



# Action for Health Justice

# OPEN ENROLLMENT

# SOCIAL MEDIA TOOLKIT

Asian & Pacific Islander American Health Forum  
Association of Asian Pacific Community Health Organizations  
Asian Americans Advancing Justice | AAJC  
Asian Americans Advancing Justice | Los Angeles

November 2014

# OPEN ENROLLMENT

## Social Media Toolkit

### HOW TO USE THIS SOCIAL MEDIA TOOLKIT FOR OPEN ENROLLMENT

This social media toolkit is intended to help you get started with your Open Enrollment online outreach and education. The toolkit covers basic social media “how to’s” for Facebook and Twitter and tips for social media success. You will also find a social media timeline of Twitter and Facebook messaging for the days leading up to Open Enrollment. The social media messages were written specifically for Open Enrollment and may be copied and pasted into your own accounts. You may also integrate your own social media messaging and resources into the timeline. Don’t forget to use the hashtags listed above if you are using your own messaging! If you have questions, please contact AJ Titong, Communications Specialist at APIAHF via email at [atitong@apiahf.org](mailto:atitong@apiahf.org).

### WEBSITE AND SOCIAL MEDIA ACCOUNTS

All Action for Health Justice (AHJ) partners are encouraged to use the hashtags “#StayCovered” and #GetCovered when posting ACA related messages on social media. The hashtags carry over from last year’s #GetCovered campaign, and the addition of the #StayCovered hashtag comes at a time where those who are already covered under the ACA need to stay covered. In addition, all social media messaging from AHJ partners should include the hashtag #AHJ. This hashtag will allow us to measure the success of our online campaigning for the next open enrollment period.

All national partners (APIAHF, AAPCHO, Advancing Justice | Los Angeles, and Advancing Justice | AAJC) will be promoting Open Enrollment content through Twitter and Facebook. Additionally, partners are encouraged to engage with Young Invisibles in their communities by asking them to submit videos to the Get Covered Tumblr page. The prompt for the video is: #ACA helped my family by\_\_\_\_\_.

The #GetCovered 2015 Tumblr page can be found at this url: [www.getcovered2015.tumblr.com](http://www.getcovered2015.tumblr.com)

### HELPFUL LINKS FOR OPEN ENROLLMENT

#### **Dates & Deadlines**

<http://1.usa.gov/1wmD8u7>

#### **How to apply & enroll**

<http://1.usa.gov/1z2CO7e>

#### **5 Steps to stay covered through the Marketplace in 2015**

<http://1.usa.gov/1vVSQNT>

#### **Health Care for Me | APIAHF**

<http://www.apiahf.org/healthcare4me>

# Spread the Word

## Use Social Media as a Tool to Inform the Community About Open Enrollment

Social media is one of the leading tools today in getting information out quickly and easily. Use social media to educate the community about health care. It's fun, easy to use, not to mention, free! We will outline some helpful tips for you and provide sample messaging that you can easily cut and paste into your social media sites. Let's learn about the different social media tools that can be used to help educate the community about ACA!

### FACEBOOK

Facebook was one of the first social media sites to really connect people and their interests. Today, it is used to stay connected with family and friends, organizing events and groups, marketing your brand, and addressing campaigns and important issues. One of the best ways to promote your organization is to create a fan page. On your fan page you can share a status update, photos and videos. Facebook is one of few social media sites that will let you do all three on the fan page itself.

#### What to Remember About Facebook

Sharing is what makes Facebook interactive and engaging. You can share a message about ACA (blog post, article, or your own message), and people can take what you've shared and further spread that word. You can also share others' messages about ACA, which can help connect you and your organization to the issue, a news article, or resource. Sharing is done in many ways via a status update, message, the share button, and tagging. Nowadays, most sites allow you to share articles, images, and videos from their site onto your page.

Clicking Like is a way to give positive feedback and connect with things you care about. Your Facebook personality can be judged by your "likes." Remember, people can see what issues, updates or news you like, so make sure whatever you like is relevant to what your organization believes in. Show and let people know what you like about ACA!

