



BROKER SOCIAL MEDIA GUIDE

Using the Ambetter Health brand on your social media platforms.

Learn about 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

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's only one Ambetter Health account on Facebook. Our account on X, formerly Twitter, is used for customer care only. Ambetter Health does not post content on X.

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 in this guide are content ideas, as well as recommendations on linking to or sharing Ambetter Health’s social media platforms or Ambetter Health’s public websites. Ambetter Health social media assets are also available in the Marketing Materials section of the broker portal.

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Please follow your state’s compliance. 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.

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Why Brokers Should Use Social Media

- **To Establish Trust and Credibility:** Posting valuable content on Facebook or Instagram allows brokers to share their expertise and establish themselves as an authoritative voice in their field. When content educates and addresses consumer pain points, brokers can build trust and credibility among their followers.
- **Harnessing Customer Insights:** Regular interaction with your audience can provide valuable insights into your followers thoughts and preferences. This will give you a better idea of their needs and enables you to assist them more effectively.
- **Enhancing Customer Experience:** People are using social channels more and more for customer service and this provides an opportunity to deliver personalized, prompt support to your clients.
- **Building a Strong Professional Brand:** Social media presents a unique opportunity to build your personal brand and to establish yourself as a thought leader in the health insurance space. Sharing your expertise, success stories and insights can help establish and build a distinct identity.

Best Practices and Recommendations for Social Posts

- Write content that's conversational and a quick read.
- Use imagery with posts to drive more engagement.
- Develop content that's evergreen and can be used often, but continue to keep the content current.
- Develop content that's timely for specific situations, such as Open Enrollment (OE) deadlines and awareness, Special Enrollment Period (SEP) 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 the hashtag #AmbetterPartner and/or #AmbetterHealth on social media posts mentioning Ambetter Health.
 - Additional hashtags you could use throughout the year are #OpenEnrollment during OE and #SpecialEnrollmentPeriod during SEP. You should never use more than five total hashtags.
- Use approved images available in the Marketing Materials section of the [broker portal](#). Imagery is refreshed every year for OE.

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Prepping for Open Enrollment

Review what you did last year and consider the following:

- Did you provide helpful content on your social channels?
- Do you know which type of content resonated most?
- Did any of your clients struggle with enrollment?
- Once clients enroll or re-enroll, are you encouraging them to make their binder payment to activate their coverage and set-up Auto Pay?

New Social Assets:

A collection of images with headlines in English and Spanish are available in the Marketing Materials section of the [broker portal](#).

Best Practices and Tips for Open Enrollment Posts

Content Calendar:

- Create a posting document/calendar for Nov. - Jan.
- Helps organize your posts for each week/month
- Posting 2-3 times per week is recommended

Customize provided post copy:

- Include your name and phone number
- Focus on educating consumers to make choosing a plan easier

Use approved imagery: Images with moving text

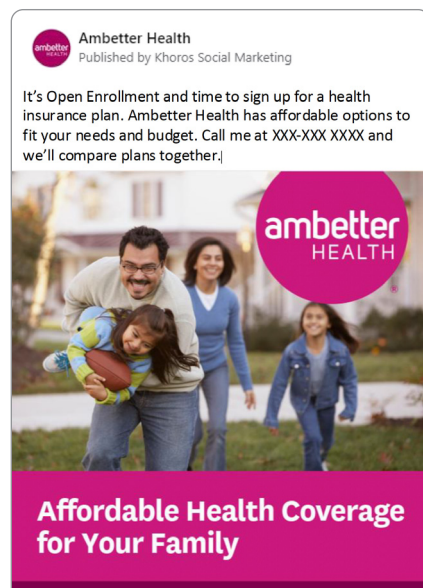
- Capture their attention and to drive more engagement
- Please do not modify visuals in any way

Use relevant hashtags on Instagram:

- #AmbetterHealth, #OpenEnrollment, #MarketplaceInsurance, #HealthInsurance, etc.

Posting other content during Open Enrollment:

