



# Social Media: 2016 Open Enrollment

The 2016 Open Enrollment Period begins November 1, 2015, and runs through January 31, 2016. The following digital content is available to you to share on your social media channels and with partners.

## Website

- We always drive users to [HealthCare.gov/subscribe](http://HealthCare.gov/subscribe) (or [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov) for Spanish).

## Hashtag

- The hashtag for enrollment messaging continues to be #GetCovered.

## Graphics

- HHS social graphics are available for use/sharing on the HHS Flickr: [2016 Open Enrollment](#).

## Questions

- Please send all Open Enrollment digital questions to Nicholas Garlow ([nicholas.garlow@hhs.gov](mailto:nicholas.garlow@hhs.gov)).

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## Countdown to Enrollment

- [X] days! Get ready to #GetCovered → <http://1.usa.gov/1XFAahB> [IMAGE]
  - *iQuedan [X] día(s)! Prepárate y #Asegúrate #OurSalud* → [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN]
- SAVE THE DATE: Nov 1! 2016 Open Enrollment begins in [X] days! #GetCovered <http://1.usa.gov/1XFAahB> [IMAGE]
  - *ANOTA LA FECHA: 1 de noviembre ¡La inscripción para 2016 comienza en X día(s)! #Asegúrate #OurSalud* [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN]
- Mark your calendar! 2016 Open Enrollment begins in [X] days! #GetCovered <http://1.usa.gov/1XFAahB> [IMAGE]
- Mark your calendar! 2016 Open Enrollment begins on Nov 1! #GetCovered <http://1.usa.gov/1XFAahB> [IMAGE]
  - *Marca tu calendario - La inscripción para el 2016 comienza el 1 de noviembre #Asegúrate* [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN]
- SHARE: There are only [X] days until Open Enrollment begins Nov 1! #GetCovered <http://1.usa.gov/1XFAahB> [IMAGE]
- It's almost time to #GetCovered! <http://1.usa.gov/1XFAahB> [IMAGE]
  - *iQueda poco tiempo! #Asegúrate #OurSalud* [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN]
- 5...4...3...2...1 day! Get ready to #GetCovered for 2016 → <http://1.usa.gov/1XFAahB> [IMAGE]
  - *5 ... 4 ... 3 ... 2 ... 1 día(s) ¡Prepárate y #Asegúrate para 2016 #OurSalud* → [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN]
- RT to share → there are only [X] days until 2016 Open Enrollment begins. <http://1.usa.gov/1XFAahB> [IMAGE] #GetCovered
  - *RT para compartir → Sólo quedan [X] día(s) para la inscripción abierta para el 2016* [ENLACE a [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)] [IMAGEN] #Asegúrate #OurSalud
- It's the final countdown! [X] days until Open Enrollment. Enroll starting Nov 1 → <http://1.usa.gov/1XFAahB> [IMAGE]
- Share with a friend – there are only [X] days before you can enroll on Nov 1. <http://1.usa.gov/1XFAahB> [IMAGE] #GetCovered



## 5 Steps to Staying Covered

- Review. Update. Compare. Choose. Enroll! 5 Steps to stay covered for 2016 → <http://1.usa.gov/1XFBwsA> [IMAGE] #GetCovered
  - *Revisa. Actualiza. Compara. Escoge. ¡Inscríbete! 5 pasos para mantener tu cobertura en el 2016 → [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- #GetCovered for 2015? Here are the 5 steps to take to stay covered for 2016. <http://1.usa.gov/1XFBwsA> [IMAGE]
  - *Aquí hay 5 pasos para mantener tu cobertura durante el año 2016. [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- Staying covered for 2016 is as easy as following these 5 steps. <http://1.usa.gov/1XFBwsA> [IMAGE] #GetCovered
  - *Sigue estos 5 pasos para mantener tu cobertura en el 2016. [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- SHARE: 5 steps to staying covered for 2016. <http://1.usa.gov/1XFBwsA> [IMAGE] #GetCovered
  - *Comparte: 5 pasos para mantener tu cobertura en el año 2016. [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- Did you #GetCovered thru the Marketplace last year? Time to stay covered for 2016. <http://1.usa.gov/1XFBwsA> [IMAGE]
  - *¿Obtuviste cobertura a través del Mercado en 2015? Prepárate para el 2016 y #Asegúrate [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #OurSalud #OurSalud*

