



Social Media Content

Sample Content

Copy for your social media captions.

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
February 2025				
February	American Heart Month	It's American Heart Month . Are you being good to yours? Remember to check out the wellness tools that come with your coverage!	It's American Heart Month . Are you being good to yours? Consider joining or starting a walking challenge with friends.	
February	Wise Health Care Consumer Month	It's Wise Health Care Consumer Month . You enrolled. Did you know your policy kit tells you ways to save time and money?	It's Wise Health Care Consumer Month . Have you planned your checkups for the year?	It's Wise Health Care Consumer Month . Feb 1st is also National Change Your Password Day . Check out these tips for maintaining strong password protection and use them for your BCBSXX accounts..
February	National Children's Dental Health Month	It's National Children's Dental Health Month . It's a good reminder to make that annual appointment!	It's National Children's Dental Health Month . Who's got the best tips to establish teeth brushing?	It's National Children's Dental Health Month . What's your tooth fairy rate up to, these days?

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February 2025 (cont'd)				
Feb 6	National Wear Red Day		Remember, tomorrow is National Wear Red Day . Put some red in your outfit to show support for women's heart health awareness.	
Feb 9	Super Bowl Sunday			For those who enjoy the game or the ads, enjoy a safe Super Bowl Sunday !
Feb 13	Galentines/Palentine's Day			Happy Galentines or Palentine's Day! Celebrate all forms of love and friendship.
Feb 14	Valentines Day			Happy Valentines Day! Do you know the history ?
Feb 17	National Random Acts of Kindness Week			Happy National Random Acts of Kindness Week . What's your go to act of kindness?
Feb 25	National Quiet Day	Today is National Quiet Day . Remember your BCBSXX plan includes access to wellness tools, including meditation tips.		
Feb 24-28	National Eating Disorders Awareness Week			
March 2025				
March	National Nutrition Month	March is National Nutrition Month . Did you know your BCBSXX plan includes discounts for meal delivery services?	March is National Nutrition Month . Every good choice helps. What eating habit are you working on or proud of?	

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March 2025 (cont'd)				
March	National Colorectal Cancer Awareness Month	March is National Colorectal Cancer Month Are you due for screening? Check your plan details for what options you have.	March is National Colorectal Cancer Month Do you know your risks?	
March 3	Read Across America Week	It's Read Across America Week . Speaking of which, have you read your BCBSXX Member Guide?		It's Read Across America Week . What got you into reading?
March 4	Fat Tuesday/Mardi Gras		Happy Mardi Gras ! For anyone working on a wellness journey, here are some mocktail recipes to try.	Happy Mardi Gras ! For those who partake, enjoy a jubilant, safe celebration!
March 5	Ash Wednesday/Lent			Wishing those who observe Lent peace and reflection.
March 14	Holi			Sending light and joy to those who observe Holi or the Hindu Festival of Colors..
March 17	St. Patrick's Day			Happy St. Patrick's Day to those who celebrate. Do you know the history ?
March 20	First Day of Spring and International Day of Happiness	Happy Spring and International Day of Happiness! If you are the project type, include a visit to your BCBSXX account to catch up on your benefit use check out some mood wellness tools.		Happy Spring and International Day of Happiness! We hope you are able to celebrate with a stroll outside or a project that gives you satisfaction.