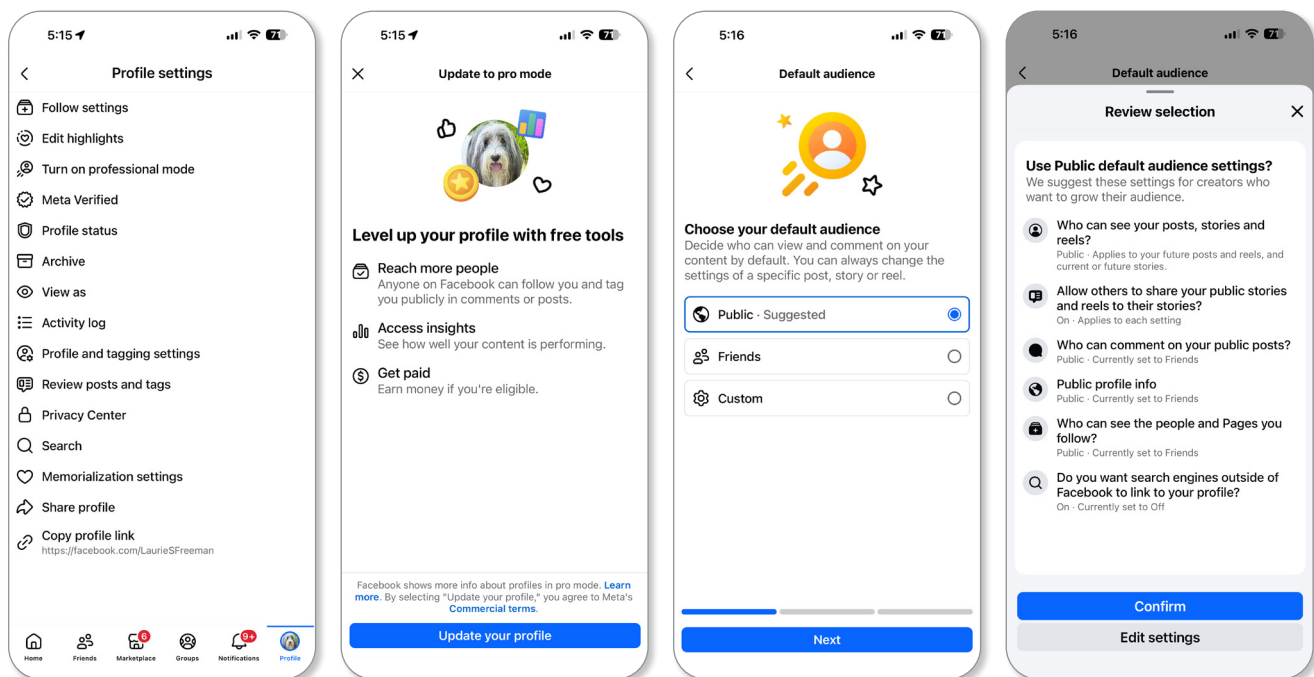
- Holidays and health awareness days are perfectly fine to include



Updating Facebook Account to Professional Mode

Step-by-Step:

1. Go to your Profile page and click “...” for Profile settings
2. On the Profile settings page click **Turn on professional mode**
3. Default audience will appear, click **Public Suggested** then click **Next**
4. Review selection page appears, click **Confirm**



Content

Ambetter Health provides social media images 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 plans for you and your family.
 - Affordable 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 a health insurance plan? Ambetter Health has a plan that fits your needs and budget. Call me at XXX-XXX-XXXX for more info.
- 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 info.

- **OE and SEP**

- 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 info at XXX-XXX-XXXX.
- With Open Enrollment right around the corner, it's important 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 at XXX-XXX-XXXX 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 info 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 info at XXX-XXX-XXXX.
- Need help finding out if you qualify for a subsidy. Contact me at XXX-XXX-XXXX.

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- **Benefits**

- Looking for specific health insurance benefits? I can help you find a plan that fits your needs. Call me at XXX-XXX-XXXX for help.
- Ambetter Health plans offer the benefits you need. To learn more contact me at XXX-XXX-XXXX for more info.
- Get the care you need, when you need it with Ambetter Health's Virtual 24/7 Care. 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 to help.
- 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 the benefit. Call me today at XXX-XXX-XXXX.
- Enroll in a plan with in-network Urgent Care centers. Call me today at XXX-XXX-XXXX to help find the plan for you.
- Always pick doctors who are in-network! Call me today at XXX-XXX-XXXX for help finding a provider in your area.
- Looking for an Ambetter Health provider near you? Call me today at XXX-XXX-XXXX for help with a provider search.

- **Member Benefits Use**

- Paying your premium on time every month keeps your insurance active. If you need help finding payment options, call me at XXX-XXX-XXXX and I can help!
- It's important to keep your Ambetter Health coverage active by paying your premium. Call me at XXX-XXX-XXXX for more info on your 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.
- Ambetter Health makes setting up 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 state specific website links are listed below – feel free to browse the Ambetter Health state specific sites for links supporting the topics of your social posts.

Social Media	Page Link
Facebook	https://www.facebook.com/AmbetterHealthcare/
Instagram	https://www.instagram.com/ambetterhealth/
LinkedIn	https://www.linkedin.com/showcase/ambetter-health
X*	https://twitter.com/AmbetterHealth
YouTube	https://www.youtube.com/@AmbetterHealth

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

*Ambetter Health's national X account is only used for Customer Care. Ambetter Health does not post content on X.

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Ambetter Health Solutions Off-Exchange Plans

Ambetter Health Solutions off-exchange plans provide options specifically designed for clients who don't qualify for a Marketplace subsidy or for those who participate in an employer Individual Coverage Health Reimbursement Arrangement (ICHRA).

You can quickly quote and enroll clients in an off-exchange plan through our Ambetter Health Enrollment Tool at 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 Marketplace subsidy? Ambetter Health has you covered. Call me at XXX-XXX-XXXX to learn more.
- Shopping for a health plan for your family? Ambetter Health has a health plan that fits your healthcare needs. Contact me at XXX-XXX-XXXX for more info.
- Stay in charge of your health with an Ambetter Health plan including prescription coverage, virtual care services and a rewards program. Call me at XXX-XXX-XXXX 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.
- Looking for a health plan with Virtual 24/7 Care? Ambetter Health plans include virtual care. Call me at XXX-XXX-XXXX 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 ICHRA with an Ambetter Health plan. Call me today at XXX-XXX-XXXX for help finding a plan that fits your health care needs.
- Does your employer provide an ICHRA? Check-out Ambetter Health Solutions plans today. Call me at XXX-XXX-XXXX for help reviewing your options.