**Suggested Messaging Calendar**

To help streamline social media efforts, we have developed the following week-by-week messaging recommendations. These are not exhaustive and you should feel free to supplement with your own materials and messaging that resonates with those you serve. We will, for instance, be doing much more messaging specific to transgender communities. **The images below (and many more!) are available** [**here**](https://drive.google.com/drive/folders/0B-m6BmC2gCOiUTdSM2FJTVp0aE0?usp=sharing)**, including Spanish materials** [**here**](https://drive.google.com/drive/u/0/folders/0Bz-OLHHuaIWadFJ0VWFybFdvcWM)**!** Most are unbranded so you can add your logo if you want – we’ll plan to update the Google drive on a regular basis to add more graphics as they’re developed. Feel free to schedule these into your Facebook and Twitter accounts ahead of time to **set it and forget it**!

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| **Week 1 (Oct. 29 to Nov. 4)** | | | |
| Pre OE5 | Facebook | It’s our favorite time of year – open enrollment begins again on Nov. 1st! Make sure you’re ready by visiting HealthCare.gov today to update your information #GetCovered | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Need health insurance_2.jpg |
| Twitter | It’s our favorite time of year: open enrollment is BACK on Nov. 1st! Visit HealthCare.gov today to update your info #GetCovered |
| Halloween | Facebook | Don't let the cost of an injury scare you this year – HealthCare.gov is OPEN for business tomorrow. You can shop around for a new plan or renew your current one. Shop and save with new options, new prices, and financial help #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Halloween.png |
| Twitter | What's scarier than Halloween? Being uninsured! Visit HealthCare.gov TOMORROW and find a plan that fits your needs and your budget |
| Nov. 1st | Facebook | Open enrollment is BACK and healthcare.gov is open for business! Do you qualify for lower prices on health insurance for 2018? Visit healthcare.gov NOW to explore your options and #GetCovered! #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\OEP starts today.jpg |
| Twitter | Healthcare.gov is OPEN for business with new plans and new prices! #GetCovered TODAY before the Dec 15 deadline! #EnrollByDec15 |

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| **Week 2 (Nov. 5 to Nov. 11)** | | | |
| Open for business | Facebook | It’s that time of year again – open enrollment is back! From now until Dec. 15th, you can find health insurance that fits your needs and your budget for 2018. Visit healthcare.gov today to see if you qualify for a discount #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Open for business.jpg |
| Twitter | It's that time of year again - open enrollment is back! From now until Dec. 15th, you can save money and #GetCovered for 2018 #EnrollByDec15 |
| Financial help | Facebook | Enrolling in health insurance is cheaper and easier than you think – head to healthcare.gov today to SHOP and SAVE on health insurance for 2018! #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\Downloads\LG03 - Financial Assistance (v2) -FB.png |
| Twitter | Enrolling in health insurance is cheaper & easier than you think! Visit healthcare.gov now to SHOP & SAVE for 2018! #EnrollByDec15 |
| In-person help | Facebook | Getting health insurance is easier than ever at healthcare.gov! But we know you've still got questions - if you need a little help, check out our free in-person LGBT-friendly assisters in your area. Make an appointment today before it’s too late: www.out2enroll.com/enrollment-help #GetCovered #EnrollByDec15 |  |
| Twitter | Ready to shop for health insurance? Want extra help? Visit http://www.out2enroll.org/enrollment-help to find a FREE LGBTQ-friendly expert #EnrollByDec15 |

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| **Week 3 (Nov. 12 to Nov. 18)** | | | |
| Open enrollment includes LGBTQ people | Facebook | Millions have health insurance thanks to the Affordable Care Act, including many LGBTQ people. Now that open enrollment is BACK, make sure you and your loved ones #GetCovered at healthcare.gov before the December 15th deadline #EnrollByDec15 |  |
| Twitter | Open enrollment means open for all, incl LGBTQ+ people & friends! Spread the word and #GetCovered at healthcare.gov #EnrollByDec15 |
| OE5 is on | Facebook | Got questions about health insurance? We’ve got you covered. The marketplaces are open for 2018 and it’s time to shop for health insurance that works for you. #GetCovered at healthcare.gov before December 15th #EnrollByDec15 |  |
| Twitter | It's that time of year again - open enrollment is back! From now until Dec. 15th, you can save money and #GetCovered for 2018 #EnrollByDec15 |
| Dec. 15th deadline | Facebook | Don’t delay, enroll today! Healthcare.gov is open for business for 2018 but open enrollment is shorter this year – the final deadline is Dec. 15th. Don’t be one of those people who waits til it’s almost too late. Visit healthcare.gov today to #GetCovered and give yourself peace of mind #EnrollByDec15 |  |
| Twitter | Don’t delay, enroll today! The deadline is Dec. 15th but avoid the rush and #GetCovered today at healthcare.gov #EnrollByDec15 |

