

LGBTQ Enrollment Week of Action Social Media Toolkit

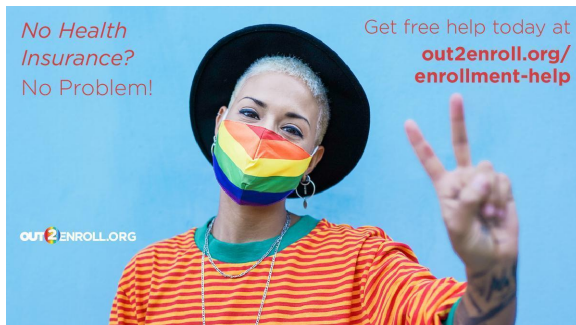
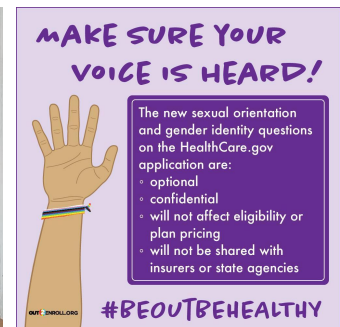
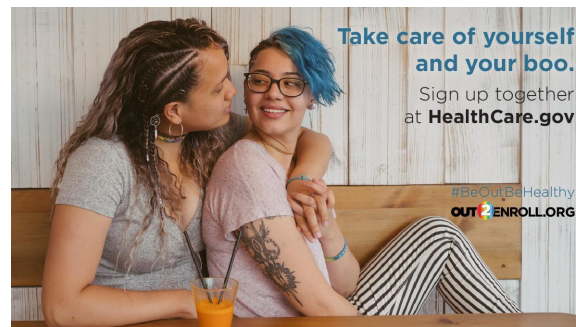
Thank you for celebrating LGBTQ Enrollment Week of Action with us! The purpose of this week is to maximize outreach, engagement, and enrollment of LGBTQ communities ahead of the December 15th enrollment deadline. Out2Enroll and partners across the country use this week to promote the importance of LGBTQ enrollment, educate LGBTQ consumers about their rights, and help ensure that LGBTQ people can access the health coverage and care they need.

Hashtags:

#GetCovered #EnrollByDec15 #TransHealth #GenderAffirmingCare #KnowYourRights

Graphics:

These and other images are available on our [Google Drive](#).



A horizontal bar composed of several colored segments: red, orange, yellow, green, blue, purple, light blue, pink, brown, and black.

Key Messages

Testing shows that the best messages are informational and demonstrate confidence and stability in the marketplaces. We are also including the essential information consumers should know about the sexual orientation and gender identity questions on the application. These messages are:

- “For coverage starting January 1st, the deadline to enroll is December 15th.” Messaging around the Dec. 15th deadline remains critical to make sure these consumers don’t miss their opportunity to enroll. Enrolling between Dec. 15th and Jan. 15th provides coverage beginning Feb. 1, 2025.
- “4 in 5 HealthCare.gov customers can find health coverage for \$10 or less per month with financial help!” Affordability remains the biggest focus for returning consumers and uninsured folks alike. Thanks to the Inflation Reduction Act, quality health coverage continues to be more affordable and accessible, but consumers can only get subsidies through HealthCare.gov. We recommend messages like “HealthCare.gov is the ONLY place you can get financial help” and “Even if you’ve looked before, it’s time to check out your options and find the plan that’s right for you.”
- “The marketplace application questions about sexual orientation and gender identity are confidential and optional.” The demographic questions on the HealthCare.gov application may concern LGBTQ consumers. It is important people know that their answers are confidential, do not affect plan pricing or eligibility, and will not be shared with insurers, state agencies, or any third parties. Answers are optional, have a text box for consumers to write in the identity that fits them, and can be changed at any time.
- “LGBTQ people are protected from discrimination in healthcare and health insurance.” Although LGBTQ people continue to face political attacks and the future is unknown, it is important to remind the community that nothing has yet changed. Being transgender is not a preexisting condition, and all LGBTQ people have the right to access the coverage and healthcare they need. Messages like “You should never face discrimination simply for being who you are” resonate. People should feel confident enrolling in insurance coverage for 2025.
- “Health insurance is better than ever for trans people who can expect and demand more.” Trans people have seen years of health insurance options with discriminatory exclusions. Today, however, most marketplace plans do not have these exclusions. There are plans for people looking for gender-affirming care, and trans consumers can enroll with confidence that their healthcare needs will be covered.
- “HealthCare.gov offers free help and personal assistance.” Consumers are more than twice as likely to enroll if they receive in-person help, and 80% of LGBTQ people want to meet with an assister that understands LGBTQ-specific issues. Consumers can find free in-person help using our locator tool: out2enroll.org/enrollment-help. Messages that work well include “Signing up is easy” and “You can get free LGBTQ-affirming help from an expert.”
- “HealthCare.gov offers the most comprehensive coverage.” As noted above, we need to continue to push HealthCare.gov as the ONLY place to find high-quality, affordable plans. Consider messages like “Make sure you’re getting the best plan - visit HealthCare.gov today” and “If you’re not visiting HealthCare.gov, you could be missing out on health insurance that covers everything you need.” Also, you could use “Plans offered at HealthCare.gov cover comprehensive benefits like preventive care, check-ups, prescriptions, mental health care, birth control, and more.”



