



Social Media Content

Sample Content

Copy for your social media captions.

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
December 2024				
12/1/2024	National Handwashing Awareness Week		With holiday gatherings upon us, National Handwashing Awareness Week offers some great reminders how to keep germs at bay.	
December	Safe Toys and Gifts Month		Giving to kids? Check out these resources about toy safety . Wishing everyone a safe and joyful season!	
December	Giving campaigns			Happy holidays! We are supporting [charity] this holiday season. To donate, go to [link to charity site] or drop [desired items] at [location] by [deadline] .

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
December 2024 (cont'd)				
12/15/2024	Enroll for coverage that starts Jan 1	Happy Holidays! Don't forget the deadline for health coverage starting New Year's Day is December 15th . Call us and gift yourself peace of mind today.		
12/18/2024	Holiday Stress/Depression /Seasonal Affective Disorder		Holidays are difficult for many people. Here are a few tips if you or anyone you know could use some reminders about how to find their joy.	
12/21/2024	First Day of Winter			Happy Winter Solstice! "The word solstice comes from the Latin sol "sun," and sistere "to stand still." So, loosely translated, it means "sun stands still." Why?" Click here to learn more.
12/23/2024	Note: This entry could be used instead of the following three if desired.			Wishing you the Happiest Holidays this week! Christmas, Hannukah and Kwanzaa are huddled back-to-back on our calendars this year. [Insert any business hours information as needed] .

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
December 2024 (cont'd)				
12/25/2024	Christmas			Wishing you a [Very Merry/Holly Jolly/Safe and Joyful/Warm and Peaceful] Christmas! [Insert any business hours information as needed].
12/25/2024	Hanukkah			Wishing you a Happy Hannukah! Here is a handy list of ways to share Hannukah wishes! [Insert any business hours information as needed].
12/26/2024	Kwanzaa			Wishing You A bright and meaningful Kwanzaa! Here is a handy list of ways to share Kwanzaa wishes! [Insert any business hours information as needed].
January 2025				
1/1/2025	Fitness/nutrition	Happy New Year! Have resolutions ? Remember your new health plan may have wellness tools and discounts built in. Check them out!		

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
January 2025 (cont'd)				
1/1/2025	Thyroid Awareness Month		January is thyroid awareness month. Check if you have symptoms, ask your doctor at your next visit. (link)	
1/1/2025	Healthy Pregnancy (National Birth Defects Prevention Month) (Blue Resource)	January is National Birth Defects Prevention Month . Remember, health coverage includes preventive prenatal care at no cost to you.	January is National Birth Defects Prevention Month . Check out some simple steps to take.	
1/1/2025	Cervical Health Awareness Month		January is cervical health awareness month. Look to learn more about cervical cancer prevention and screening. (link)	
1/1/2025	New Year's	Happy New Year! If you enrolled by 12/15, your coverage starts today. Forgot? Call us to enroll by 1/15 for coverage starting 2/1.		Happy New Year! Remember, schedule your \$0 copay wellness appointments soon. Wellness is popular!
1/15/2025	Last day of enrollment	Open Enrollment for 2025 ENDS TODAY! Call us to sign up for coverage starting next month.	Think you can't afford health care coverage? Some people are surprised how much financial aid they qualify for. Take a look.	

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
January 2025 (cont'd)				
1/20/2025	MLK Day			Did you know? At the age of thirty-five, Martin Luther King, Jr., was the youngest man to have received the Nobel Peace Prize .