

 YOUNGINVINCIBLES

#JustGetCovered

DECEMBER 10, 2016

THE REALITY IS...



Nearly 1 in 6 young adults don't have health insurance.

National Youth Enrollment Day is

DEC | 10

So we need your help to create short videos and social posts to get people to sign up for healthcare

THE ASK

Make a video explaining why it's important to #JustGetCovered

If you can't make a video, a single Tweet, Instagram or Facebook post will still be powerful.

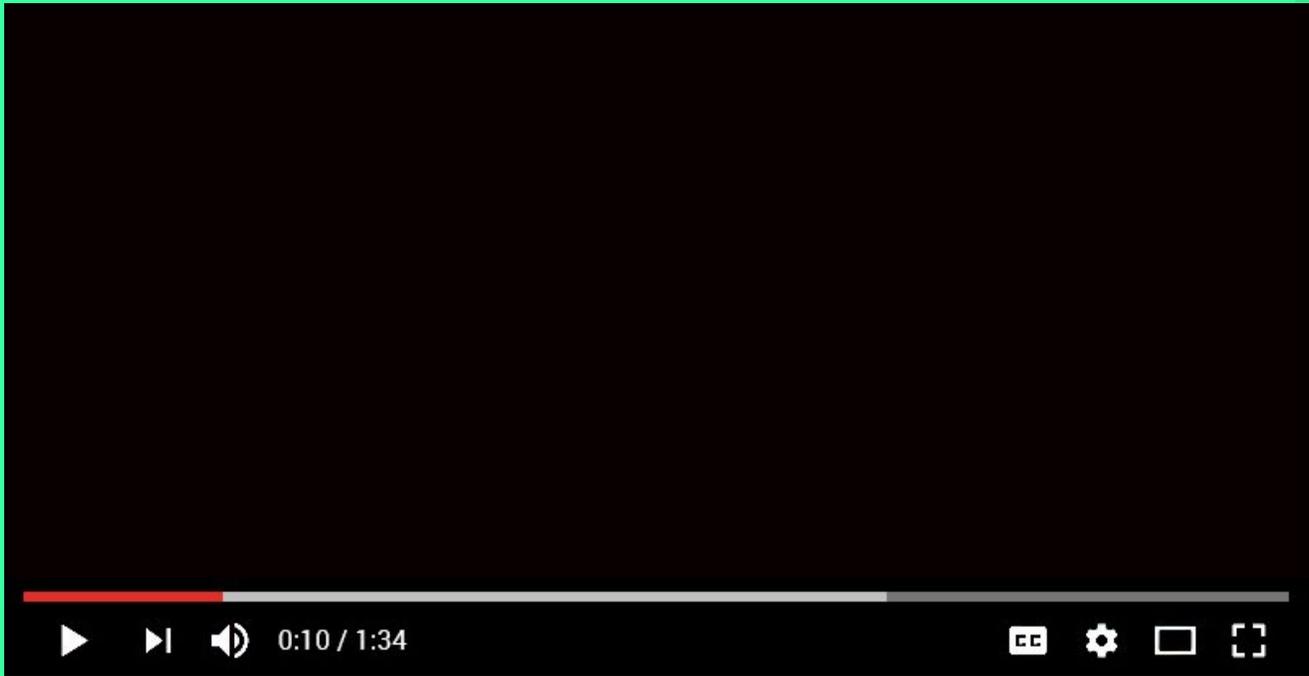
Post on **December 10th**, National Youth Enrollment Day.

The First Lady has already made her own #JustGetCovered video!



#JustGetCovered because you never know.

THE FORMAT



#JustGetCovered because you never know if you'll get sick

**you'll need a special cream
you'll need birth control
milk will be a bad choice**



Example Tweet @exampletweet

You never know if you'll get stuck in that yoga pose. [#JustGetCovered](#) at [HealthCare.gov](#)



1.6K



2.9K



RECAP

1. Create a #JustGetCovered video

Title your video “#JustGetCovered because you never know if _____.”