## The Marketplace is Open

- OPEN FOR BUSINESS: The 2016 Open Enrollment period has begun! #GetCovered today: <http://1.usa.gov/1KLdDa1> [IMAGE]
  - *¡Ya comenzó el período de Inscripción para 2016! #Asegúrate hoy [ENLACE a HealthCare.gov] [IMAGEN]*
- The Marketplace is open! Explore your options to #GetCovered today! <http://1.usa.gov/1KLdDa1> [IMAGE]
  - *¡El Mercado de seguros está abierto! Averigua tus opciones y #Asegúrate hoy #OurSalud [ENLACE a HealthCare.gov] [IMAGEN]*
- The Health Insurance Marketplace is open! Sign up for 2016 coverage today! <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered
  - *¡El Mercado de Seguros de Salud está abierto! Hoy puedes inscribirte para cobertura para 2016 [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- It's time to #GetCovered! The Marketplace is open → <http://1.usa.gov/1KLdDa1> [IMAGE]
  - *¡Este es el momento oportuno. #Asegúrate! El Mercado está abierto #OurSalud → [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*
- The wait is over – sign up for 2016 health coverage today! <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered
  - *¡Ha llegado la hora de inscribirte! #Asegúrate para cobertura en el 2016 [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #OurSalud*
- RT to spread the word – the Marketplace is open for business! #GetCovered for 2016 today → <http://1.usa.gov/1KLdDa1> [IMAGE]
- On the go? No problem! Visit HealthCare.gov to enroll in 2016 coverage. <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered
- Need health coverage? Start here → <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered
  - *¿Necesitas cobertura médica? Haz clic aquí → [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- RT to help a friend know about their options to #GetCovered for 2016! <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered



- Visit HealthCare.gov today to enroll in 2016 coverage – don't wait! <http://1.usa.gov/1KLdDa1> [IMAGE] #GetCovered
  - *Visita CuidadoDeSalud.gov hoy para inscribirte para 2016. ¡No esperes más y #Asegúrate!#OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*

### New Year, New Coverage

- New Year = New Coverage. Explore your options today and #GetCovered for 2016! <http://1.usa.gov/1Hhu4dK> [IMAGE]
  - *Año nuevo = Nueva cobertura. ¡Explora tus opciones ahora y #Asegúrate en el 2016! #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*
- Don't just make it a fresh start. Make it a healthy start. New year, new coverage → <http://1.usa.gov/1Hhu4dK> [IMAGE] #GetCovered
  - *Empieza con buen pie: Empieza con buena salud. Año nuevo, cobertura nueva. [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- Don't delay! 2016 is coming. Find a health plan that meets your needs and budget. <http://1.usa.gov/1Hhu4dK> [IMAGE] #GetCovered
  - *¡Ya llega el 2016! Encuentra un plan de seguros de salud a tu medida en CuidadoDeSalud.gov #Asegúrate #OurSalud*
- 2016 Resolution #1 → #GetCovered. Check it off your list today: <http://1.usa.gov/1Hhu4dK> [IMAGE]
  - *La resolución #1 del 2016: #Asegúrate. Márcala en tu lista: [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #OurSalud*
- What's your #NewYearsResolution this year? Make health a priority in 2016 & #GetCovered: <http://1.usa.gov/1Hhu4dK> [IMAGE]
- Make your health a priority in the new year! Sign up today for 2016 coverage: <http://1.usa.gov/1Hhu4dK> [IMAGE] #GetCovered #NewYearsResolution
- Let's start the new year off right – take action today to #GetCovered for 2016: <http://1.usa.gov/1Hhu4dK> [IMAGE] #NewYearsResolution
  - *Empecemos el año de la mejor manera – Toma acción y #Asegúrate [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #ResolucióndeAñoNuevo #OurSalud*
- Making a #NewYearsResolution to make your health priority? Don't delay, start today - #GetCovered: <http://1.usa.gov/1Hhu4dK> [IMAGE]
- Start the new year right – sign up today for 2015 coverage! <http://1.usa.gov/1Hhu4dK> [IMAGE] #GetCovered #NewYearsResolution
- Be ready for 2016 with new coverage that fits your needs and budget. GO → <http://1.usa.gov/1Hhu4dK> [IMAGE] #GetCovered
  - *Prepárate para el 2016 con nueva cobertura de salud a tu medida. Visita [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*