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| **Week 4 (Nov. 19 to Nov. 25)** | | | |
| In-person help | Facebook | Need help with your health insurance? You're not alone! Connect today with LGBTQ-friendly experts FOR FREE to make sure you're getting the best deal and saving the most money. Find someone in your area today at: www.out2enroll.org/enrollment-help #EnrollByDec15 | C:\Users\Katie Keith\Downloads\LG02 - Open Enrollment Assistance (v1) -TW.png |
| Twitter | No need to stress about health insurance - we can help! Free queer-friendly help is available at http://www.out2enroll.org/enrollment-help #EnrollByDec15 |
| Non-discrimination | Facebook | Got questions about what protections you have when it comes to health care? Nothing has changed—the Affordable Care Act STILL protects all LGBTQ people from discrimination in health insurance and health care. Enroll now at healthcare.gov before it’s too late #KnowYourRights and #GetCovered #EnrollByDec15 |  |
| Twitter | You should NEVER face discrimination no matter who you are or where you live. Enroll with confidence at healthcare.gov #EnrollByDec15 |
| Thanksgiving | Facebook | This holiday season, join us in celebrating family and friends and health insurance! Thanks to the Affordable Care Act, more LGBTQ people than ever before have health insurance and more affirming health care. Make sure you and your family - chosen and by birth - #GetCovered before it's too late! #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Thanksful for coverage.jpg |
| Twitter | Need health insurance this holiday season? You're in luck...but only until the Dec. 15th deadline at healthcare.gov #GetCovered |

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| **Week 5 (Nov. 26 to Dec. 2)** | | | |
| Deadline | Facebook | Tick tock, tick tock…we’re getting closer to the FINAL DEADLINE to enroll in health insurance through healthcare.gov. The LAST DAY to enroll is Dec. 15th – so don’t get stuck in line or miss your chance. Visit healthcare.gov today to get started and give yourself the peace of mind you need #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Clock is ticking.jpg |
| Twitter | Tick tock, tick tock. We're getting closer to the FINAL deadline to #GetCovered at healthcare.gov Don't miss out! #EnrollByDec15 |
| Financial help | Facebook | Worried about costs? Health plans and prices change every year and you could SAVE BIG by SIGNING ON to healthcare.gov to check out your options. Fill out the application, see if you qualify for a discount, and find a deal TODAY #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Financial help.jpg |
| Twitter | Do you qualify for a discount on health insurance? Most people do! Visit healthcare.gov TODAY to see if you qualify #EnrollByDec15 |
| In-person help | Facebook | Only [X] more days to #GetCovered by the December 15th deadline. If you need a little help, we've got you covered! Free experts are available at out2enroll.org/enrollment-help #EnrollByDec15 | C:\Users\Katie Keith\Downloads\LG02 - Open Enrollment Assistance (v2) -TW.png |
| Twitter | Ready to shop for health insurance? Want extra help? Visit http://www.out2enroll.org/enrollment-help to find a FREE LGBTQ-friendly expert #EnrollByDec15 |