A Tag links a person, page, or place to something you post, like a status update or a photo. For example, you can tag a photo of an ACA event or post a status update and say who you're with. Tagging is important because it helps you call attention or gain attention from your followers and audiences.

To tag, go to your Facebook page status update box and type the below sequence as it appears in the image to the right:

"@name of organization/person"



example

Share

Like

@

buttons to be familiar with

## TWITTER

Twitter is one of the most used social media sites for businesses, non-profits, media, public leaders, celebrities, and your everyday people to share news. In just 140 characters, people post on Twitter more often than they do on Facebook or any other social media site. Twitter is probably the fastest social media medium that provides you with up to date news happening all over the world. You can follow anyone and anyone can follow you, unless you have privacy settings.

Develop a Twitter timeline leading up to your event. The best way to outreach and create a buzz about your event is to start early by sharing links to the event, talking about who will be there, and what activities will happen. Share thoughts, comments, and interesting facts about the event. If you can share 2 or 3 comments a day leading up to your event, people will know something big is happening and will want to take part, and will most likely share the buzz by retweeting your updates.

### What to Remember About Twitter

#### #Hashtag

#### *What is a #hashtag?*

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. A #hashtag is probably one of the most important aspects of tweeting. By including the “#” sign next to a term, phrase, and or trending topic, your Twitter message will reach far and wide.

#### @Reply & @Mention

#### *What is a @Reply and an @Mention?*

An @reply is any update posted by clicking the Reply button on a Tweet. A mention is any Twitter update that contains “@username” anywhere in the body of the Tweet. (Yes, this means that @replies are also considered mentions.)

Any Tweet that is an @reply or mention to you begins with your username and will show up in your Mentions tab on the Connect page. @Reply and mentions are important because you can tag your partner organizations or people you want to read your Twitter update. We use this often to connect with policy makers and partner organizations

#### Retweet

#### *What does it mean to retweet?*

A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter. Retweeting is another great way to share information and get noticed by other people on Twitter.



## Why is tagging important?

You have the potential to reach many more people by tagging other Twitter users in your posts. Some of the people, organizations and media that you are connected to have hundreds and even thousands of followers, and you can reach them by tagging them. Be familiar with those people or organizations you want to connect with and tag them in your message using the @ sign and their Twitter username.



**@apiahf**  
APIAHF

@VAYLANOLA @projectcharge  
@APANONews @CPACS @cacf  
@MAAHC @AAHCHOPEClinic  
@apcaaz please follow HTA Long Beach  
at <http://on.fb.me/hJrSha!>

28 Feb via web ☆ Favorite ↻ Reply 🗑 Delete

Mentioned in this Tweet

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**cacf** cacf  
*Coalition for Asian American Children and Families is a pan-Asian children's advocacy organization in NYC.*

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**projectcharge** Project CHARGE  
*As part of Health through Action, Project CHARGE focuses on increasing health access for Asian Americans in NYC.*

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**CPACS** CPACS  
*Creating and delivering culturally competent and comprehensive social and health services*

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**APANONews** APANO

# #GetCovered Tumblr

## ABOUT #GETCOVERED

The #GetCovered Tumblr project was created to make sure people across the country are informed about Open Enrollment and the ACA. The Tumblr project shows images and videos of community members across the country supporting the new health care law and the reasons why they are getting covered.

The Asian & Pacific Islander American Health Forum, Association of Asian Pacific Community Health Organizations (AAPCHO), Asian Americans Advancing Justice-Los Angeles (Advancing Justice-LA), and Asian Americans Advancing Justice-AAJC (Advancing Justice-AAJC) are rising to the challenge and working to get the word out about health reform in AA and NHPI communities. Join us in this fun project!

## WANT TO BE PART OF THE #GETCOVERED PROJECT?

### Send Us a Picture

Send us a picture of yourself with a written message on why you are or will #GetCovered under health reform. Don't forget to write down the hashtag #GetCovered and share your picture throughout all your social media accounts!

Send your pictures and/or questions to: [GetCoveredTumblr@gmail.com](mailto:GetCoveredTumblr@gmail.com)

Also, photos will not be shared unless you fill out this release form: <http://bit.ly/GetCoveredTumblrForm>

### Send Us a Video

Send us a short video of yourself, a family or community member answering the following prompt: #ACA helped my family by\_\_\_\_\_.

