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  
Medicare Plan Finder: Medicare.gov/plan-compare  
Extra Help with Medicare Prescription Drug Plan costs: http://go.cms.gov/helpwithRx  

GENERAL OPEN ENROLLMENT POSTS:  
Facebook - General Open Enrollment  
Your health needs can change from year to year—so do Medicare plan costs and coverage. Use the annual Medicare Open Enrollment period to compare Medicare Advantage Plans (Part C) and Medicare prescription drug coverage (Part D) offerings to find what’s best for you. Start here: Medicare.gov/plan-compare #MedicareOE

Now’s the time to review and compare your Medicare plan options for 2020. See if you can find lower costs or better coverage, or just make sure your current plan is still the best way to go. Medicare.gov/plan-compare #MedicareOE

What mix of Medicare benefits and costs works best with your needs and budget? Now’s the time to review plan choices for 2020—like Prescription Drug Plans and Medicare Advantage Plans—to see what’s right for you: Medicare.gov/plan-compare #MedicareOE

Some plans change, some plans remain the same. Now’s the time to look and see if and how your plan has changed for 2020. Is your current plan still the best for your healthcare needs? There may be

2019 Open Enrollment
another plan that works better for you! Use Medicare’s new Plan Finder to compare plans: Medicare.gov/plan-compare #MedicareOE

Medicare’s new and improved Plan Finder makes it easier than ever to compare coverage options, shop for plans, and feel confident in your choice. Try it now: Medicare.gov/plan-compare #MedicareOE

Twitter - General Open Enrollment
See if your #Medicare plan is still right for you. You may be able to get lower premiums & better coverage! Medicare.gov/plan-compare #MedicareOE

#MedicareOE is here! Review and compare your current Medicare Advantage Plan (Part C) or Prescription Drug Plan (Part D) with new options for 2020 at Medicare.gov/plan-compare

@MedicareGov’s new and improved #PlanFinder makes it easier than ever to compare coverage options, shop for plans & feel confident in your choice. Visit Medicare.gov/plan-compare to check it out! #MedicareOE

COUNTDOWN TO END OF OPEN ENROLLMENT POSTS:
Facebook - Countdown to End of Open Enrollment
You may find a Medicare Advantage Plan (Part C) or Prescription Drug Plan (Part D) 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: Medicare.gov/plan-compare #MedicareOE

Medicare Open Enrollment will soon be over. Don’t miss your chance to find better coverage, lower premiums, or both. Compare your current plan with all your 2020 options before it’s too late. Start at Medicare.gov/plan-compare #MedicareOE

Your chance to save on Part D prescription drug costs or see what extra benefits are available with a Medicare Advantage Plan is going, going, almost gone! Find your best Medicare plan now. The new Plan Finder makes comparing plans easier: Medicare.gov/plan-compare #MedicareOE

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Twitter - Countdown to End of Open Enrollment
Before it’s too late, review your #Medicare plan options and see if lower premiums or extra benefits are available: Medicare.gov/plan-compare #MedicareOE

Don’t miss out—only a few days left in #MedicareOE to review or change your Medicare Advantage Plan (Part C) or Prescription Drug Plan (Part D) coverage for 2020 Medicare.gov/plan-compare

Only a few days left to shop for 2020 plans during #MedicareOE—use the Medicare #PlanFinder to compare plans and find the right fit for your needs: Medicare.gov/plan-compare

GUARD YOUR CARD DURING OPEN ENROLLMENT POSTS:
Facebook
Unknown callers may contact you during Medicare Open Enrollment season. Don’t fall for their promises of free offers or gifts—and NEVER give out your Medicare Number over the phone or email. Learn more ways to guard your card at Medicare.gov/fraud

Scammers never stop looking for ways to con you—even during Medicare Open Enrollment. Don’t give them the chance. Never give out your Medicare Number over the phone to unknown or unexpected callers. Learn more ways to guard your card and prevent fraud at Medicare.gov/fraud

Twitter
Unknown callers may contact you during #MedicareOE season. Don’t fall for their promises of free offers or gifts—and NEVER give out your Medicare Number over the phone or email. Learn more ways to guard your card at Medicare.gov/fraud

Guard your Medicare card! Scammers never stop looking for ways to con you—even during #MedicareOE. Don’t give them the chance. Never give out your Medicare Number over the phone to unknown or unexpected callers. Medicare.gov/fraud

STATE HEALTH INSURANCE ASSISTANCE PROGRAM (SHIP) POSTS:
Facebook - State Health Insurance Assistance Program (SHIP)
You have many places to turn for help during #MedicareOE. Call 1-800-MEDICARE, review the Medicare & You 2020 handbook, visit your State Health Insurance Assistance Program office, or go to medicare.gov/find-a-plan. [OR ADD LOCAL SHIP NUMBER AND/OR URL]

If you have questions when comparing plans during Medicare Open Enrollment, it’s good to know that free, unbiased, reliable information is easily within reach. Call 1-800-MEDICARE, review the Medicare & You 2020 handbook, or visit your State Health Insurance Assistance Program office. Medicare.gov/plan-compare [OR ADD LOCAL SHIP NUMBER AND/OR URL]

Twitter - State Health Insurance Plan (SHIP)
Need #MedicareOE assistance? Call 1-800-MEDICARE, or go to Medicare.gov/plan-compare. [OR ADD LOCAL SHIP NUMBER AND/OR URL]

Unsure how to navigate #MedicareOE? Let us help you:
Medicare.gov/plan-compare [OR ADD LOCAL SHIP NUMBER AND/OR URL]

“EXTRA HELP”/LOW INCOME SUBSIDY POSTS:
Facebook - “Extra Help”/Low Income Subsidy
Make less than $18,735 a year? You may qualify for “Extra Help” paying for Medicare prescription drugs and Part D co-pays, premiums, and deductibles. To apply for Extra Help, call Social Security at 1-800-772-1213 or visit http://go.cms.gov/helpwithRx #MedicareOE

If you make less than $18,735 ($25,365 for married couples), you may qualify for the “Extra Help” program. It could reduce your prescription costs to no more than $3.40 for generics and $8.50 for brand-name drugs. Apply online at http://go.cms.gov/helpwithRx #MedicareOE

It’s estimated that more than 2 million people with incomes under $18,735 qualify for the “Extra Help” program—and don’t know it. They could be getting generic prescription drugs for no more than $3.40 each, brand-name drugs for $8.50 each. Apply here if you
think you qualify for Extra Help: http://go.cms.gov/helpwithRx
#MedicareOE

Twitter - “Extra Help”/Low Income Subsidy
Make less than $18,735 a year? You may qualify for “Extra Help” with #Medicare drug costs! Call Social Security at 1-800-772-1213 or apply at http://go.cms.gov/helpwithRx #MedicareOE

Do you & your spouse make less than $25,365 combined? You may qualify for “Extra Help” for prescription drugs this #MedicareOE. Learn more: http://go.cms.gov/helpwithRx

If you’re one of the nearly 2 million people making <$18,735/year, you may qualify for “Extra Help" with #Medicare prescription drug plan costs. Apply here: http://go.cms.gov/helpwithRx #MedicareOE