Sample Social Media Posts

LGBTQ Week of Action:

- It's #LGBTQ Enrollment Week of Action! December is the most wonderful time of the year, and also the best time for our community to #GetCovered and save money before the Dec. 15th deadline. It's cheaper and easier than ever to get health insurance! Visit [HealthCare.gov](https://www.healthcare.gov) TODAY #EnrollByDec15
- LGBTQ Enrollment Week of Action is the best time to #GetCovered and save money before the Dec 15 deadline. Visit [HealthCare.gov](https://www.healthcare.gov) to #EnrollByDec15

Spanish Language ([more here](#)):

- Es la Semana LGBT+ de Acción para Inscribirse. ¡Es tiempo de obtener cobertura para 2025! Visite [CuidadoDeSalud.gov](https://www.cuidadodesalud.gov) antes de la fecha límite - 15 de diciembre. #ObtengaCobertura
- Gracias a la Ley de Reducción de la Inflación, los consumidores seguirán calificando para recibir ayuda para comprar una cobertura médica de calidad. 4 de cada 5 personas podrán encontrar un plan por \$10 o menos al mes con ayuda financiera. Visite [CuidadoDeSalud.gov](https://www.cuidadodesalud.gov) y obtenga cobertura hoy! #ObtengaCobertura
- ¡Únase a los millones que tienen cobertura médica a bajo costo a través de [CuidadoDeSalud.gov](https://www.cuidadodesalud.gov)! Obtenga cobertura para obtener beneficios de salud esenciales, incluidos servicios preventivos y recetas sin costo. Inscribase hoy y #ObtengaCobertura

Sexual Orientation and Gender Identity Data Collection Questions:

- The sexual orientation and gender identity questions on [HealthCare.gov](https://www.healthcare.gov) are optional and have free text boxes for you to write in the identity that fits you best #BeOutBeHealthy
- The sexual orientation and gender identity questions asked at [HealthCare.gov](https://www.healthcare.gov) are confidential and will not be shared with states, insurers, or third parties. But they will help address our community's health disparities. Make your voice heard. #BeOutBeHealthy
- The sexual orientation and gender identity questions asked when you #GetCovered at [HealthCare.gov](https://www.healthcare.gov) do NOT affect plan eligibility or pricing. But they will help us better understand the needs of LGBTQ communities. Make sure your identity is seen! #BeOutBeHealthy

The Deadline for Jan. 1 Coverage Is December 15th:

- Tick tock, tick tock...we're getting closer to the DEADLINE to enroll in health insurance through [HealthCare.gov](https://www.healthcare.gov). The LAST DAY to enroll is Dec. 15th for coverage beginning Jan. 1st - so don't miss your chance. Visit [HealthCare.gov](https://www.healthcare.gov) today to get started and give yourself the peace of mind you need #EnrollByDec15
- DYK: the deadline to get health insurance for 2025 is Dec. 15th?!? Make sure you have a plan to get the coverage you need before it's too late. #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov) #EnrollByDec15
- Don't delay, enroll today! The deadline for Jan 1st coverage is Dec. 15th but you can avoid the rush and #GetCovered TODAY at [HealthCare.gov](https://www.healthcare.gov) #EnrollByDec15
- Need health insurance? RUN, DON'T WALK to [HealthCare.gov](https://www.healthcare.gov) to find a plan that fits your life and your budget #EnrollByDec15

Financial Assistance Is Available:

- Enrolling in health insurance is cheaper than you think – prices are different every year, and you may qualify for a discount. Head to HealthCare.gov today to SHOP and SAVE on health insurance for 2025! #GetCovered #EnrollByDec15
- Do you qualify for a discount on health insurance? 4 out of 5 consumers can find a plan under \$10 a month! Visit HealthCare.gov TODAY to see if you qualify #EnrollByDec15

LGBTQ People Are Protected from Discrimination:

- #TransHealth matters! Trans and GQ folks should never face discrimination in health insurance or healthcare. That means access to free preventive care regardless of sex or gender marker and to the #GenderAffirmingCare you need. Enroll now at HealthCare.gov today to get all this and more. #KnowYourRights #GetCovered #EnrollByDec15
- Got questions about health care? Nothing has changed—the Affordable Care Act STILL protects LGBTQ people from discrimination in health insurance and health care. Enroll now at HealthCare.gov before it's too late! #KnowYourRights and #GetCovered #EnrollByDec15
- We know it can be frustrating to find health insurance for #GenderAffirmingCare. But marketplace plans are better than ever! Enroll with confidence at HealthCare.gov #KnowYourRights #EnrollByDec15
- You have the right to the care you need and the respect you deserve, especially when it comes to #GenderAffirmingCare. #GetCovered TODAY at HealthCare.gov #EnrollByDec15 #TransHealth

Open Enrollment Includes LGBTQ People:

- Millions have health insurance thanks to the Affordable Care Act, including many LGBTQ people. Now that open enrollment is BACK, make sure you and your loved ones #GetCovered at HealthCare.gov before the December 15th deadline! #EnrollByDec15
- We know it can be scary to get health care as an LGBTQ person. But the Affordable Care Act protects our community from discrimination in health insurance and healthcare. #KnowYourRights and #GetCovered at HealthCare.gov before it's too late! #EnrollByDec15
- All LGBTQ people are protected from discrimination in health insurance and healthcare. Find coverage at HealthCare.gov, and tell your friends to do the same! #GetCovered #EnrollByDec15

In-Person Help Is Available:

- Need help finding health insurance? You're not alone! Let FREE, LGBTQ-affirming experts make sure you're getting the best deal on a quality plan by the Dec. 15th deadline. Schedule an appointment today at out2enroll.org/enrollment-help #GetCovered #EnrollByDec15
- Getting health insurance is easier than ever at HealthCare.gov! But we know you've still got questions - if you need a little help, check out FREE LGBTQ-affirming assisters. Make an appointment today before it's too late: out2enroll.org/enrollment-help #GetCovered #EnrollByDec15
- Questions about finding health insurance for #GenderAffirmingCare? Connect with an LGBTQ-affirming expert at out2enroll.org/enrollment-help and #EnrollByDec15 on HealthCare.gov