Social Media Toolkit

7th Open Enrollment Period

Countdown to Open Enrollment

Facebook

Open Enrollment

November 1 - December 23

Open enrollment begins Nov. 1!

Mark your calendars!

Open enrollment starts Nov. 1

and ends Dec. 23!
Minnesota’s open enrollment is just around the corner! It starts November 1, 2019. In the meantime, visit MNsure.org to compare plans and get ready for open enrollment.

MNsure’s (Minnesota’s health insurance marketplace) open enrollment is coming up soon! You can enroll in plans starting at 7 a.m. on November 1, 2019.

Don’t forget to mark your calendars: @MNsure’s open enrollment will run from November 1 to December 23, 2019. Open enrollment is your chance to change plans or enroll in a new health plan through the MNsure.org marketplace—the only place where you can qualify for financial help in the form of monthly tax credits.

Twitter

Open enrollment is just around the corner here in #Minnesota! From Nov. 1—Dec. 23, 2019, Minnesotans can enroll in a new plan or change health plans online through @MNsure. Let’s #GetMNCovered!

Don’t forget to mark your calendars! @MNsure’s open enrollment starts 11/1 and ends 12/23 this year. Visit MNsure.org to learn more & compare plans.

#Minnesota’s open enrollment is coming up soon! You can enroll in plans starting at 7 a.m. on November 1, 2019 at @MNsure.org. #CoverageMatters
November 1

Facebook
Rise & shine, #Minnesota! @MNsure’s open enrollment begins today. Let’s #GetMNCovered!

Today’s the day! #Minnesota’s open enrollment begins today and runs until December 23, 2019. Don’t miss out on your chance to enroll in health insurance through @MNsure

Twitter
Rise & shine, #Minnesota! @MNsure’s open enrollment begins today. Let’s #GetMNCovered!

Today’s the day! #Minnesota’s open enrollment begins today and runs until Dec. 23. Don’t miss out on your chance to enroll in health insurance through @MNsure
Reasons to Use MNsure (11/11 – 11/15)

**Facebook**

- 1600+ assisters statewide
- Compare plans side-by-side
- Peace of mind
- Coverage of preexisting conditions
Do you know all your health insurance options? MNsure-certified assisters offer free, in-person help so you can be sure you get the coverage you need. [http://bit.ly/FindAnAssister](http://bit.ly/FindAnAssister)

MNsure.org allows you to compare plans side-by-side so you can be sure you're getting the right choice for you and your family.

When the unexpected happens, be sure you're covered. Enrolling through MNsure.org gives you peace of mind from knowing your family can get the care they need.

Be sure you're getting a health plan that covers what you need it to cover. All plans sold through MNsure include coverage of preexisting conditions. Apply & enroll at MNsure.org

MNsure is the only place where you can qualify for tax credits to lower the cost of your health insurance premiums. Be sure you have every dollar coming to you.

Twitter
Do you know all your health insurance options? @MNsure-certified assisters offer free, in-person help so you can be sure you get the coverage you need.


@MNsure.org allows you to compare of plans side-by-side so you can be sure you’re getting the right choice for you & your family.

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Be sure you’re getting a health plan that covers what you need it to cover. All plans sold through @MNsure include coverage of preexisting conditions. Apply & enroll at MNsure.org

@MNsure is the only place where you can qualify for tax credits to lower the cost of your health plan premiums. Be sure you have every 💵 coming to you.
Assisters (11/18 – 11/22)

Every Minnesotan deserves to have quality, affordable health coverage. That’s why #Minnesota has a network of 1000+ @MNsure-certified navigators and brokers around the state who can help you #GetCovered!

@MNsure-certified assisters take the guesswork out of applying for health insurance. Get in touch with one today for FREE help (http://bit.ly/FindAnAssister)! And remember, open enrollment lasts until December 23, 2019.
Every #Minnesotan deserves quality, affordable health coverage. That’s why @MNsure has a network of 1000+ navigators and brokers around the state who can help you #GetCovered!

