

Partner Social Media Toolkit for Medicare Open Enrollment
October 15 – December 7
Sample Social Media Posts

Help spread the word about Medicare Open Enrollment! Paste the posts below on social media platforms such as Facebook and Twitter to encourage your followers to visit Medicare.gov, like our [Medicare Facebook page](#) and follow us at [@MedicareGov](#). Use CMS social media graphics, as well as the **#MedicareOE** hashtag to engage in the conversation during Medicare Open Enrollment.

SHORTENED URLS FOR USE IN POSTS:

Homepage: Medicare.gov
Plan Finder Search Page: <http://go.cms.gov/planfinder>
Social Security Extra Help with Medicare Prescription Drug Plan Costs: <http://go.cms.gov/helpwithRx>
Medicare & You Handbook: <http://go.cms.gov/handbook>

GENERAL OPEN ENROLLMENT POSTS:

Facebook - General Open Enrollment

Now through Dec. 7, #MedicareOE is your time to see if you can find lower premiums and extra benefits. Look at all your health plan choices for 2019—including prescription drug plans and Medicare Advantage plans from private insurers. Be open-minded: <http://go.cms.gov/planfinder>

Just as your health needs may change from year to year, so do Medicare plan costs and coverage. Use the annual Medicare Open Enrollment period to compare all of the Part C and Part D offerings and see what's best for you. #MedicareOE Start here: <http://go.cms.gov/planfinder>

Had the same plan for a while? Medicare Open Enrollment is your chance to see what's new. Take a look at Medicare Advantage plans. You may be able to lower your out-of-pocket costs while getting extra benefits, like vision, hearing, dental, and prescription coverage. <http://go.cms.gov/planfinder> #MedicareOE

Lower costs, better coverage, or perhaps just learning that your current plan is still best for your situation. Review your options during Open Enrollment: <http://go.cms.gov/planfinder> #MedicareOE

General Open Enrollment Images:



Medicare Open Enrollment is the perfect time to determine what mix of benefits and costs will work best with your needs and budget. Review plan choices for 2019 – like prescription drug plans and Medicare Advantage plans – to see what is right for you: <http://go.cms.gov/planfinder> #MedicareOE

Some plans change, some plans remain the same. If your plan has changed, make sure it's still the best plan to meet your healthcare needs. There may be another plan that works better for you! Check out the Plan Finder to compare plans. <http://go.cms.gov/planfinder> #MedicareOE

Twitter - General Open Enrollment

See if your plan is still right for you. You may be able to get lower premiums & better coverage! <http://go.cms.gov/planfinder> #MedicareOE

#MedicareOE is here! Review and compare your current #Medicare Part C or Part D plan with new options for 2019 at <http://go.cms.gov/planfinder>

#MedicareOE is your time to shop around for coverage options, including #MedicareAdvantage Plans, which cover the same services as Original #Medicare and may include additional benefits like vision, dental, hearing and prescription coverage. <http://go.cms.gov/planfinder>

COUNTDOWN TO END OF OPEN ENROLLMENT POSTS:

Facebook - Countdown to End of Open Enrollment

Review your health care plan before it is too late to find lower premiums and extra benefits this Open Enrollment season, including prescription drug plans and Medicare Advantage plans. <http://go.cms.gov/planfinder> #MedicareOE

You don't want to miss out on your chance to find better coverage, lower premiums or both. Compare your current plan with all your options for 2019—before it's too late. #MedicareOE Start now: <http://go.cms.gov/planfinder>

You may find a Medicare Part C or Part D plan that lowers your out-of-pocket costs, provides better coverage for your current health care needs—or both. Compare and review plans before Open Enrollment ends on Dec. 7: <http://go.cms.gov/planfinder> #MedicareOE



Twitter - Countdown to End of Open Enrollment

Before it's too late, review your #Medicare plan for extra benefits and lower premiums <http://go.cms.gov/planfinder> #MedicareOE

Don't miss out—only a few days left in #MedicareOE to review or change your Part C or D coverage for 2019 <http://go.cms.gov/planfinder>

Reviewing and comparing your #Medicare plan can help you find better coverage this #MedicareOE. Be open-minded:
<http://go.cms.gov/planfinder>

Today's the last day to compare your #Medicare plan & make changes. Be open-minded about your coverage options; compare original Medicare to #MedicareAdvantage Plans. #MedicareOE
<http://go.cms.gov/planfinder>

FRAUD MESSAGING WITH NEW CARD LANGUAGE POSTS:

Facebook - Fraud Messaging with New Card Language

Medicare Open Enrollment Reminder: Remember to protect your Medicare number by treating it like your credit card number. To help protect your identity, Medicare is currently mailing new Medicare cards with a new Medicare number that's unique to you, instead of your Social Security number. Learn more: <https://www.medicare.gov/index.php/forms-help-resources/help-fight-medicare-fraud>

