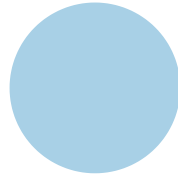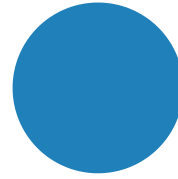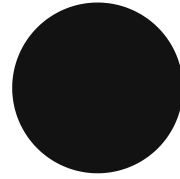
COLOR PALETTE

Dark Blue
HEX: #24305E

Salmon
HEX: #F76C6C

Light Blue
HEX: #A8D0E6

Blue
HEX: #2080b9

Black
HEX: #2080b9

LOGO

Primary Logo

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Secondary Logo - White

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TYPOGRAPHY

Aa
Karbon
Regular

Aa
Karbon
Semibold

Aa
Karbon
Medium

Aa
Karbon
Bold