



nevada
health link

**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 fairly frequent cadence of posting about the countdown to the last day to enroll. This creates a sense of urgency and compels the audience to enroll through Nevada Health Link. Both copy and graphics samples are included in this toolkit. The date that those should be posted are noted on the graphics (i.e. 15 days from August 15th).

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

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- From April 20th through August 15th 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.

ARPA COUNTDOWN 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

Only 21 days left to enroll in unheard-of savings. Find an affordable health insurance plan that fits your needs before August 15: <https://bit.ly/3yMLmRD>

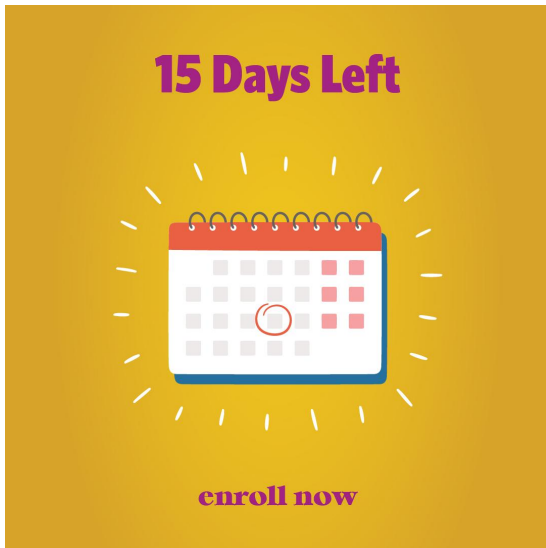
SAMPLE POST 2

Countdown alert! Only 21 days left to enroll in an affordable health insurance plan that fits your needs before August 15: <https://bit.ly/3yMLmRD>

TO BE POSTED ON JULY 25, 2021.

[Link to all graphics](#)

ARPA COUNTDOWN 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

Only 15 days left to enroll in savings through Nevada Health Link. Find an affordable health insurance plan that fits your needs before August 15:

<https://bit.ly/3yMLmRD>

SAMPLE POST 2

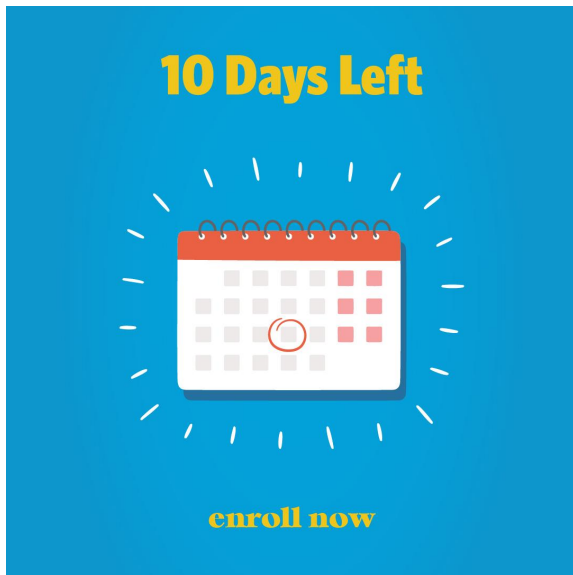
Fifteen days left! Enroll in savings through Nevada Health Link before August 15:

<https://bit.ly/3yMLmRD>

TO BE POSTED ON AUGUST 1, 2021.

[Link to all graphics](#)

ARPA COUNTDOWN 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:

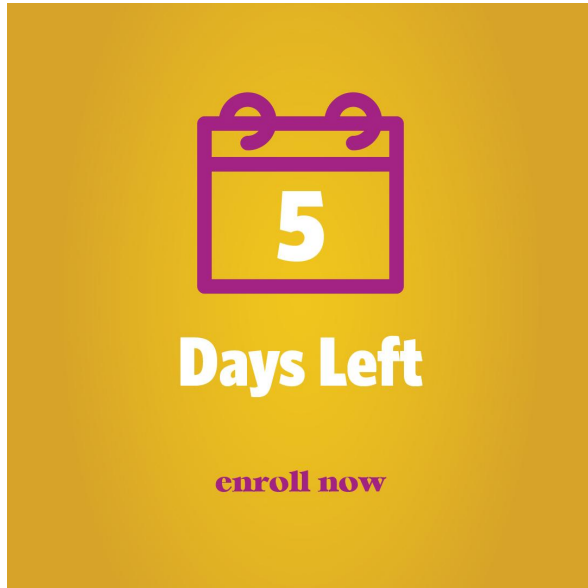
SAMPLE POST 1

10 days left! Start summer savings when you enroll before August 15:
nevadahealthlink.com pic.twitter.com/5S1Yf1sLX7

TO BE POSTED ON AUGUST 5, 2021.

[Link to all graphics](#)

ARPA COUNTDOWN 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

Only 5 days days left to enroll in affordable health insurance plans as low as \$0 a month. Start summer savings when you enroll before August 15:

nevadahealthlink.com/pic.twitter.com/5S1Yf1sLX7

TO BE POSTED ON AUGUST 10, 2021.

[Link to all graphics](#)

ARPA COUNTDOWN SAMPLE POSTS



enroll now

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

Last chance left to enroll in affordable health insurance plans as low as \$0 a month. Enroll before tomorrow: nevadahealthlink.com
pic.twitter.com/5S1Yf1sLX7

TO BE POSTED ON AUGUST 14, 2021.

[Link to all graphics](#)

ARPA COUNTDOWN 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

Today is the last day to enroll in affordable health insurance plans as low as \$0 a month. Enroll now: nevadahealthlink.com pic.twitter.com/5S1Yf1sLX7

SAMPLE POST 2

Last day to enroll in Nevada Health Link! Take advantage of affordable health insurance plans as low as \$0 a month. Enroll now: nevadahealthlink.com pic.twitter.com/5S1Yf1sLX7

TO BE POSTED ON AUGUST 15, 2021.

[Link to all graphics](#)