



# BROKER SOCIAL MEDIA GUIDE

**How to use the Ambetter Health brand  
on your social media platforms.**

Get social media best practices, posts to use with  
predesigned Ambetter Health images and guidance  
on how to share Ambetter Health content.

# Ambetter Health Broker Social Media Reference Guide

**Thank you for partnership with Ambetter Health!** The following is an Ambetter Health Social Media reference guide covering social media content, posts and use of the Ambetter Health brand.

Currently, Ambetter Health has national accounts on Facebook, Instagram and LinkedIn. Our LinkedIn account is a showcase page under Centene Corporation. All former state specific Facebook pages have been merged with the national Ambetter Health page. There is only one Ambetter Health account on Facebook. Our account on X, formerly Twitter, is used for customer care only.

Ambetter Health regularly posts content about plan enrollment, benefits, healthy living and more. Much of this information is also on the Ambetter Health public websites. Sharing or liking Ambetter Health’s content is always appreciated.

We encourage brokers to develop a social media presence for their business. Included are some content ideas, as well as recommendations on linking to or sharing Ambetter Health’s social media platforms or Ambetter Health’s public websites. If you would like to create a post that displays the Ambetter Health logo, please submit to your Ambetter Health Account Executive for review and approval.

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# Best Practices and Recommendations for Social Posts

- Write content that is conversational and a quick read.
- Use imagery with posts to drive more engagement.
- Develop content that is evergreen and can be used often, but continue to keep the content current.
- Develop content that is timely for specific situations, such as Open Enrollment deadlines and awareness, Special Enrollment deadlines and specifics, news that may help consumers, etc.
- When referencing or sharing Ambetter Health content:
  - Use links to specific Ambetter Health web pages within social posts to provide consumers with more information about Ambetter Health.
  - Tag the page you are referencing in each post.
- Use approved images and post copy available in the [broker portal](#). Imagery is refreshed every year for open enrollment.

## Content

Ambetter Health provides social media images that brokers can leverage on their own accounts. Content is provided in the Marketing Materials section of the [broker portal](#).

## Sample Posts

The posts below are a few examples of ways you can boost awareness. You can add your personal contact information within each of these posts so clients can reach out to you directly for help.

Including an image with your post makes a greater impact. Predesigned images to use with your posts are available in the Marketing Materials section of the [broker portal](#).

- **General**
  - Ambetter Health offers a wide range of affordable health insurance plans for you and your family.
    - Affordable plan premiums
    - Rewards for healthy activities
    - In-network preventive care at no cost
    - Coverage for doctor visits and hospital staysCall me at XXX-XXX-XXXX to explore your options.
  - Shopping for an individual or family health plan? Ambetter Health has a plan that fits your healthcare needs and budget. Call me at XXX-XXX-XXXX for more information.
  - Open Enrollment has begun. Ambetter Health Plans offer the benefits you need at a price that fits your budget. Call me at XXX-XXX-XXXX to explore your options.
  - Open Enrollment has begun. It's time to sign up for a health insurance plan. Ambetter Health has affordable options to fit your needs and budget. Call me at XXX-XXX-XXXX for more information.
- **Open Enrollment and Special Enrollment**
  - If you're in need of health insurance due to job loss or other life changes, I can help you find the Ambetter Health plan that's right for you. Contact me for more information at XXX-XXX-XXXX.

In many instances, social media platforms designate certain content as an advertisement. A broker is responsible for ensuring all legal references and disclaimers are made in their content development.