### You've Got Options

- Don't hesitate – explore your options to #GetCovered today! → <http://1.usa.gov/1Hhu1PI> [IMAGE]
  - *No dudes –Explora tus opciones hoy mismo y #Asegúrate #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*
- Know that you have options. Pick a plan that fits your needs and your budget and #GetCovered today! <http://1.usa.gov/1Hhu1PI> [IMAGE]
- You've got options – visit HealthCare.gov to explore them and #GetCovered. <http://1.usa.gov/1Hhu1PI> [IMAGE]
  - *Tienes opciones –Explóralas hoy en cuidadodesalud.gov y #Asegúrate #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*



- Pick the health plan that fits your needs and your budget. Explore your options to #GetCovered today → <http://1.usa.gov/1Hhu1Pl> [IMAGE]
  - *Escoge el plan de salud que se adapta a tus necesidades y presupuesto. Encuentra opciones en [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- You won't know until you go – explore your options to #GetCovered today! <http://1.usa.gov/1Hhu1Pl> [IMAGE]
  - *¡El que no busca, no encuentra! Explora tus opciones de seguros de salud y #Asegúrate #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*

### Fall Themes

- It's the season to pick apples...and a 2016 health plan. Explore your options today → <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered
- Carve out some time to #GetCovered – Open Enrollment begins Nov 1! <http://1.usa.gov/1KLdFP7> [IMAGE]
  - *Has tiempo para buscar y #Asegúrate – ¡El Período de Inscripción empieza el 1 de nov! #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*
- You got that #PSL...now #GetCovered! <http://1.usa.gov/1KLdFP7> [IMAGE]
- Coffee break? The perfect time to explore your options to #GetCovered → <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered
  - *¿Tiempo para un cafecito? El momento perfecto para explorar tus opciones y #Asegúrate → [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- 'Tis the season...to explore your options to #GetCovered for 2016 today. <http://1.usa.gov/1KLdFP7> [IMAGE]
  - *Esta es la temporada... para explorar tus opciones y #Asegúrate para el 2016 hoy. #OurSalud [ENLACE a CuidadoDeSalud.gov] [IMAGEN]*
- Grab that coffee break and visit HealthCare.gov too! <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered
  - *¡Mientras te tomas tu cafecito, aprovecha el tiempo para visitar CuidadoDeSalud.gov! [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- What do the Marketplace and pumpkin patches have in common. You've got options → <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered
- Compare your options apples to apples and find the plan that fits your needs and budget. <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered
  - *Compara tus opciones y encuentra el plan que se adapte a tus necesidades y presupuesto. [ENLACE a CuidadoDeSalud.gov] [IMAGEN] #Asegúrate #OurSalud*
- Fall is the season...to pick apples, and a 2016 health plan! #GetCovered today → <http://1.usa.gov/1KLdFP7> [IMAGE]
- It's the season to pick apples...and a 2016 plan. <http://1.usa.gov/1KLdFP7> [IMAGE] #GetCovered

### Share Your #GetCovered Story

- Did you #GetCovered? We want to hear from you! Share your story with us: [IMAGE] [LINK]
  - *¿Ya tienes cobertura? ¡Queremos conocer tu historia! #Asegúrate y compártela con nosotros: [IMAGEN] [Enlace] #OurSalud*
- What does it mean to you to #GetCovered? Tell us your story → [IMAGE] [LINK]
  - *¿Qué significa para ti contar con cobertura? #Asegúrate y cuéntanos tu historia → [IMAGEN] [Enlace] #OurSalud*
- How is the #ACA benefiting you? We want to hear your story! [IMAGE] [LINK] #GetCovered
  - *¿Cómo te está beneficiando el #ACA? ¡Queremos conocer tu historia! [IMAGEN] [Enlace] #Asegúrate #OurSalud*
- #GetCovered for 2016? We want to hear from you – share your story with us! [IMAGE] [LINK]



- *¿#Asegúrate para 2016? Queremos saber de ti – ¡Comparte tu historia con nosotros! [IMAGEN] [Enlace] #OurSalud*
- Every #GetCovered story is personal. What's yours? Share it here → [IMAGE] [LINK]
- *Cada historia es personal. ¿Cuál es la tuya? #Asegúrate y comparte tu historia → [IMAGEN] [Enlace] #OurSalud*