
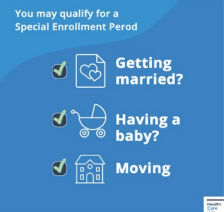




# Marketplace Special Enrollment Period (SEP) for Life Events Social Media Toolkit

For use throughout the year, outside the annual Open Enrollment period

**HealthCare.gov partners:** Use these social media posts below to encourage and remind your followers to enroll in coverage via a special enrollment period -- due to a qualifying life event -- and be sure to include the #MarketplaceSEP hashtag. URL for all posts: <https://www.healthcare.gov/screener/>






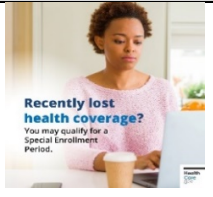
As always, the best way to stay up-to-date with Marketplace news and announcements is to “Like” our [Facebook](#) page and follow us on Twitter @HealthCareGov.

POST DATE	POST COPY Major Life Events	SOCIAL MEDIA GRAPHIC Download graphics here
1	The answer? It depends. Certain life events may qualify you for a special enrollment period for 2023 coverage #MarketplaceSEP. To see the full list of events, visit: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
2	Major life events can be overwhelming, but don't forget about your health coverage. You may qualify for a Special Enrollment Period #MarketplaceSEP. For a full list of life events that qualify: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	 GIF
3	Do any of these apply to you within the last 60 days? If so, you could qualify for a Special Enrollment Period #MarketplaceSEP for Marketplace coverage. See what other life changes may qualify: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	 GIF
4	Major life events can be overwhelming, but don't forget about your health coverage. You may qualify for a Special Enrollment Period #MarketplaceSEP. For a full list of life events that qualify: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	 GIF

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POST DATE	POST COPY	SOCIAL MEDIA GRAPHIC
	<b>Changes of Residence</b>	
5	Getting a new address? Then you may qualify for a Special Enrollment Period #MarketplaceSEP. For more details, visit: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
6	New adventures in a different state? Learn how you can apply for Marketplace coverage through a Special Enrollment Period #MarketplaceSEP. <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
	<b>Changes in Household</b>	
7	A new bundle of joy 🍼 in your life? Don't forget about getting coverage! You may qualify for a Special Enrollment Period #MarketplaceSEP. Learn more: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
8	Recently had a baby? You may qualify for a Special Enrollment Period #MarketplaceSEP. Learn more: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
9	Tying the knot? Getting married qualifies you for a Special Enrollment Period #MarketplaceSEP. For details: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	
	<b>Loss of Health Coverage</b>	
10	You may qualify for a Special enrollment Period #MarketplaceSEP, if you've recently lost qualifying health coverage. To learn more, visit: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a>	



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17	Family of 4 making between \$30,000 and \$45,000 per year? You can get affordable health insurance with a Marketplace plan today. Don't wait until November. Check your eligibility now: <a href="https://www.healthcare.gov/screener/">https://www.healthcare.gov/screener/</a> #MarketplaceSEP	
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