Send your short videos and/or questions to: [GetCoveredTumblr@gmail.com](mailto:GetCoveredTumblr@gmail.com)

Don't forget to share your short video throughout all your social media accounts (Twitter, Facebook, Instagram, Vine, etc.) and use the hashtag #GetCovered and #AHJ.

The #GetCovered 2015 Tumblr page can be found at this url: [getcovered2015.tumblr.com](http://getcovered2015.tumblr.com)

# Social Media Timeline

We have created a social media timeline to give you sample tweets and updates for your Twitter and Facebook accounts. For the week before Open Enrollment, there are up to two messages to share for each day and for the week of Open Enrollment there are up to three messages to share for each day. Also, feel free to use the content or link to your own resources!

## Hashtags

**#GetCovered #StayCovered #AHJ  
#Action4HealthJustice#ACA**

## Follow

**@HealthCareGov @APIAHF @APIAHFPolicy @  
AAPCHOTweets  
@AAAJ\_LA @AAAJ\_AAJC**

## Links

**[www.healthcare.gov](http://www.healthcare.gov) and [www.apiahf.org/healthcare4me](http://www.apiahf.org/healthcare4me)**

## Tips

- If you don't have time to keep up with all the Open Enrollment social media timeline, HootSuite is a free social media site that helps you pre-generate tweets and updates days and weeks ahead of time.
- Use the upcoming Open Enrollment event as a way to connect to partners and organizations who do similar work as you.
- Sometimes you may get comments that oppose your messages, this is okay. If you can, respond back with factual information or resources from a trusted site.
- Monitor the hashtags above, you might come across information you've never learned before! Don't forget to share it if the information is valuable to you.
- TRACK your social media activity! Count all the tweets, retweets, mentions, tags, likes, and shares during these ACA activities. This is a good way to measure how much influence you've made.

**SOCIAL MEDIA TIMELINE COUNT DOWN TO OPEN ENROLLMENT**

DATE	TWITTER	FACEBOOK	OTHER SOCIAL MEDIA
MONDAY 11.03	Open Enrollment is just around the corner. Have you decided to keep/change your plan? Learn more: <a href="http://1.usa.gov/ZOU7cN">http://1.usa.gov/ZOU7cN</a> #GetCovered #AHJ	Open Enrollment is just around the corner. Have you decided to keep/change your plan? Learn more: <a href="http://1.usa.gov/ZOU7cN">http://1.usa.gov/ZOU7cN</a> #GetCovered #AHJ	
	Know your health care rights! Here are things to think abt before Open Enrollment: <a href="http://1.usa.gov/1oxMjYW">http://1.usa.gov/1oxMjYW</a> #GetCovered #AHJ		
TUESDAY 11.04	Health is your investment, let's see how much you can save during Open Enrollment: <a href="http://1.usa.gov/1rmGMQi">http://1.usa.gov/1rmGMQi</a> #GetCovered #AHJ		
	Still have questions about #ACA? No worries! Click here for FAQs on ACA: <a href="http://www.apiahf.org/healthcare4me/frequently-asked-questions">http://www.apiahf.org/healthcare4me/frequently-asked-questions</a>		
WEDNESDAY 11.05	Just because you're sick doesn't mean you can't #GetCovered. Learn more here: <a href="http://1.usa.gov/1pEtrCv">http://1.usa.gov/1pEtrCv</a> #AHJ	Here are perfectly good reasons why your family should #GetCovered: <a href="http://getcovered2015.tumblr.com">getcovered2015.tumblr.com</a> #AHJ	
	10 days till Open Enrollment begins! Find out who's eligible for the Marketplace: <a href="http://1.usa.gov/1rmGbhE">http://1.usa.gov/1rmGbhE</a> #GetCovered #AHJ  <i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a>	Post a 10 day banner count-down on Facebook.  <i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a>	Post a 10 day countdown picture on Instagram.  <i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a>
THURSDAY 11.06	#ThrowBackThursday from these little cuties: <a href="http://bit.ly/1xdqWes">http://bit.ly/1xdqWes</a> #GetCovered #AHJ		
	#ThrowBackThursday from this awesome community leader: <a href="http://bit.ly/ZOVcl4">http://bit.ly/ZOVcl4</a> #GetCovered #AHJ		

