

SOCIAL MEDIA CAMPAIGN- ENROLL NE

To finish Open Enrollment 3 with a bang, we are once again holding a statewide enrollment campaign among all enrollment assisters. This year we are calling it the 'Enroll Nebraska 2016 in 2016 Enrollment Campaign'! The Enroll Nebraska coalition will join together to enroll 2,016 people in January 2016 as part of the Campaign. Please use the #2016in2016 hashtag in all posts!

You can participate by using your Twitter account. Also during the month of January we will be having **three (3) Thunderclaps on Monday January 4th, Wednesday January 20th and Friday February 5th**. {Thunderclap is the first-ever crowd speaking platform that helps people be heard by saying something together. It allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks.}

Below is the information for the Thunderclaps. On these dates, please post the following information. For Wednesday January 20th and Friday February 5th we will release the number of enrollments prior, to you to fill in the space.

Monday January 4th-

.@EnrollNE is excited to announce #2016in2016! Help us reach our goal of getting 2,016 people signed up for coverage by January 31st! {attach SNOWMAN Logo}

Wednesday January 20th

So excited to announce we have signed up XXXX people to #GetCovered! Let's get healthy Nebraska! Help us reach our goal! #2016in2016

Friday February 5th

And the result is... XXXX people signed up for health coverage! Way to go @EnrollNE and all of the hard work of the assisters! #2016in2016

Also, if you are looking for some more ideas on what to post, here are some sample tweets you can post during the month.

Sample Tweets

Financial help is available. 87% of people in Nebraska who #GotCovered, got help paying for their health insurance. #2016in2016

Don't gamble with your health. Find a health plan that fits your budget & lifestyle. ***ENTER
CENTER NAME***can help @ PHONE NUMBER #2016in2016

Did you know we have assisters across the state that can help you with your application? Find local help <http://bit.ly/18vx8Z3> #2016in2016

No health coverage yet? Make sure to #GetCovered before January 31st! @enrollNE is looking to get 2,016 people signed up! #2016in2016

We want Nebraska to #GetCovered! Health Insurance that is! Help us reach our goal!
#2016in2016 <http://enroll-ne.org/2016in2016>

Start the new year off with a new health plan! Be sure to #GetCovered before the deadline of January 31st #2016in2016

FACEBOOK CHAT-

On Monday January 11th, we will be hosting a Facebook Chat from 6pm-8pm CST through the Enroll NE Facebook page. Be sure to log in and catch the action! Questions and answers will be provided as well as promotion of events!

Simply login to your Facebook page and be sure to "Like" Enroll NE's Facebook page to catch the CHAT! Enroll NE, CMS, HCAN, Resolute and Community Action will all be participating!