2. If you can't make a video, show support by using #JustGetCovered in a social post

Tweet a “You never know” joke that ends with “#JustGetCovered at HealthCare.Gov”

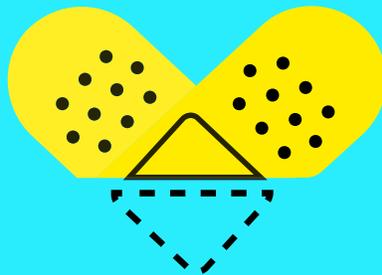
3. Urge your viewers to sign up for healthcare

Link to HealthCare.Gov

4. Post on December 10th, 2016, National Youth Enrollment Day

5. Use #JustGetCovered and [campaign assets](#)

**SEE BELOW FOR ALL THE
DETAILS YOU'LL NEED TO CREATE
YOUR CONTENT!**



**THANK YOU FOR
YOUR SUPPORT.**

#JustGetCovered

INFLUENCER BRIEF

WHAT DO I HAVE TO DO?

Content

Make a video about the importance of having healthcare and a few facts about the Affordable Care Act. Even a thirty second, straight to camera video will help. Then, upload it either to your YouTube channel or Twitter handle.

If you can't make a video, you can participate with a tweet, Instagram or Facebook post using similar language outlined below.

Format – Check out a sample script on [page 8](#).

- Do what you do best. Talk to your audience and communicate the importance of healthcare with a few 'you never know if...' scenarios. A few examples:
 - You never know if that minor pain could be something else.
#JustGetCovered at **HealthCare.gov**.
 - You never know if your bearded dragon will turn on you.
#JustGetCovered at **HealthCare.gov**
 - You never know if you'll get stuck in that yoga pose...so **#JustGetCovered** at **HealthCare.gov**
- You can also include relevant facts + stats around the Affordable Care Act (Examples are on [page 10](#)).
- You can answer pressing questions (“Yes! Under the ACA you will be covered through 2017 no matter what”).

Primary CTA

Make sure you tell people to sign up for healthcare either at HealthCare.gov or through in-person assistance (Yep, you can schedule private appointments).

Secondary CTA

Encourage viewers to use the hashtag **#JustGetCovered** to rally others to sign up.

Video Title

Your video title should include **#JustGetCovered**—for example,

“#JustGetCovered because you never know if _____.”

You can fill in the quote with a serious or humorous moment.

Hashtag

Use **#JustGetCovered** in all videos, Tweets or Instagram captions.

Description/Caption

In the video description or caption, please explain **#JustGetCovered** with the following information:

- **Today is National Youth Enrollment Day, when young Americans nationwide are signing up for healthcare.**
- **Sign up for healthcare at [HealthCare.gov](https://www.healthcare.gov)**
- **Or, make an appointment for in-person assistance to find a plan that works for you: <https://www.getcoveredamerica.org/get-covered-connector-national/>**

Stay balanced

During this time of transition, it's tempting to sway strongly one way or the other. We're asking all participants to keep the focus on the importance of getting health coverage.

Be you

We reached out to you because of your unique voice and outlook! Any personal anecdote around healthcare you want to share will definitely add to a larger campaign narrative.

Be kind

Be mindful of the content you post on behalf of the #JustGetCovered campaign. The focus is on supporting healthcare coverage. Anything inappropriate will be flagged.

SHARING TO SOCIAL

Share to Twitter, Facebook, Instagram, & YouTube

Upload your video to Twitter, Facebook and Instagram in addition to YouTube, or post a link to your YouTube video.

Look out for National Youth Enrollment Day-related content from @**WhiteHouse** and @**FLOTUS** on Twitter on 12/10, to RT/repost

WHEN TO POST

Post on **December 10th, at noon ET**, National Youth Enrollment Day.