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| **Week 6 (Dec. 3 to Dec. 9) – LGBTQ Enrollment Week of Action** | | | |
| Week of action | Facebook | Are you celebrating #LGBTQ Enrollment Week of Action? It's the best time of year for our community to #GetCovered and save money before the December 15th deadline. It's also cheaper and easier than ever to get health insurance! Get started today at healthcare.gov #EnrollByDec15  Es La Semana LGBTT de Acción para Inscribirse. Es el tiempo de obtener cobertura! Fecha límite: 15 de diciembre. #GetCovered! | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Week of Action_ENG.JPG  C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Week of Action_BI.JPG  C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Week of Action SP.JPG |
| Twitter | LGBTQ Enrollment Week of Action is the best time to #GetCovered and save money before the Dec 15 deadline #EnrollByDec15  Es La Semana LGBTT de Acción para Inscribirse. Es el tiempo de obtener cobertura! Fecha límite: 15 de diciembre. #GetCovered! |
| In-person help | Facebook | Need help finding health insurance? Worried about how much it will cost? You're not alone! Let our free, unbiased LGBTQ-friendly experts make sure you're getting the best deal and saving the most money by the Dec. 15th deadline. Schedule an appointment today at: www.out2enroll.org/enrollment-help #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\No matter where you live.jpg |
| Twitter | Need LGBTQ-affirming answers to health insurance questions? Connect w/ a queer friendly expert at http://www.out2enroll.org/enrollment-help #EnrollByDec15 |
| Deadline | Facebook | Open enrollment is ON! Shop for health insurance that fits your budget and your life. Sign on, check out your options, and make sure to enroll by Dec. 15th so you can start 2018 off right #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Keep calm_blue + rainbow.jpg |
| Twitter | Need health insurance? RUN, DON'T WALK to healthcare.gov to find a plan that fits your life and your budget #EnrollByDec15 |
| Enroll now | Facebook | If you're making your holiday list and checking it twice like we are, don't forget health insurance! Use this checklist to #GetCovered today for 2018 at healthcare.gov before the Dec. 15th deadline #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\LGBT enrollment week of action.jpg |
| Twitter | Making a holiday list & checking it twice? Don't forget health insurance at healthcare.gov by Dec. 15th! #GetCovered #EnrollByDec15 |
| Trans coverage options | Facebook | #TransHealth matters. Thanks to the Affordable Care Act, transgender and genderqueer people should never be discriminated against in health insurance or care. That means access to the free preventive care and transition-related care you need—and the right to be treated with respect by health care providers. Enroll now at healthcare.gov before it’s too late #KnowYourRights #GetCovered #EnrollByDec15 | **C:\Users\Katie Keith\Downloads\TransHealth_GetCovered_2018.jpg** |
| Twitter | You have the right to the care you need and the respect you deserve, especially when it comes to #TransHealth #GetCovered today. |
| LGBTQ disparities | Facebook | We've got a lot of work to do when it comes to health insurance for bi+, queer, and trans folks in our community. Don't be a statistic - visit healthcare.gov TODAY to #GetCovered before the Dec. 15th deadline #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Dont be a statistic2.jpg |
| Twitter | Why do we want you to #GetCovered? Because our community needs it! Go to healthcare.gov TODAY b4 Dec. 15 deadline #EnrollByDec15 |
| Deadline | Facebook | DYK: the final deadline to get health insurance for 2018 is on Dec. 15th?!? This is a change from last year so make sure you have a plan to get the coverage you need before it’s too late. No need to put it off – #GetCovered TODAY at healthcare.gov #EnrollByDec15 | C:\Users\Katie Keith\Downloads\2.png |
| Twitter | Don’t delay, enroll today! The deadline is Dec. 15th but avoid the rush and #GetCovered today at healthcare.gov #EnrollByDec15 |

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| **Week 7 (Dec. 10 to Dec. 15)** | | | |
| Deadline | Facebook | 5 days left until the December 15th deadline for health insurance! This is your LAST opportunity to #GetCovered for 2018 – don’t miss out on financial help and the coverage you need. Visit healthcare.gov NOW #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\5 days til deadline.jpg |
| Twitter | With 5 days until Dec 15th deadline, TODAY is the perfect day to get started and #GetCovered at healthcare.gov #EnrollByDec15 |
| Deadline | Facebook | Only 4 more days to #GetCovered by the Dec. 15th deadline – if you or your loved ones are uninsured or enrolled before, NOW is the time to head to healthcare.gov. You may qualify for a discount and the health insurance is better than ever! #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\4 days til deadline.jpg |
| Twitter | Only 4 days to #GetCovered by the Dec 15 deadline. Don't miss out - run, don't walk, to healthcare.gov TODAY #EnrollByDec15 |
| Deadline | Facebook | Time is running out! Dec. 15th is the FINAL deadline to enroll in health insurance for 2018. Go to healthcare.gov NOW and make sure you get the coverage you need before it’s too late #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\3 days til deadline.jpg |
| Twitter | Time is running out! Only 3 more days until the Dec. 15th deadline - visit healthcare.gov NOW to #GetCovered #EnrollByDec15 |
| Deadline | Facebook | JUST TWO DAYS LEFT. The FINAL deadline to enroll is Dec. 15th. If you need health insurance, run – don’t walk – to healthcare.gov to enroll today! It’s easier and cheaper than ever before – don’t miss out #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\2 days til deadline.jpg |
| Twitter | Just 2 days left until Dec 15 deadline for health insurance. Today is the day to #GetCovered at healthcare.gov #EnrollByDec15 |
| Deadline | Facebook | Still need health insurance? The deadline is almost here – visit healthcare.gov NOW to avoid lines and wait times and #GetCovered for 2018 #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\1 day til deadline.jpg |
| Twitter | TICK TOCK. Tomorrow is the LAST DAY to enroll in health insurance for 2018. Avoid lines - go to healthcare.gov NOW #EnrollByDec15 |
| Deadline | Facebook | TODAY is the FINAL deadline for health insurance! This is your LAST CHANCE to enroll so don’t miss out! Visit healthcare.gov NOW to #GetCovered #EnrollByDec15 | C:\Users\Katie Keith\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Deadline day.jpg |
| Twitter | TODAY is the DEADLINE! Need health insurance? This is your last chance to enroll at healthcare.gov #GetCovered #EnrollByDec15 |