

**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](https://www.Medicare.gov)

Medicare Plan Finder: [Medicare.gov/plan-compare](https://www.Medicare.gov/plan-compare)

Extra Help with Medicare Prescription Drug Plan costs:  
<http://go.cms.gov/helpwithRx>

Medicare & You Handbook: <https://www.Medicare.gov/medicare-and-you>

**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](https://www.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](https://www.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](https://www.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

**General Open Enrollment Images:**



another plan that works better for you! Use Medicare’s new Plan Finder to compare plans: [Medicare.gov/plan-compare](https://www.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](https://www.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](https://www.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](https://www.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](https://www.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](https://www.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](https://www.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](https://www.medicare.gov/plan-compare) #MedicareOE



**LOOK! IS YOUR MEDICARE PLAN CHANGING?**

MEDICARE OPEN ENROLLMENT / Oct. 15 – Dec. 7 Medicare.gov

**Countdown to end of Open Enrollment Images:**

**ONLY 1 WEEK LEFT!**  
Review & compare plans today.

MEDICARE OPEN ENROLLMENT / Oct. 15 – Dec. 7 Medicare.gov

**ONLY 5 DAYS LEFT!**  
You'll never know unless you go.

MEDICARE OPEN ENROLLMENT / Oct. 15 – Dec. 7 Medicare.gov

**ONLY 2 DAYS LEFT!**  
You can still get a better deal.

MEDICARE OPEN ENROLLMENT / Oct. 15 – Dec. 7 Medicare.gov

**LAST DAY!**  
What you do now affects all of next year.

MEDICARE OPEN ENROLLMENT / Oct. 15 – Dec. 7 Medicare.gov

### 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](https://www.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](https://www.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](https://www.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](https://www.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](https://www.Medicare.gov/fraud)

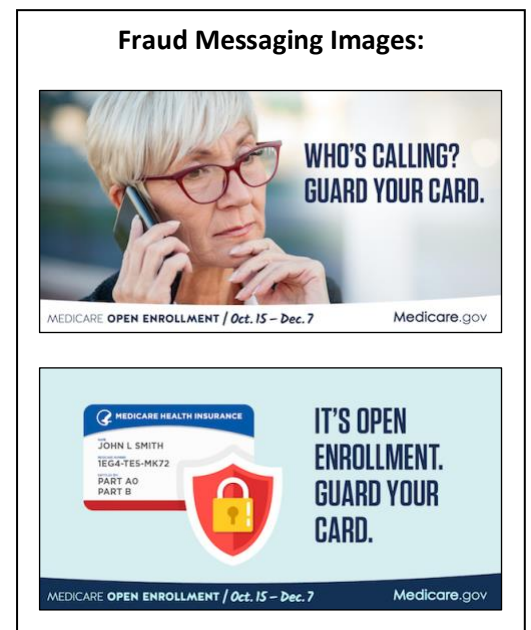
#### Twitter

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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](https://www.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](http://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](http://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](http://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](http://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

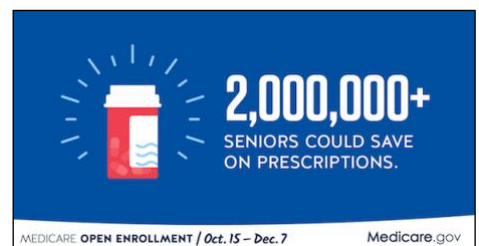
If you make less than \$18,735 (\$25,365 for married couples), you may qualify for the “Extra Help” program. It could reduce your prescription costs to no more than \$3.40 for generics and \$8.50 for brand-name drugs. Apply online at <http://go.cms.gov/helpwithRx> #MedicareOE

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

#### SHIP Image:



#### “Extra Help”/Low Income Subsidy Images:





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