- With Open Enrollment right around the corner, it's important that you're prepared with all of the info you need to choose an Ambetter Health plan. Call me, and I can help you prepare. XXX-XXX-XXXX
- Open Enrollment is here! It's time to get covered! Call me and I can help you find the right plan.
- Time is running out! Only [x] days left to get enrolled in a plan. Call me today at XXX-XXX-XXXX to help you find the right plan.
- Ambetter Health helps you stay in charge of your health. We can help you prepare for open enrollment. Call today at XXX-XXX-XXXX .
- Open enrollment starts November 1! See Ambetter Health plan options today. Contact me for more information at XXX-XXX-XXXX.
- Big life changes can qualify you for new health insurance. Find out if you're eligible for an Ambetter Health plan. Contact me for more information at XXX-XXX-XXXX.
- Need help finding out if you qualify for a subsidy. Contact me at XXX-XXX-XXXX.
- **Benefits**
  - Looking for specific health insurance benefits? I can help you find a plan that fits your needs. Call me at XXX-XXX-XXXX to help.
  - Ambetter Health Plans offer the benefits you need at a price that fits your budget. Learn more and contact me for more information. XXX-XXX-XXXX
  - Ambetter Health's Virtual 24/7 Care offers 24/7 care to those that may not have time to visit their doctor during office hours. Call XXX-XXX-XXXX for more info.
  - After hours and need a prescription? Ambetter Health's Virtual 24/7 Care can connect you with a doctor that can help to get your medicine.
  - Need motivation to start your healthy habits? Earn My Health Pays rewards from Ambetter Health for keeping up with your health. Call me at XXX-XXX-XXXX to learn more.
  - Stay informed about all of your health care options. Find what Ambetter Health programs and benefits you may be able to receive. Call me at XXX-XXX-XXXX to learn more.
- **Where to go for Care**
  - Need a plan with virtual care? I can help you find a plan with that benefit. Call me today.
  - Enroll in a plan that has Urgent Care centers in their network. Call me today to help find the plan for you.
  - Always pick doctors that are in-network! Use Ambetter Health's online Find a Provider tool! <https://guide.ambetterhealth.com/>
  - Looking for an Ambetter Health provider near you? Find one at [https://guide.ambetterhealth.com.](https://guide.ambetterhealth.com/)
- **Member Benefits Use**
  - Paying your premium on time every month keeps your insurance active. If you need help finding payment options, call me and I can help!
  - It's important to keep your Ambetter Health coverage active by paying your premium. Call me so I can help you with payment options.
  - Want to know what your Ambetter Health plan has to offer you? Call me at XXX-XXX-XXXX for more details.
  - Do you know about the Ambetter Health rewards program in your state? Call me at XXX-XXX-XXXX to learn more.
  - Need to pay your Ambetter Health monthly premium? Pay here <https://ambetter.payment.softheon.com/guest/locate-account>.
  - Ambetter Health makes signing up for Auto Pay easy to ensure your coverage stays active. Enroll through you online Member Portal today.

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# Ambetter Health Social Media Pages and Websites

Use links to Ambetter Health social media pages or websites in your social posts to give consumers more information about Ambetter Health’s offerings. The Ambetter Health national website and each state specific Ambetter Health website link is listed below – feel free to browse the Ambetter Health state specific sites for links that support the topics of your social posts.

Social Media	Page Link
Facebook	<a href="https://www.facebook.com/AmbetterHealthcare/">https://www.facebook.com/AmbetterHealthcare/</a>
Instagram	<a href="https://www.instagram.com/ambetterhealth/">https://www.instagram.com/ambetterhealth/</a>
LinkedIn	<a href="https://www.linkedin.com/showcase/ambetter-health">https://www.linkedin.com/showcase/ambetter-health</a>
Twitter	<a href="https://twitter.com/AmbetterHealth">https://twitter.com/AmbetterHealth</a>
YouTube	<a href="https://www.youtube.com/channel/UCG-HNkFhvdAuoiKnVVZ3YDA">https://www.youtube.com/channel/UCG-HNkFhvdAuoiKnVVZ3YDA</a>