## SOCIAL MEDIA TIMELINE COUNT DOWN TO OPEN ENROLLMENT

DATE	TWITTER	FACEBOOK	OTHER SOCIAL MEDIA
FRIDAY 11.07	Happy Friday! Take sometime during the weekend to explore the healthcare.gov site to prep for Open Enrollment. #GetCovered #AHJ	Here are perfectly good reasons why your family should #GetCovered: <a href="http://getcovered2015.tumblr.com">getcovered2015.tumblr.com</a> #AHJ	
	Happy Friday! Take sometime during the weekend to explore the healthcare.gov site to prep for Open Enrollment. #GetCovered #AHJ		
SATURDAY 11.08	Here are some #ACA freebies that can save your life: <a href="http://1.usa.gov/1rmPKwW">http://1.usa.gov/1rmPKwW</a> #GetCovered #AHJ		
	Here are some important dates to remember: <a href="http://1.usa.gov/1wmD8u7">http://1.usa.gov/1wmD8u7</a> #GetCovered #AHJ		
SUNDAY 11.09	Sundays are about reflection. Let's reflect on these individuals + their msgs about #ACA: <a href="http://getcovered2015.tumblr.com">http://getcovered2015.tumblr.com</a> #GetCovered #AHJ		
	Sundays are about reflection. Here's how we reflected on last yr's Open Enrollment: <a href="http://bit.ly/1reURUv">http://bit.ly/1reURUv</a> #GetCovered #AHJ		

## SOCIAL MEDIA TIMELINE WEEK OF OPEN ENROLLMENT

DATE	TWITTER	FACEBOOK	OTHER SOCIAL MEDIA
MONDAY 11.10	<p>5 days till Open Enrollment begins! Are you ready to #GetCovered? <a href="https://www.healthcare.gov/quick-guide/#AHJ">https://www.healthcare.gov/quick-guide/#AHJ</a></p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p>Post a 5 day banner countdown on Facebook.</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p>Post a 5 day countdown picture on Instagram.</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>
	<p>ACA STORY: #ACA is important to Susan Shinagawa. Read story on surviving cancer + why ACA matters: <a href="http://bit.ly/SusanACASStory">http://bit.ly/SusanACASStory</a> #ACAturns3</p> <p>How has #ACA helped you and the people you care about? Share your thoughts with #AHJ</p>		
	<p>#ACA is critical because it provides coverage to many uninsured &amp; under-insured AA &amp; NHPI <a href="http://bit.ly/HCRImpact">http://bit.ly/HCRImpact</a> #AHJ</p>		
TUESDAY 11.11	<p>4 days till Open Enrollment! Are your ducks lined up? Prepare now: <a href="https://www.healthcare.gov/quick-guide/get-started/">https://www.healthcare.gov/quick-guide/get-started/</a> #GetCovered #AHJ</p>		
	<p>ACA STORY: #ACA is important to #HIV- patients. Read about an HIV provider's perspective on ACA. <a href="http://bit.ly/APICHAACAS-tory">http://bit.ly/APICHAACAS-tory</a> #GetCovered</p> <p>How has #ACA helped you and the people you care about? Share your thoughts with #AHJ #GetCovered</p>		
	<p>Save-the-date: On Nov. 15th, you can go to <a href="http://HealthCare.gov">HealthCare.gov</a> to sign up for insurance. #AHJ</p> <p>ACA RESOURCE: See how much #ACA has grown since it has been signed into law! <a href="http://1.usa.gov/ACATimeline">http://1.usa.gov/ACATimeline</a> #AHJ</p>		