@MNsure-certified assisters take the guesswork out of applying for health insurance. Get in touch with one today for FREE help (http://bit.ly/FindAnAssister)! And remember, open enrollment lasts until 12/23.
Facebook
Are you sure you know all the health insurance options available?

Are you sure you’re not missing any tax credits for your health insurance?
Be sure with the only place to qualify for tax credits. MNsure.org

Are you sure you’ve explored all your health plan choices?
Be sure by comparing plans side-by-side.

Are you sure you’re getting the max financial help for health insurance?
Be sure with exclusive financial help to lower costs. Only at MNsure.org

Are you sure you don’t qualify for financial help for health insurance?
Be sure you have every dollar coming to you. Visit MNsure.org to see how much you could save.

Are you sure MNsure’s not for you?
Be sure you’re not missing financial help for health insurance. Only available at MNsure.org. Enroll online today.

Are you sure you’re not eligible for a health insurance tax credit?
Be sure you’re not one of thousands of Minnesotans missing out. MNsure.org
Twitter

Are you sure you know all the health insurance options available?
Be sure with a free in-person visit with a @MNsure-certified assister: http://bit.ly/FindAnAssister

Are you sure you’re not missing any tax credits for your health insurance?
Be sure with the only place to qualify for tax credits. @MNsure.org

Are you sure you’ve explored all your health plan choices?
Be sure by comparing plans side-by-side @MNsure

Are you sure you’re getting the max financial help for health insurance?
Be sure with exclusive financial help to lower costs. Only at @MNsure.org

Are you sure you don’t qualify for financial help for health insurance?
Be sure you have every dollar coming to you. Visit @MNsure.org to see how much you could save.

Are you sure @MNsure’s not for you?
Be sure you’re not missing financial help for health insurance. Only available at MNsure.org. Enroll online today.

Are you sure you’re not eligible for a health insurance tax credit? Be sure you’re not one of thousands of Minnesotans missing out. @MNsure.org

**Tax Credits (12/2 – 12/6)**

Facebook

#DYK most #Minnesotans qualify for financial help through @MNsure to lower the costs of health coverage premiums? Learn more on MNsure.org and enroll during open enrollment (Nov. 1—Dec. 23, 2019) to give yourself & your family the coverage they need.
Don’t leave money on the table! The @MNsure marketplace is the only place where you can get financial assistance to lower the cost of your monthly premiums. Enroll during open enrollment (November 1 to December 23, 2019) to take advantage of these cost saving measures.

**Twitter**

#DYK Most #Minnesotans qualify for financial help through @MNsure to lower the cost of health insurance premiums. Don’t miss out of saving $$$! #CoverageMatters
Visit MNsure.org for more
Don’t leave money on the table! @MNsure is the only place to get financial help (like monthly tax credits) to lower your premium costs. Visit MNsure.org to learn more. Apply during open enrollment: 11/1—12/23!

**Get MN Covered (12/9 – 12/13)**

**Facebook**
Don’t be one of the thousands of Minnesotans missing out on your chance to save money by applying & enrolling through MNsure.org. Individuals making up to $49,960 & families of 4 making up to $103,000 qualify for financial help. Be sure you have every dollar coming to you.

Minnesota’s open enrollment lasts until December 23, 2019 to give Minnesotans more time to apply & enroll through MNsure. And everyone who enrolls before the deadline will get coverage starting January 1.

Health insurance premiums across the Minnesota are remaining stable & every county will have at least two insurers offering coverage, including 39 more health plan options available through

Nearly 75% of uninsured Minnesotans in 2017 would have been eligible for financial help through MNsure. Don't be one of those people missing out on tax credits & financial help. Enroll on MNsure.org by December 23.

