



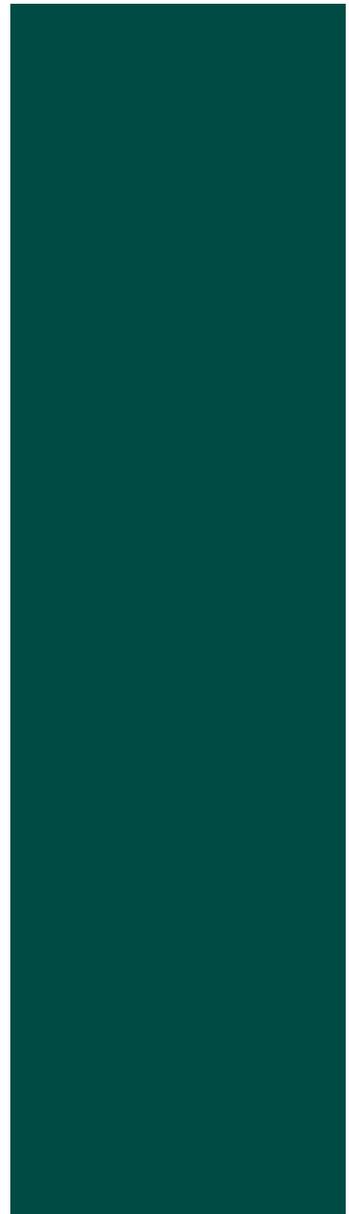
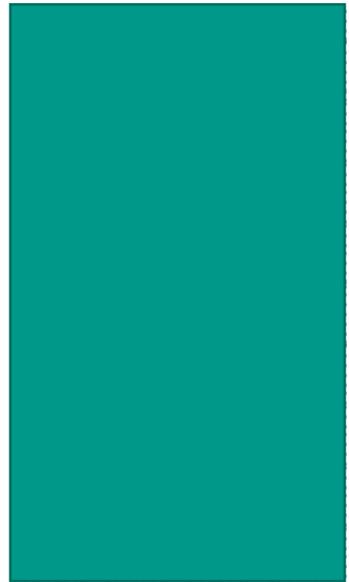
I am essential

Social Media Guide

Updated: Fall 2016

I Am Essential
Coalition Office
Washington, DC 20011

www.IAmEssential.org



OVERVIEW

Over the past few years, hundreds of patient groups and their allies have joined together in the "I Am Essential" campaign to ensure that the patient community voice was heard during the development of the Essential Health Benefits, Qualified Health Plans, and the expansion Medicaid benefits. As we monitor implementation of the ACA, we are seeing that many people, especially those with chronic or serious conditions, are still facing access barriers in the Health Insurance Marketplace that need to be addressed to ensure meaningful access to quality care.

Help us continue to amplify our message and advocate for patients across the nation by using our sample messaging below. We hope you will join us!

SAMPLE SOCIAL MEDIA CONTENT

FACEBOOK:

<https://www.facebook.com/IAmEssentialACA>

Like and share our Facebook posts or share the following on your Facebook page:

1. @IAmEssentialACA is comprised of patient and advocacy groups committed to ending discrimination and improving access to Essential Health Benefits in the #ACA Marketplace. Join the voices standing up for patient rights by liking @IAmEssentialACA today!
2. @IAmEssentialACA is breaking down the barriers to health care access and speaking out against discriminatory practices in the #ACA health insurance Marketplaces. Visit www.IAmEssential.org or join the I Am Essential email list to stay connected: <http://bit.ly/2dkMQtS>
3. Patients with chronic and serious conditions deserve meaningful protections from discriminatory practices under the Affordable Care Act. Interested in advocating for #ACA #nondiscrimination? Stay up to date with @IAmEssentialACA to amplify the patient community voice: www.IAmEssential.org

TWITTER:

http://www.twitter.com/I_Am_Essential

Follow, retweet, or favorite our tweets or share the following on your twitter page:

1. @I_Am_Essential is advocating for transparency and fairness in the #ACA Marketplaces. Follow us for updates.
2. Passionate about ensuring meaningful access to care in the #ACA Marketplaces? Join @I_Am_Essential's email list: <http://bit.ly/2dkMQtS>
3. Patients w/ #chronic & serious conditions need protection against #healthcare discrimination within #ACA. Agree? Visit <http://bit.ly/2ep3adU>
4. Follow @I_Am_Essential to learn about working to end discrimination in the #ACA Marketplace & visit <http://bit.ly/2ep3adU>
5. #Patients with chronic conditions still face barriers to care & treatment in the #ACA Marketplace. Follow @I_Am_Essential for more info.

SOCIAL MEDIA GRAPHICS

Feel free to utilize any of the following graphics to accompany your social media posts.

IAE email list graphic:



IAE Logo w/ text:



IAE Logo:



Non-discrimination Megaphone:

