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. When a post should be used on a particular date, the date is listed.

POSTS ABOUT SIGNING UP FOR TEXT ALERTS

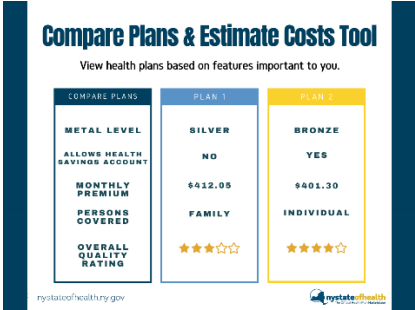| Text for Post	Picture for Post *(Click the image to open a full-size version you can save)*	Date to be Used
Don't miss any important updates from NY State of Health! Text START to 1-866-988-0327 to opt-in for text alerts. on.ny.gov/34gwwcr #EnrollNY #GetCovered		Any date
It has never been more important to protect your health and stay up to date. Text START to 1-866-988-0327 today to opt-in for text alerts from NY State of Health. Terms of service do apply, learn more: on.ny.gov/34gwwcr #EnrollNY #TextAlerts		Any date
Receive important NY State of Health updates right on your phone! Signing up for our text messaging service is an easy way to ensure you don't miss any important info, like when to renew your insurance. on.ny.gov/34gwwcr #EnrollNY #GetCovered		Any date

POSTS ABOUT ENROLLING FOR COVERAGE

Ensure your health insurance is active next month! New Yorkers who enroll through @NYStateofHealth through the 15th of this month will have their insurance start on first day of next month. Visit on.ny.gov/2UoOKAk today! #EnrollNY		On or before the 15th of the current month
Your family's well-being is top priority - protect their health by enrolling in a @NYStateofHealth plan! Enroll or renew your Qualified Health Plan by the 15th of this month for insurance beginning the first day of next month. on.ny.gov/2UoOKAk		On or before the 15th of the current month
With greater access to health care than ever before, you can relax knowing your health is covered. Apply online or with a Certified Enrollment Assistor before the 15th of this month to ensure you have insurance beginning the 1st of next month. on.ny.gov/2UoOKAk #EnrollNY		On or before the 15th of the current month
There's never been a better time to enroll in health insurance. Even if you didn't previously qualify for financial help, increased tax credits could lower your costs now! Come back today and apply for a @NYStateofHealth plan: on.ny.gov/18898qR		Any date during the Open Enrollment Period

POSTS ABOUT AFFORDABLE COVERAGE

Text for Post	Picture for Post *(Click the image to open a full-size version you can save)*	Date to be Used
Have you considered enrolling in health insurance in the past but couldn't find a health plan to fit your budget? More New Yorkers than ever before are eligible for tax credits that lower the cost of health insurance. Shop for a plan and enroll today through @NYStateOfHealth. on.ny.gov/3cCxqBz #EnrollNY		Any date during the Open Enrollment Period
Have you heard? You and your family may qualify for more savings! Individuals and families may be eligible for increased financial help towards their health insurance costs! Find out today: on.ny.gov/3dkmesg. #EnrollNY #NY		Any date during the Open Enrollment Period
Spend less on health insurance and more on making memories with your favorite person! @NYStateofHealth's Essential Plan has a $0 monthly premium, and all plans include free dental and vision benefits. Find out if you qualify: on.ny.gov/3uRqxDw #EnrollNY #YourEssential		Any date
Increased benefits are available now if you qualify for the Essential Plan! This @NYStateofHealth plan has no monthly premium and includes dental and vision benefits without cost-sharing. See if you qualify: on.ny.gov/2Lur4GM #EnrollNY #YourEssential		Any date

POSTS ABOUT RESOURCES

Text for Post	Picture for Post *(Click the image to open a full-size version you can save)*	Date to be Used
Is this your first time applying for health insurance? @NYStateofHealth's At A Glance Cards are a great way to understand all NY State of Health plan options and what they cover. Compare and find your health plan today! on.ny.gov/2VueV8V		Any date during the Open Enrollment Period
Looking for the right health plan to fit your needs? Shop for Qualified Health Plans using @NYStateofHealth's Compare Plans & Estimate Cost Tool. Use the drop-down menus to easily view and compare plans in your county. Get started today: on.ny.gov/2UoOKAk. #EnrollNY		Any date during the Open Enrollment Period
Looking for assistance with your health insurance application? Certified Enrollment Assistors can provide free step-by-step help through the enrollment process. on.ny.gov/2YqX57J #GetCovered #HealthCare #EnrollNY		Any date

GENERAL POSTS TO PROMOTE NY STATE OF HEALTH

Text for Post	Picture for Post *(Click the image to open a full-size version you can save)*	Date to be Used
Make sure your health is covered before your next adventure. Enroll in a @NYStateofHealth plan today! You may be eligible for enhanced financial assistance – see if you qualify now: on.ny.gov/2UoOKAk. #EnrollNY #NY #GetCovered		Any date
No matter what happens in life, make sure your health is insured when you need it the most. Whether you need coverage for doctor visits or emergency services, @NYStateofHealth offers quality, affordable health insurance that best fits your needs. on.ny.gov/2UoOKAk #EnrollNY		Any date
Feel secure jumping into life with @NYStateofHealth! Find the health insurance that works best for your needs and budget today. Visit on.ny.gov/2UoOKAk to learn more! #HealthInsurance #EnrollNY #GetCovered		Any date
Are you a New Yorker in need of health insurance? @NYStateofHealth has a wide range of options to choose from. Pick a quality, affordable plan that's right for you today: on.ny.gov/2UoOKAk #EnrollNY #HealthCare #NY		Any date

| @NYStateofHealth has helped more than 6 million New Yorkers enroll in quality, affordable health insurance. Join the long list of covered members and enroll today: on.ny.gov/2UoOKAk #EnrollNY | | Any date |