Despite uncertainty on the federal level & decreased sign-ups across the country, MNsure enrolled more Minnesotans than ever last year. Let's keep the momentum going and get even more Minnesotans covered this year. Open enrollment ends December 23. Apply today at MNsure.org

Twitter

Don't be 1 of the 1000s of MN's missing out on your chance to save 💰💰 by applying & enrolling through MNsure.org. Individuals making < $49,960 & families of 4 making < $103,000 qualify for financial help. Be sure you have every 💵眷 coming to you.
Minnesota's open enrollment lasts until 12/23 to give MN's more time to apply & enroll through @MNsure. Everyone who enrolls before the deadline will get coverage starting 1/1.

Health insurance premiums across the MN are remaining stable & every county will have at least 2 insurers offering coverage (incl. 39 more options available thru @MNsure). More options mean more choices for MN's. Be sure you #GetCovered. Open enrollment ends 12/23.

Nearly 75% of uninsured MN's in 2017 would have been eligible for financial help through @MNsure. Don't be 1 of those ppl missing out on tax credits & financial help. Enroll on MNsure.org by 12/23.

Despite uncertainty on the federal level & decreased sign-ups across the country, @MNsure enrolled more MN's than ever last year. Let's keep the momentum going & get even more people covered this year. Open enrollment ends 12/23. MNsure.org

General

Facebook

It would be loony to go without health insurance! You have until Dec. 23 to get enrolled in a health plan through the @MNsure marketplace.
Life can be as unpredictable as the weather. Don’t leave home without coverage! @MNsure is the place to go for Minnesotans to get affordable health coverage for you and your family.

Hey, Minnesota! Did you know @MNsure’s open enrollment period runs until December 23, 2019? Visit MNsure.org to compare plans, see if you qualify for financial assistance, and apply for health coverage. #GetMN Covered
You can rest assured that plans offered in the @MNsure marketplace can’t deny you coverage or charge you more because of a preexisting condition or gender. Other plans available may not include the same protection & benefits guaranteed when shopping through MNsure. Open enrollment runs Nov. 1—Dec. 23, 2019 in MN. More at MNsure.org
Plans sold through the @MNsure marketplace provide peace of mind knowing you and your family are covered. All plans include important consumer protections, like coverage of preexisting conditions. More info at http://bit.ly/MNsureCP

Twitter

Don’t be loony. Get yourself covered.

It would be loony to go without health insurance! You have until Dec. 23 to get enrolled in a health plan through the @MNsure marketplace.

Don’t leave home without coverage!

Life can be as unpredictable as the weather. Don’t leave home without coverage! @MNsure is your one-stop shop to compare plans, see if you qualify for financial help & #GetCovered

Time to get covered!

👋 Hey, #Minnesota! @MNsure’s open enrollment period runs until December 23, 2019. Visit MNsure.org to make sure you & your family need to #GetCovered
Don’t let a preexisting condition keep you from getting coverage

Rest assured that plans offered on @MNsure can’t deny you coverage because of a preexisting condition or your gender. Open enrollment runs 11/1 to 12/23 so you can #GetCovered

Plans sold through @MNsure marketplace provide peace of mind knowing you & your family are covered. All plans cover preexisting conditions, because #CoverageMatters

Useful Links & Contact Info

MNsure Contact Center: 651-539-2099 or 855-366-7873

Open Enrollment Hours

- Monday – Wednesday, Friday: 8 a.m. – 5 p.m.
- Thursday: 8 a.m. – 7 p.m.
- Saturday: 10 a.m. – 2 p.m.

Extended Hours

- November 1: 7 a.m. – 6 p.m.
- November 2: 9 a.m. – 4 p.m.
- December 21 (2 days before deadline): 10 a.m. – 6 p.m.
- December 22 (1 day before deadline): 10 a.m. – 8 p.m.
- December 23 (deadline day): 8 a.m. – midnight

Plan Comparison: bit.ly/ShopCompare
Online Help Tool: bit.ly/MNsureHelpTool
MNsure Stories: bit.ly/RealMNsureStories
What is MNsure?: bit.ly/WhatIsMNsure
Essential Health Benefits: bit.ly/EHBMNsure
Enrollment Tips: bit.ly/MNsureTipSheet

Hashtags

- #GetMNCovered
- #CoverageMatters
- #GetCovered