State	Website Link
National site	<a href="https://www.ambetterhealth.com/">https://www.ambetterhealth.com/</a>
AL	<a href="https://www.ambetterofalabama.com/">https://www.ambetterofalabama.com/</a>
AR	<a href="https://ambetter.arhealthwellness.com/">https://ambetter.arhealthwellness.com/</a>
AZ	<a href="https://ambetter.azcompletehealth.com/">https://ambetter.azcompletehealth.com/</a>
DE	<a href="https://www.ambetterhealthofdelaware.com">https://www.ambetterhealthofdelaware.com</a>
FL	<a href="https://ambetterhealth.com/en/fl">https://ambetterhealth.com/en/fl</a>
GA	<a href="https://ambetter.pshpgeorgia.com/">https://ambetter.pshpgeorgia.com/</a>
IA	<a href="https://ambetterhealth.com/en/ia">https://ambetterhealth.com/en/ia</a>
IL	<a href="https://www.ambetterofillinois.com/">https://www.ambetterofillinois.com/</a>
IN	<a href="https://ambetterhealth.com/en/in">https://ambetterhealth.com/en/in</a>
KS	<a href="https://ambetter.sunflowerhealthplan.com/">https://ambetter.sunflowerhealthplan.com/</a>
KY	<a href="https://ambetter.wellcareky.com/">https://ambetter.wellcareky.com/</a>
LA	<a href="https://ambetter.louisianahealthconnect.com/">https://ambetter.louisianahealthconnect.com/</a>
MI	<a href="https://www.ambettermeridian.com/">https://www.ambettermeridian.com/</a>
MO	<a href="https://ambetter.homestatehealth.com/">https://ambetter.homestatehealth.com/</a>
MS	<a href="https://ambetter.magnoliahealthplan.com/">https://ambetter.magnoliahealthplan.com/</a>
NC	<a href="https://www.ambetterofnorthcarolina.com/">https://www.ambetterofnorthcarolina.com/</a>
NE	<a href="https://ambetter.nebraskatotalcare.com/">https://ambetter.nebraskatotalcare.com/</a>
NH	<a href="https://ambetter.nhhealthyfamilies.com/">https://ambetter.nhhealthyfamilies.com/</a>
NV	<a href="https://ambetter.silversummithealthplan.com/">https://ambetter.silversummithealthplan.com/</a>
NJ	<a href="https://ambetter.wellcarenewjersey.com/">https://ambetter.wellcarenewjersey.com/</a>
OH	<a href="https://ambetter.buckeyehealthplan.com/">https://ambetter.buckeyehealthplan.com/</a>
OK	<a href="https://www.ambetterofoklahoma.com/">https://www.ambetterofoklahoma.com/</a>
PA	<a href="https://ambetter.pahealthwellness.com/">https://ambetter.pahealthwellness.com/</a>
SC	<a href="https://ambetter.absolutetotalcare.com/">https://ambetter.absolutetotalcare.com/</a>
TN	<a href="https://www.ambetteroftennessee.com/">https://www.ambetteroftennessee.com/</a>
TX	<a href="https://ambetter.superiorhealthplan.com/">https://ambetter.superiorhealthplan.com/</a>
WA	<a href="https://ambetter.coordinatedcarehealth.com/">https://ambetter.coordinatedcarehealth.com/</a>

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# Off-Exchange Plans

Ambetter Health's off-exchange product portfolio provides plan options specifically designed for clients that don't qualify for a subsidy. Clients also have the ability to expand their off-exchange coverage by adding the optional Adult Vision & Dental benefit to their plan where available.

You can quickly quote and enroll clients in an off-exchange plan through our Ambetter Health Enrollment Tool at [enroll.ambetterhealth.com](https://enroll.ambetterhealth.com). Call your Ambetter Health Account Executive at 1-855-700-7985, option 3, for more information.

- **Sample Posts**

- Don't qualify for a health insurance subsidy? Ambetter Health has you covered. Call me at XXX-XXX-XXXX for more information.
- Shopping for an individual & family health plan? Ambetter Health has a health plan that fits your healthcare needs. Contact me for more information.
- Stay in charge of your health with an Ambetter Health plan that includes prescription coverage, virtual care services and a rewards program. Call me for more details.
- Open Enrollment is here! I can help you find the Ambetter Health plan that fits your health care needs. Call me today at XXX-XXX-XXXX.
- Need a health plan with Virtual 24/7 Care? I can help you find an Ambetter Health plan with that benefit. Call me today.
- Need motivation to start healthy habits? Earn Ambetter Health My Health Pays rewards for keeping up with your health. Call me at XXX-XXX-XXXX to learn more.
- Pair your employer Individual Coverage HRA with an Ambetter Health plan. Call me today for help finding a plan that fits your health care needs.
- Do you have an Individual Coverage HRA through your employer? Check-out Ambetter Health's plans today.