




# SOCIAL MEDIA POSTS ON THE ESSENTIAL PLAN EXPANSION

This document includes text you can copy and paste to create posts from your organization’s social media account(s). Included with each post is a picture that can be used. The link included in the posts directs to the [Essential Plan page](#).

Text for Post	Picture for Post <i>(Click the image to open a full-size version you can save)</i>
<p>Have you heard? Eligibility requirements have changed for the Essential Plan. More New Yorkers now qualify for this \$0 premium plan with no deductible that offers comprehensive benefits, including dental and vision. Find out more from @NYStateofHealth today! <a href="https://on.ny.gov/3vWu744">on.ny.gov/3vWu744</a> #EnrollNY #YouAreEssential</p>	
<p>Eligibility rules have changed for the Essential Plan! Protect your health through life’s adventures with the Essential Plan that offers \$0 premiums, if you qualify. Apply today through @NYStateofHealth! <a href="https://on.ny.gov/3vWu744">on.ny.gov/3vWu744</a> #EnrollNY #GetCovered</p>	
<p>Feel confident knowing routine appointments and screenings to keep you healthy are covered! You may now be eligible for the Essential Plan, which has a \$0 monthly premium and includes dental and vision benefits at no added cost. Visit @NYStateofHealth to see if you qualify. <a href="https://on.ny.gov/3vWu744">on.ny.gov/3vWu744</a> #YouAreEssential #EnrollNY</p>	

**Text for Post**

**Picture for Post**

The Essential Plan currently insures over 1 million New Yorkers and this new expansion will provide health insurance to even more. For those who qualify, the Essential Plan has a \$0 monthly premium, no deductible, and low cost-sharing. Learn more today from @NYStateofHealth! [on.ny.gov/3vWu744](https://on.ny.gov/3vWu744) #NY #YouAreEssential #EnrollNY

**FIND OUT IF YOU ARE ELIGIBLE FOR THE ESSENTIAL PLAN**

**WHO IS ELIGIBLE**

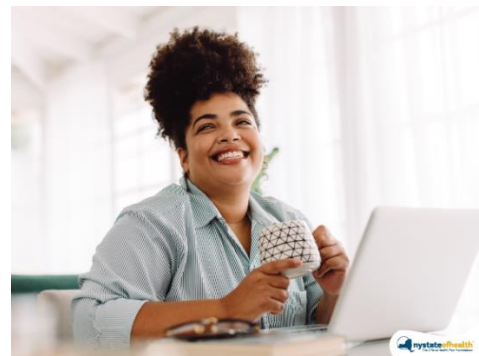
- New York State Residents
- Lawfully Present In The U.S.
- 19-64 Years Old
- Not Eligible For Medicaid Or Child Health Plus
- Not Eligible For Employer Or Other Coverage

**INCOME REQUIREMENTS**

HOUSEHOLD SIZE			
1	2	3	4
MOST YOU CAN MAKE			
\$37,650	\$51,100	\$64,550	\$78,000

nystateofhealth

Ready to enroll in health insurance with \$0 monthly premiums and no deductible? You may now qualify for the Essential Plan. @NYStateofHealth is here to help make this enrollment as seamless as possible. [on.ny.gov/3vWu744](https://on.ny.gov/3vWu744) #EnrollNY #YouAreEssential



Calling all New Yorkers - the Essential Plan has expanded to ensure more people are covered! This plan includes a \$0 monthly premium and no deductibles, if you qualify. Visit @NYStateofHealth to learn more about the expansion. [on.ny.gov/3vWu744](https://on.ny.gov/3vWu744) #EnrollNY #StayCovered

