

Social Media Content

Sample Content

Copy for your social media captions.

Target Date	Observance	Seasonal Coverage Reminder Post	Health Observance Post	Cultural Observance Post
November 2025				
November	Diabetes Awareness	1.4 million people will be diagnosed with diabetes this year. In addition to benefits, many health plans offer wellness programs to help prevent and manage conditions like diabetes.		
11/1/2025	Open Enrollment Starts	Need a 2026 health plan? Enrollment started 11/1 and runs a limited time only. Let's talk plans, budget and getting you covered.		
11/27/2025	Thanksgiving	Happy Thanksgiving! We hope to see you soon to enroll for 2026 health coverage. The deadline is 12/15 for coverage that starts 1/1.		Happy Thanksgiving to all who celebrate. Practicing gratitude is a great habit every day, but we hope you enjoy family, friends, or giving back.

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December 2025				
December	Giving campaigns			Happy holidays from [agency/agent]! We are supporting [recipients of charity] this holiday season. We are hosting [giving campaign name]. To donate, go to [link to Amazon charity list] or drop [desired items] at [location] by [deadline]. [If a monetary drive and if planned]Agent/agency] will match donations up to \$X.
12/8/2025		ONE WEEK! Haven't enrolled for your 2026 plan? You have 1 week to sign up for coverage starting on day 1 of the New Year. Give us a call for a free quote.		
12/15/2025	Enroll for coverage that starts Jan. 1	Happy Holidays! Don't forget the deadline for health coverage starting New Year's Day is TODAY. Call us and give yourself the gift of peace of mind.		
12/18/2025	Holiday Stress/Depression /Seasonal Affective Disorder		Holidays are difficult for many people. Losses and memories whether recent or old can bring on the blues. Here are a few resources if you or anyone you know could use some reminders about how to find their joy.	
12/21/2025	First Day of Winter			Happy Winter Solstice! "The word solstice comes from the Latin sol "sun," and sistere "to stand still." So, loosely translated, it means "sun stands still." Why?" Click here to learn more.

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December 2025 (cont'd)				
12/23/2025	General Holiday Season			[Instead of the following three, for the all-inclusive approach] Wishing you the Happiest Holidays this week! We will be [open/closed] [Insert any day/hours information as needed].
12/24/2025	Christmas			Wishing you a [Very Merry/Holly Jolly/Safe and Joyful/Warm and Peaceful] Christmas! [Insert any hours information as needed].
12/24/2025	Christmas			Wishing you a [Very Merry/Holly Jolly/Safe and Joyful/Warm and Peaceful] Christmas! [Insert any hours information as needed].
12/26-1/1	Kwanzaa			Wishing You A bright and meaningful Kwanzaa! For anyone who doesn't celebrate, but knows some who do, here is a handy list of ways to wish them well! [Insert any hours information as needed].
January 2026				
1/1/2026	Fitness/nutrition	Happy New Year! Have resolutions? Remember your new health plan may have wellness tools and discounts built in. Check them out!		
1/1/2026	New Year's	Happy New Year! If you enrolled by 12/15, your coverage starts today. Forgot? Call us to enroll by 1/15 for coverage starting 2/1.		Happy New Year! Remember, schedule your \$0 copay wellness appointments soon. Wellness is popular!
1/15/2026	Last day of enrollment	Open Enrollment for 2026 ENDS TODAY! Call us to sign up for coverage starting next month.	Think you can't afford health care coverage? Some people are surprised how much financial aid they qualify for. Take a look.	