**SOCIAL MEDIA TIMELINE WEEK OF OPEN ENROLLMENT**

DATE	TWITTER	FACEBOOK	OTHER SOCIAL MEDIA
WEDNESDAY 11.12	3 days till Open Enrollment begins! Have you informed your family yet? Here are things to cover with your fam before the big day: #GetCovered #AHJ	Here are perfectly good reasons why your family should #GetCovered: getcovered2015.tumblr.com #AHJ	In the next 2 week we'll be celebrating the three-year anniversary of the largest overhaul of the health care system in the United States. Please stay tuned for news and stories from our community in celebration for the Affordable Care Act!
	ACA STORY: I'll be able 2 get info about insurance in plain language + culturally appropriate. <a href="http://bit.ly/KazukoACAS-tory">http://bit.ly/KazukoACAS-tory</a> #AHJ		
	REMINDER: There are 3days until you can #GetCovered. Learn how to be ready: HealthCare.gov #AHJ		
THURSDAY 11.13	2 days till Open Enrollment begins! Here is a rundown of what you get w #ACA: <a href="http://1.usa.gov/1sd2u8p">http://1.usa.gov/1sd2u8p</a> #GetCovered #AHJ		
	Mark your calendar: there are 2 days until you can #GetCovered. Get ready today: HealthCare.gov #AHJ		
	ACA RESOURCE: Impact of #ACA on #AA and #NHPI #DomesticViolence Survivors <a href="http://bit.ly/HCRImpactDomesticViolence">bit.ly/HCRImpactDomesticViolence</a> #AHJ		

## SOCIAL MEDIA TIMELINE WEEK OF OPEN ENROLLMENT

DATE	TWITTER	FACEBOOK	OTHER SOCIAL MEDIA
FRIDAY 11.14	<p>1 day left before Open Enrollment begins! Start your weekend here: <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #GetCovered #AHJ</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>
	<p>It's almost time! Get ready to #GetCovered on November 15th. HealthCare.gov #AHJ</p> <p>How has #ACA helped you and the people you care about? Share your thoughts with #AHJ</p>		
	<p>FACT: 9.2% #AsianAmericans + 13.3% of #NativeHawaiian &amp; #PacificIslander groups are likely 2 benefit from #Medicaid expansion? #AHJ</p>		
SATURDAY 11.15	<p>Today's the big day! Open Enrollment has begun. Here's what you have to do: #AHJ #GetCovered</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p>Post an Open Enrollment has begun banner on Facebook.</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>	<p>Post an Open Enrollment has begun picture on Instagram.</p> <p><i>Image to upload:</i> <a href="http://bit.ly/1D1HbgH">http://bit.ly/1D1HbgH</a></p>
	<p>ACA STORY: "ACA is important 2 me because I was unable to afford insurance and now I can..." <a href="http://bit.ly/KijoongACAStory">http://bit.ly/KijoongACAStory</a></p> <p>How has #ACA helped you and the people you care about? Share your thoughts with #AHJ</p>		
	<p>RESOURCE: What's Changing and When? <a href="http://1.usa.gov/ACATimeline">http://1.usa.gov/ACATimeline</a> via @healthcaregov #AHJ #ACA</p>		

## 5 STEPS TO STAYING COVERED--GRAPHICS

To stay covered through the Marketplace for 2015, consumers need to follow [5 Steps during Open Enrollment](#).

**Image:** [5 Steps to Stay Covered \(Small\)](#)

**Image:** [5 Steps to Stay Covered \(Medium\)](#)

**Image:** [5 Steps to Stay Covered \(Full\)](#)

## TWITTER/FACEBOOK

- RT @SecBurwell: <https://twitter.com/SecBurwell/status/530750470059724800>
- Did you #GetCovered last year? Here are the 5 Steps you need to take to stay covered this year: <http://1.usa.gov/1x3Ez1M> [IMAGE]
- #GetCovered? Stay covered with these 5 steps: <http://1.usa.gov/1x3Ez1M> [IMAGE]
- SHARE: 5 Steps to Staying Covered Through the Health Insurance Marketplace: <http://1.usa.gov/1x3Ez1M> [IMAGE]
- Did you #GetCovered last year? Time to review, update, compare, choose and enroll! <http://1.usa.gov/1x3Ez1M> [IMAGE]