[See next page for more details.](#)

SAMPLE SCRIPT, CAMPAIGN ASSETS & SOCIAL DETAILS

SAMPLE VIDEO STRUCTURES

- Intro
- An acknowledgement of National Youth Enrollment Day
- **#JustGetCovered** logo lock up throughout (for YouTube videos)
- Three examples of things “you never know” could happen that are loosely health related
- After example include “so **#JustGetCovered**”
- An acknowledgement that if you sign up today, you are covered through 2017
- A request to spread the word using **#JustGetCovered**
- Drive to **HealthCare.gov**
- **#JustGetCovered** end card

SAMPLE SCRIPT

[Intro]

A lot is changing. There may be uncertainty ahead but something that will not change is your need for healthcare. You need to get covered because, look, you never know what could happen...

You never know if pogo sticks could make a real comeback.

You never know if someone could accidentally borrow your kidneys.

And worst of all, you never know if you could get sick.

*Today is National Youth Enrollment Day, a movement for young Americans to sign up for affordable healthcare. So take care of yourself and just get covered. If you sign up for the Affordable Care Act you'll be covered through 2017. Explore your options today at **HealthCare.gov**.*

*Don't forget to show your support by using **#JustGetCovered** to get others to sign up too.*

[END CARD]

CAMPAIGN ASSETS

You can find our **#JustGetCovered** logo and graphics to use as end cards or social posts in the asset pack [here](#).

Hashtag Lockup

To add some visual branding to your video, please overlay this hashtag lockup on your video in the bottom right corner and have it fade on and fade off. Examples below:

#JustGetCovered



Use the black logo if your video has a light background.



Use the white logo if your video has a dark background.

End Card

You may choose to use either a still or animated end card. We have provided end cards in 4 colors (preferred) as well as a black and white version.



Post Assets

If you don't have time to make a video, don't worry. You can still get involved! Download a gif or still from the asset pack and post **#JustGetCovered** to your social channels to spread the word!



AFFORDABLE CARE ACT (ACA) BENEFITS

- Enrollment for ACA is open until January 31st, 2017. If you want to be covered by the new year, sign up on or before December 15th.
- Because of the ACA, 20 million Americans now have health insurance who didn't have it before, and everyone else's health insurance got an upgrade.
- Coverage for the 150 million Americans with insurance through their employer is better than it was before.
- Healthcare prices have grown more slowly than any time in the past 50 years and the long-term outlook for Medicare has improved significantly.
- Families rely on the protections the ACA provides.
- Women can no longer be charged more than men, people with preexisting conditions cannot be denied coverage or charged exorbitant prices, and children up to 26 years of age can stay on a parent's insurance policy.
- Preventive services — like contraception and recommended cancer screenings and vaccines — have to be covered with no out-of-pocket costs. About 130 million Americans now benefit from guaranteed prevention.
- The ACA provided one of the largest expansions of mental health and substance use disorder coverage in a generation, by requiring services and expanding policies requiring mental health and substance use disorder benefits to be comparable to physical health benefits. Together these steps are estimated to benefit more than 60 million Americans.
- 105 million Americans no longer face lifetime limits on insurance coverage. Thanks to the ACA, more than 10 million people with Medicare have saved over \$20 billion on prescription drugs since 2010.
- The ACA requires insurance companies to spend the vast majority of their revenue on providing healthcare to consumers instead of things like marketing or administrative overhead, and if they don't, they must issue rebates to customers. Since this requirement was put in place, more than \$2.4 billion in total refunds has been paid to Americans.
- These are just a few of the ways that Americans' healthcare is better, whether people realize it or not — and why we can't go backwards.
- The ACA can and should be improved — but any change to the law should not: cover fewer people, make healthcare less affordable, lower the quality of coverage and care, or add to the deficit.

TERMS

Your participation in the #JustGetCovered campaign is completely voluntary. By participating in the #JustGetCovered campaign, you acknowledge and agree that you are not being paid for your contribution and you will not be reimbursed for any expenses you incur in participation. Furthermore, you acknowledge and agree that you are solely responsible for any content you produce.