



Social Media Content

Sample Content

Copy for your social media captions.

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|-------------|--|---|---|-----------------------------|
| July 2025 | | | | |
| July | Juvenile Arthritis Month | Remember most health plans cover annual checkups and as many as 25 screenings annually at no added cost to you. Schedule appointments soon. Some doctors book up months ahead, and 2025 is half over! | July is Juvenile Arthritis Month. The disease can affect not only joints but also skin, eyes and internal organs. | |
| July | UV Awareness Month | July is UV Awareness Month. Never underestimate the sun. Avoid sunburn. Remember to check your health and wellness discounts for sun protection offers. | | |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|--------------------|--|---|--|--|
| July 2025 (cont'd) | | | | |
| July 28 | World Hepatitis Day | Remember most health plans cover annual checkups and as many as 25 screenings annually at no added cost to you. Schedule appointments soon. Some doctors book up months ahead, and 2025 is half over! | Today is World Hepatitis Day. Hepatitis is liver inflammation, caused by viruses, toxic substances (alcohol, some drugs) and autoimmune diseases. Confirm with your doctor you have all appropriate vaccinations and liver function tests. | |
| July 27 | Parents' Day | | | Today is National Parents Day. Give a little love to the parental figures and role models in your community! |
| July 27 | National Korean War Veterans Armistice Day | | | Today is National Korean War Veterans Armistice Day. The Armistice Agreement, or ceasefire, was signed in 1953. More than 1.7 million American service personnel served in the conflict. More than 33,000 died and about 7,600 remain unaccounted for. Honor anyone you know who served. |
| August 2025 | | | | |
| August | National Breastfeeding Month | August is National Breastfeeding Month. Remember, some health plans offer resources for new moms! | August is National Breastfeeding Month. Give any new moms in your life a little grace and space as they feed their babies the way they and their doctors decide is best. | |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|----------------------|--|------------------------------------|--|---|
| August 2025 (cont'd) | | | | |
| August | Children's Eye Health and Safety Month | | Who remembers hearing, "It's all fun and games until..."? August is Children's Eye Health and Safety Month. Keep adult eyes out to keep kiddo eyes safe! | |
| Aug 4-10 | National Health Center Week | | This week we celebrate the nation's community health centers. They serve about 32 million people in 16,000 locations across the country. | |
| Aug 4 | Coast Guard Birthday | | | The United States Coast Guard turns 235 this year. Established in 1790, the Coast Guard protects our shores and rescues mariners in peril. |
| Aug 7 | Purple Heart Day | | | General George Washington first awarded the Badge of Military Merit, now known as the Purple Heart, in 1782 for "meritorious military service." During World War II criteria were expanded to include those wounded or killed in combat. Do you know any purple heart recipients? Make a point to thank them, or just make them smile, today. |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|----------------------|--|--|---------------------------|--|
| August 2025 (cont'd) | | | | |
| Aug 17 | National Senior Citizens Day | | | Today is National Senior Citizens Day. Ronald Reagan established the observance in 1988 to recognize the value older Americans bring to the nation, and to raise awareness of their needs. As of the 2020 census, 1 in 6 Americans were over 65. |
| Aug 19 | National Aviation Day | | | National Aviation Day was established by FDR in 1939, on the anniversary of aviation pioneer Orville Wright's birthday. See if you have an aviation museum or air show near you. |
| September 2025 | | | | |
| Sep 1 | Labor Day | If you or someone you know lost health insurance because they lost a job or hours, remember job loss may be a qualifying life event for Special Enrollment for individual and family coverage. Contact (me/us) if you would like to know more. | | In the 1800's, workers worked 12-hour days 7 days a week to make ends meet. Children as young as 5 worked in factories. After years of organized labor efforts to protect worker rights, Grover Cleveland established Labor Day in 1894. The first Monday of September honors laborers, and today, marks the end of Summer and return to school (a different definition of labor!) |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|-------------------------|--|---|---|-----------------------------|
| September 2025 (cont'd) | | | | |
| September | Healthy Aging Month | September is Healthy Aging Month. Remember most health plans cover annual checkups and as many as 25 screenings annually at no added cost to you. Schedule appointments soon. Some doctors book up months ahead, and 2025 is nearly over! | | |
| September | National Childhood Obesity Awareness Month | As kids go back to school, support healthy diet with new recipes. See if your plan includes wellness offerings that include nutrition tips. | | |
| September | National Sickle Cell Awareness Month | | About 100,000 people in the United States have this inherited blood disorder. Their red blood cells are hardened and misshapen and don't circulate well in the body, which leads to tissue and organ damage. (Add ethnic balance info.) | |
| September | Blood Cancer Awareness Month | | About every 3 minutes, one person in the US is diagnosed with leukemia, lymphoma or myeloma. More than six people every hour die from blood cancer. This Blood Cancer Awareness Month, take a moment to learn about detection and treatment advances. | |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|-------------------------|--|--|---|-----------------------------|
| September 2025 (cont'd) | | | | |
| September | Childhood Cancer Awareness Month | | Pediatric cancers are the leading cause of death from disease in children between the ages of 1 and 14 years. However, the five-year survival rate for pediatric cancer has increased from 58-68% in the 1970s to 83-88% in recent years. | |
| September | Ovarian Cancer Awareness Month | September is Ovarian and Gynecologic Cancer Awareness Month. Remember most health plans cover recommended regular gynecologic checkups and related screenings. Schedule appointments soon. Some doctors book up months ahead, and 2025 is nearly over! | More than 20,000 women are projected to be diagnosed with Ovarian Cancer in 2025. 5-year survival for all stages is just 46%, but that jumps to 92% if the cancer is caught early, but symptoms are often overlooked. This Ovarian and Gynecologic Cancer Awareness Month, learn more about risks and detection for the women in your life. | |
| September | Prostate Health and Cancer Awareness Month | September is Prostate Cancer Awareness Month. Remember most health plans annual checkups and as many as 25 screenings at no added cost. Schedule appointments soon. Some doctors book up months ahead, and 2025 is nearly over! | September is Prostate Cancer Awareness Month. Nearly 300,000 men are diagnosed every year, and 35,000 die. 5-year survival rate is high at 97%, but that depends on healthy lifestyle and recommended screening. | |

| Target Date | Observance | Seasonal Coverage Reminder Post | Health Observance Post | Cultural Observance Post |
|-------------------------|--|------------------------------------|---------------------------|--|
| September 2025 (cont'd) | | | | |
| Sep 7 | National Grandparents Day | | | In 1970, Jimmy Carter declared the first Sunday after Labor Day to be National Grandparents Day. Love and remember the grandparents in your life today! |
| Sep 18 | Air Force Birthday | | | Have you ever watched the Thunderbirds fly in formation? That jaw-dropping precision is not only entertaining but keeps our Air Force among the best in the world. Happy 78 th Birthday to the Air Force! |
| Sep 19 | National POW/MIA Recognition Day | | | According to the Department of Defense, "More than 80,000 American service personnel are missing from previous conflicts and 38,000 are estimated to be recoverable." Today is National POW/MIA Recognition Day. Take a moment to learn more about how the DOD continues to work to bring them home. |
| Sep 22 | September Equinox | | | Happy Fall, y'all! Today is the Autumn or September Equinox, the official start of autumn. Time for apple picking, leaf peeping and spooky planning! |