

Marketplace Open Enrollment Partner Social Media Toolkit





For use during the Open Enrollment Period: November 1, 2025 – January 15, 2026

With the Marketplace now open, we are encouraging consumers to enroll in 2026 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 2026 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 [@HealthCareGov](#) on X and Instagram.**






URL for use in posts:

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

Use these posts any time during Open Enrollment. Note: After the December 15 th deadline, remember to change deadline language to “Enroll by the final deadline (Jan 15) for coverage starting Feb 1”	
POST COPY	SOCIAL MEDIA GRAPHIC
1 The Marketplace is now open! It’s time to shop and select a health plan for 2026 coverage. Enroll today and #GetCovered with comprehensive, quality health insurance! https://www.healthcare.gov/get-coverage #MarketplaceOE	 <p>A graphic with a light blue background. The word 'Marketplace' is in a small, dark blue font. Below it, 'OPEN' is in large, bold, light blue letters with a dark blue outline. Underneath 'OPEN', 'ENROLLMENT' is in smaller, dark blue letters. At the bottom, 'November 1 to January 15' is written in a small, dark blue font. A small 'HealthCare.gov' logo is in the bottom right corner.</p>
2 With a health plan that covers the essentials, you don’t have to worry. Discover the different plans available—enroll today to #GetCovered and get peace of mind! https://www.healthcare.gov/get-coverage #MarketplaceOE	 <p>A graphic with a dark blue background. At the top, 'Get Covered' is in a small, white font. Below it is a photo of a family (a man, a woman, and two children) walking in a field. Overlaid on the photo is the text 'PEACE OF MIND' in large, bold, white letters. Below the photo, 'with a Marketplace plan' is written in a small, white font. A small 'HealthCare.gov' logo is in the bottom right corner.</p>
3 #MarketplaceOE is here! Don't miss out on comprehensive coverage—including primary care, prescriptions, mental health care, and more. Open Enrollment is Nov 1-Jan 15. Remember, if you enroll by Dec. 15, your coverage will start Jan. 1 #GetCovered: https://www.healthcare.gov/get-coverage	 <p>A graphic with a dark blue background. A woman with dark hair, wearing a red sweater, is pointing upwards with her right hand. To her right, the text 'MARK THESE DATES' is in large, bold, white letters. Below this, 'Marketplace Open Enrollment NOV 1 - JAN 15' is written in a smaller, white font. At the bottom, 'HealthCare.gov' is in a small, white font. A small 'HealthCare.gov' logo is in the bottom right corner.</p>
4 HealthCare.gov is open for you to shop, compare, and enroll in a 2026 health plan. Make sure you and your family have the essentials covered. Remember, enroll by Dec. 15 to #GetCovered starting Jan. 1. https://www.healthcare.gov/get-coverage	 <p>A graphic with a dark blue background. A man with glasses, wearing a brown jacket, is pointing towards the left. To his left, the text 'WE'RE OPEN' is in large, bold, white letters. Below this, 'Marketplace Open Enrollment NOV 1 - JAN 15' is written in a smaller, white font. At the bottom, 'HealthCare.gov' is in a small, white font. A small 'HealthCare.gov' logo is in the bottom right corner.</p>


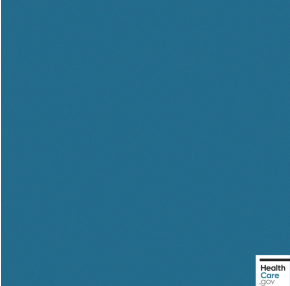





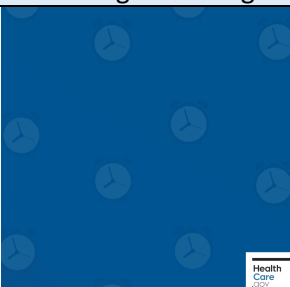


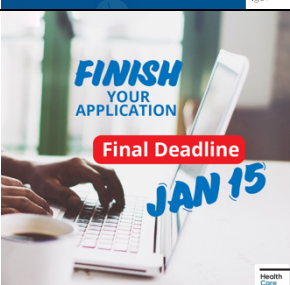
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	#MarketplaceOE	
5	<p>All HealthCare.gov plans cover ten essential health benefits, including wellness visits and preventive services, at no additional cost. Enroll today and #GetCovered!</p> <p>https://www.healthcare.gov/get-coverage</p> <p>#MarketplaceOE</p>	
6	<p>#MarketplaceOE is here. It's time to shop, compare, and enroll in a 2026 health plan. 4 out of 5 customers can find a plan for \$21 a month or less with financial help. Make sure you and your family have the essentials covered.</p> <p>#GetCovered at: https://www.healthcare.gov/get-coverage</p>	
7	<p>Protect your family's health with 2026 coverage. All HealthCare.gov plans cover essential benefits, including preventive services and prescriptions. Apply by Dec. 15 and #GetCovered starting on Jan 1.</p> <p>https://www.healthcare.gov/get-coverage</p> <p>#MarketplaceOE</p>	
8	<p>Have you checked out your coverage options? #MarketplaceOE is happening now, so review the plans available for you and your family and enroll today. Discover your coverage options and #GetCovered: https://www.healthcare.gov/get-coverage</p>	
9	<p>All HealthCare.gov plans cover 10 essential health benefits and a variety of preventive services at no cost. And 4 out of 5 customers can find a 2026 health plan for \$21 a month or less with financial help. #GetCovered today! https://www.healthcare.gov/get-coverage</p> <p>#MarketplaceOE</p>	

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December 15th is the deadline to apply for coverage that starts on January 1st. Use these posts on or before December 15th to remind people to sign up before the deadline.		
10	 DECEMBER 15 is the last day to enroll in a 2026 HealthCare.gov plan for coverage that starts on January 1! #GetCovered and get the health care you need. Enroll today: https://www.healthcare.gov/get-coverage #MarketplaceOE	
11	  Time is running out to #GetCovered starting on Jan 1st.   Don't wait any longer—enroll by December 15th to start 2026 with essential benefits, including primary care, mental health services, prescriptions, and more! https://www.healthcare.gov/get-coverage #MarketplaceOE	
January 15th is the final deadline for Marketplace Open enrollment. Use these posts to remind people to apply for health coverage by the January 15th deadline to get coverage for 2026.		
12	You can still enroll in a Healthcare.gov plan, but not for much longer! 4 out of 5 customers can find a 2026 health plan for \$21 a month or less with financial help. The final deadline is January 15th! Enroll now and #GetCovered at: https://www.healthcare.gov/get-coverage #MarketplaceOE	
13	 FINAL DEADLINE IS JAN 15  Time to #GetCovered All HealthCare.gov plans include essential health benefits, like no-cost preventive services and more. Don't leave it to the last minute—ENROLL BY JAN 15: https://www.healthcare.gov/get-coverage #MarketplaceOE	
14	!!!!!!TODAY IS THE FINAL DEADLINE!!!!!! #MarketplaceOE ends TODAY. Don't miss out on quality 2026 health coverage. Enroll now to get your essential health benefits covered. #GetCovered at: https://www.healthcare.gov/get-coverage	