Twitter - Fraud Messaging with New Card Language

Protect your #Medicare by protecting your Medicare number during #MedicareOE. New Medicare cards remove your SSN but should still be protected: <https://www.medicare.gov/forms-help-and-resources/your-medicare-card.html> #NewMedicareCard

Fraud Messaging about New Cards

Images:



STATE HEALTH INSURANCE ASSISTANCE PLAN (SHIP) POSTS:

Facebook - State Health Insurance Assistance Plan (SHIP)

You have many places to turn for help during #MedicareOE. Call 1-800-MEDICARE, review the *Medicare & You 2019* handbook, visit your State Health Insurance Assistance Plan office, or go to medicare.gov/find-a-plan. [OR ADD LOCAL SHIP NUMBER AND/OR URL]

Twitter - State Health Insurance Assistance Plan (SHIP)

Need #MedicareOE assistance? Call 1-800-MEDICARE, or go to medicare.gov/find-a-plan. [OR ADD LOCAL SHIP NUMBER AND/OR URL]

Unsure how to navigate #MedicareOE? Let us help you:

<http://go.cms.gov/planfinder> [OR ADD LOCAL SHIP NUMBER AND/OR URL]

“EXTRA HELP”/LOW INCOME SUBSIDY POSTS:

Facebook - “Extra Help”/Low Income Subsidy

Make less than \$18,210 a year? You may qualify for “Extra Help” paying for Medicare prescription drugs and Part D copays, premiums, and deductibles. Call Social Security at 1-800-772-1213 or apply online: <http://go.cms.gov/helpwithRx> #MedicareOE

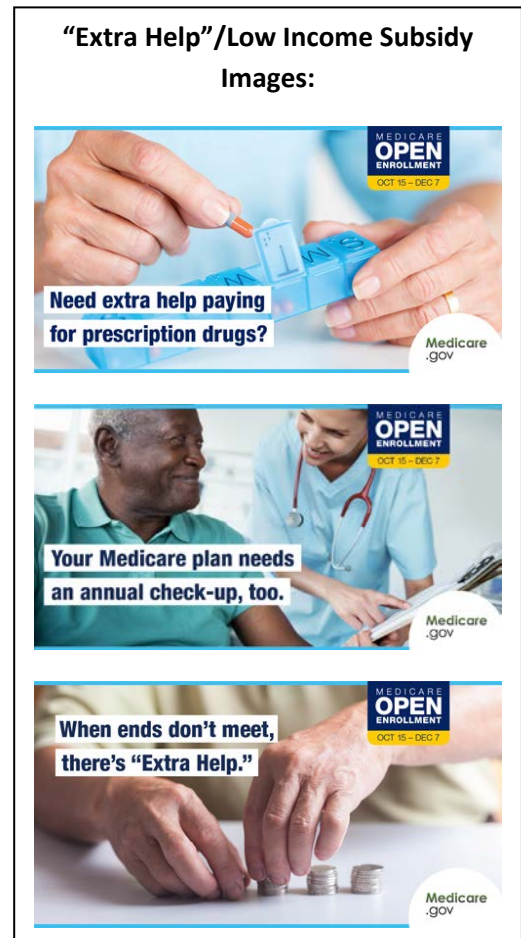
If you make less than \$18,210 (\$24,690 for married couples), you may qualify for the “Extra Help” program. It could reduce your prescription costs to no more than \$3.35 for generics and \$8.35 for brand-name drugs. Apply here: <http://go.cms.gov/helpwithRx> #MedicareOE

It’s estimated that more than 2 million people with incomes under \$18,210 qualify for the “Extra Help” program and don’t know it. They could be getting generic prescription drugs for no more than \$3.35 each, brand-name drugs for \$8.35 each. Apply here: <http://go.cms.gov/helpwithRx> #MedicareOE

SHIP Image:



“Extra Help”/Low Income Subsidy Images:





Twitter - “Extra Help”/Low Income Subsidy

Make less than \$18,210 a year? You may qualify for “Extra Help” with #Medicare! Call SSA at 1-800-772-1213 or apply:

<http://go.cms.gov/helpwithRx>

Do you & your spouse make less than \$24,690/combined? See if you qualify for “Extra Help” for prescription drugs this

#MedicareOE. Learn more: <http://go.cms.gov/helpwithRx>

If you are one of the nearly 2 million people making <\$18,210/year, you may qualify for “Extra Help” w/ #Medicare prescription drug costs. Apply here: <http://go.cms.gov/helpwithRx>