



**American Rescue Plan Act
Social Media Partner Toolkit**

PARTNER TOOLKIT OVERVIEW

TOOLKIT PURPOSE:

We want to help our partners communicate the benefits for Nevadans that come from The American Rescue Plan Act. This toolkit will contain messaging, best practices, amplification tools and sample posts for your social media channels.

GOAL:

The main goal is to show you how to best represent Nevada Health Link when communicating the benefits of The American Rescue Plan Act. We recommend that you do this by highlighting the facts and what it means for Nevadans.

POSTING SCHEDULE/FREQUENCY:

We recommend a rotating posting schedule, where each audience is addressed directly for one week at a time, with around 2-3 posts per week being distributed. For example, 2-3 posts with messaging targeted specifically at students would go out one week. The next week would then focus on parents, and so on.

RECOMMENDED SOCIAL PLATFORMS:

Facebook, Instagram, Twitter, LinkedIn

AMERICAN RESCUE PLAN ACT OVERVIEW

OVERVIEW:

The American Rescue Plan Act of 2021 (American Rescue Plan) lowers health insurance premiums. For Nevada residents, the American Rescue Plan reduces premiums for health insurance plans sold through Nevada Health Link. Additionally, those that qualified for unemployment in 2021 may pay as little as \$0/month and pays for 100% of COBRA premiums for laid-off workers.*

SINGLE BRAND IDEA:

Nevada Health Link connects individuals to a variety of insurance plans from different health insurance companies, as well as offers tools and resources to help you choose the plan that's right for you. Nevada Health Link is the only health insurance resource that can provide you with federal tax credits and subsidies to help cover the cost of your insurance.

TAGLINE:

Connecting you to Health Insurance



*100% of premiums paid from April 2021 - September 2021 only.

TALKING POINTS

TALKING POINTS

- Starting April 20th of this year, Nevadans will be able to access even bigger savings through Nevada Health Link.
- The new law provides more financial help to more Nevadans to help them enroll in a quality, comprehensive health plan. The law significantly increases the amount of financial help you can get to help pay for your insurance plan. In fact, many Nevadans will now be eligible for a health plan for as little as a \$0 dollars.
- The law also helps more people get financial help for the first time, helping Nevadans of all income levels get covered. This means helping Nevadans making over the 400% of the federal poverty level get covered.
- Even if you already purchased a 2021 plan through Nevada Health Link, you may be eligible for more savings. And if you recently shopped plans, you should come back to see the new savings starting in late April.
- Now more than ever, we all want peace of mind. Because of the increased savings, the peace of mind that comes with having health insurance is within reach for many more Nevadans.

SOCIAL MEDIA BEST PRACTICES

THINGS TO DO

- Share high quality imagery.
- Keep messaging short, direct, and clear.
- Tell the story behind the images, make it relatable.
- Use images of that represent Nevada, (do not use stock photos that are not representative of the region)
- Keep platform crop factors in mind. Imagery that performs best on Facebook and Instagram tends to be vertical images (1:1 and 3:4). For Twitter, keep your images horizontal (1:2 or 16:9), as anything taller than that is cropped in the image preview.

THINGS TO AVOID

- Do not share PDFs or flyers on social media. If you feel the need to share messaging from these flyers then instead share a high quality photo and add the messaging within the copy of the post.
- Avoid low quality photos. Try and share larger high quality photos as small images will come across as pixelated and cheapen the image of your brand.
- Avoid sharing posts without a caption.
- Avoid hashtags on Facebook.
- Do not include website URLs on Instagram as they aren't clickable.

RECOMMENDED CONTENT



UPDATES

Showcase any updates released in press releases or trusted news outlets. Share content from credible sources that keep consumers up to date on deadlines, enrollments, and potential cost savings.

Things You Need to Enroll

- ☒ Valid Nevada driver license or picture ID; students ID for dependent children
- ☒ Permanent Resident/Alien registration card (if applicable)
- ☒ Social Security cards and dates of birth for all tax household members
- ☒ Proof of Nevada residence (i.e., phone or power bill)
- ☒ Estimate of your household income
- ☒ Three most recent paycheck stubs
- ☒ Copy of any current health insurance information (employer information if job-based coverage)

ACTION ITEMS

Make sure to share necessary procedures that need to be followed to access services. Include necessary documentation and information needed to enroll and receive services.



FACTS

Share relevant facts about savings offered through the American Rescue Plan Act. Concise facts relevant to the consumers every day life spark interest and fuel an eagerness to enroll.

GRAPHIC OVERLAY



OVERLAY

Attached [HERE](#) you'll find a graphic overlay you can attach to upcoming social media posts. The graphic is a PNG, so all you need to do is add it over your images in a graphics editor. Whether you're using CANVA or Photoshop, just add the file over the image and you're set to promote Nevada Health Link on your social media pages. Just make sure the images you're sharing at 1:1 (i.e. 1080 x 1080) in their size.

SAMPLE POSTS



Posts from Nevada Health Link should use the outlined talking points to represent the organization. This ensures that you stay on message and ultimately represent the overarching goals of Nevada Health Link:

SAMPLE POST 1

The American Rescue Plan provides more financial help to more Nevadans to help them enroll in a quality, comprehensive health plan. The law significantly increases the amount of financial help you can get to help pay for your insurance plan. In fact, many Nevadans will now be eligible for a health plan for as little as a \$0 dollars. The law also helps more people get financial help for the first time, helping middle-income Nevadans get covered. Learn more at www.nevadahealthlink.com/americanrescueplan/

SAMPLE POST 2

Even if you already purchased a 2021 plan through Nevada Health Link, you will be eligible for more savings. And if you recently shopped plans, you should come back to see the new savings starting in late April. Now more than ever, we all want peace of mind. Because of the increased savings, the peace of mind that comes with having health insurance is within reach for many more Nevadans. Please visit www.nevadahealthlink.com/americanrescueplan/ for more information.

SAMPLE POSTS



Posts from Nevada Health Link should use the outlined talking points to represent the organization. This ensures that you stay on message and ultimately represent the overarching goals of Nevada Health Link:

SAMPLE POST 1

Starting in late April of this year, Nevadans will be able to access even bigger savings through Nevada Health Link. The American Rescue Plan Act of 2021 increases financial support to help more individuals and families pay for health insurance, making their health insurance premiums even more affordable. Check out www.nevadahealthlink.com/americanrescueplan/ for more information.

SAMPLE POST 2

Starting April 20th there are monthly premium reductions for Nevadans at Nevada Health Link! The American Rescue Plan reduces your premiums so you will not pay more than 8.5% of your income on premiums. Visit www.nevadahealthlink.com/americanrescueplan/ to find out what you qualify for.

SAMPLE POSTS



Posts from Nevada Health Link should use the outlined talking points to represent the organization. This ensures that you stay on message and ultimately represent the overarching goals of Nevada Health Link:

SAMPLE POST 1

The American Rescue Plan Act, recently passed by Congress and signed by President Biden, increases the opportunity for unprecedented numbers of Nevadans to receive subsidies, including Nevadans making over 400% of the federal poverty level. Visit www.nevadahealthlink.com/americanrescueplan/ to find out what you qualify for!

SAMPLE POST 2

With the American Rescue Plan Act your monthly premium is based on your yearly estimated household income. If your income goes down, you may qualify for lower monthly premiums. Enroll or update your application now through August 15th! Find free enrollment assistance near you online at www.nevadahealthlink.com/americanrescueplan/