



2022 OPEN ENROLLMENT

Sales social media toolkit

GUIDELINES FOR BLUE SHIELD USAGE OF GRAPHICS AND COPY

The guidelines set forth are for certified enrollers and licensed Blue Shield of California brokers for social media usage. If you do not fall within the scope of either titles, written consent is required.

Graphics and copy usage: Any usage of Blue Shield of California's graphics and copy from the social media toolkit cannot be changed or altered. Any changes to copy that is associated with the graphics must be approved by a Blue Shield representative by contacting IFPOutreach@blueshieldca.com. The only permissible customization to social media copy is to include the CECs or brokers contact information but do not mention the broker agency name.

Tagline usage: When publishing Blue Shield content on your personal social media channels, please tag **Blue Shield of California** and use our brand hashtags:
#WeNeverStop #WhatWeStandFor #TransformShieldCA #BlueShieldCares
#ProudToBeBSCA

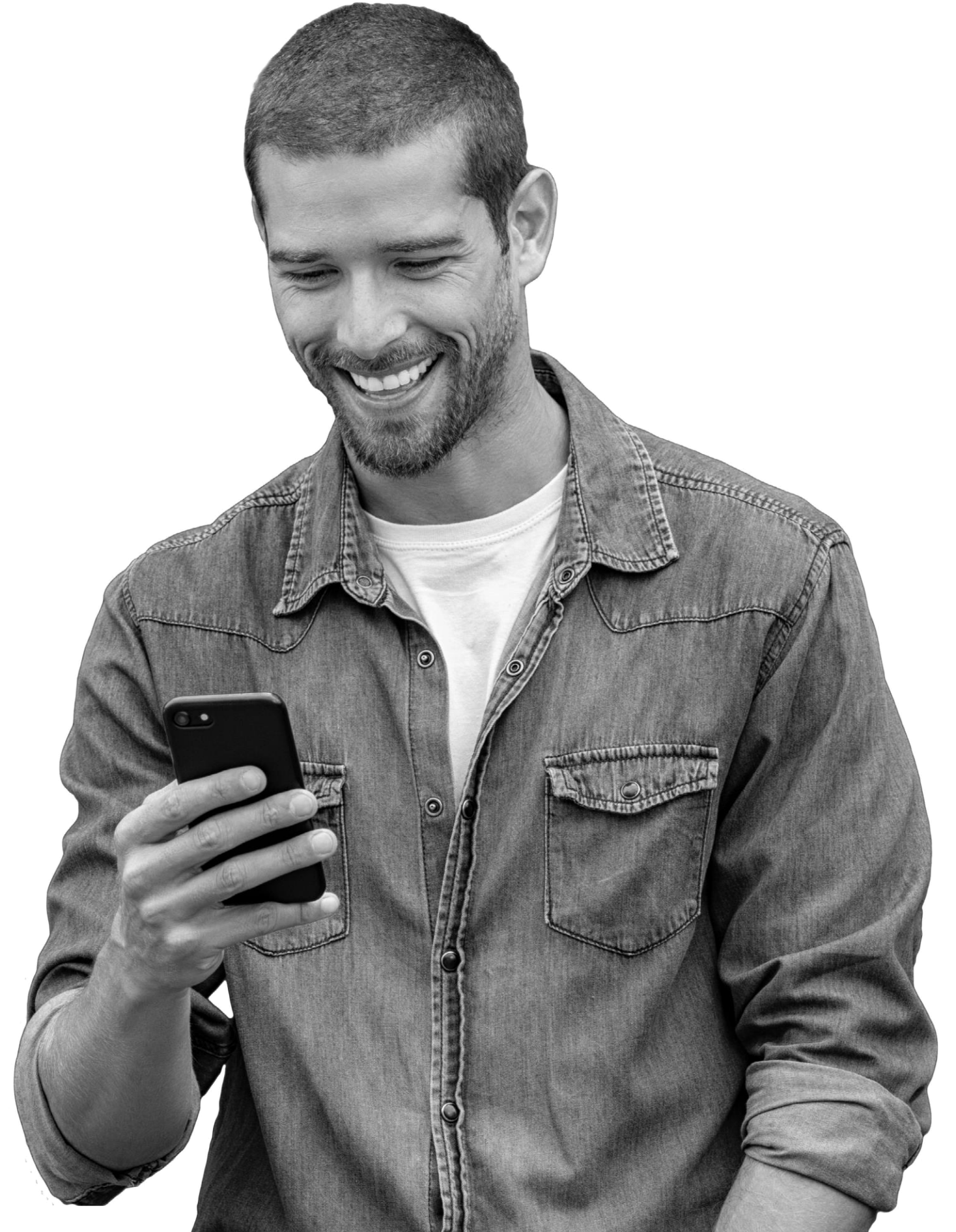
By using the approved graphics and copy, you acknowledge that you will not receive any compensation for using Blue Shield's images and recommended copy.

By using the approved graphics and copy, you will release and agree to indemnify, defend and save harmless Blue Shield, and their agents, employees, licensees and assigns, from all claims, or any third party, may have now or in the future, arising out of or in connection with Blue Shield's images and information, including but not limited to, all claims for copyright infringement, defamation, invasion of privacy or right of publicity.

SOCIAL MEDIA TIPS

Apply these social media tips for Facebook, Instagram, Twitter and LinkedIn:

- **Limit your character count:** Keep posts short, one or two sentences.
Save long-form messages for when you have a compelling story to share that could move or inspire your followers.
- **Include relevant images:** Increase visibility of your posts by including images from our resource center to support your message.
- **Be consistent:** Post about topics that align with your business and mission to help your audience understand what kinds of messages to expect from you. Post daily for consistency.
- **Stay engaged:** Ask questions and respond within a day to relevant comments.
- **Understand your audience:** Post content that is useful and helpful to your target audience.
- **Don't forget a call to action:** Always include a call to action at the end of your post. For example, "Visit blueshieldca.com/coverme for more details."





HOW TO USE BLUE SHIELD MESSAGING AND IMAGES FOR SOCIAL MEDIA

The copy and images in this guide are approved to use for 2022 open enrollment on Facebook, Instagram, Twitter and LinkedIn.

1. Copy and paste the post you would like to share from the options provided.
2. Tag Blue Shield of California to click and learn more.
3. Include hashtags #WeNeverStop #WhatWeStandFor #TransformShieldCA #BlueShieldCares #ProudToBeBSCA

FOLLOW AND TAG BLUE SHIELD OF CALIFORNIA

Tip: Be sure to follow Blue Shield of California before posting on social media to easily tag and find our organization.

- Facebook: www.facebook.com/blueshieldca
- Twitter: www.twitter.com/blueshieldca
- Instagram: www.instagram.com/blushieldofca
- LinkedIn: www.linkedin.com/company/blue-shield-of-california

Reminder: Include Blue Shield branded hashtags #WeNeverStop
#WhatWeStandFor #TransformShieldCA #BlueShieldCares
#ProudToBeBSCA

WITH NEW FEDERAL
FINANCIAL HELP,
NOW YOU CAN GET THE
PPO PLAN YOU WANT



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Easy to use social media components:

1. Download the image [here](#) (jpg, 528.5 KB)
2. Copy the social media caption below
3. Insert image and post copy into your own social media posts

Social media caption:

Not happy with the choice of doctors in your current health plan? Blue Shield's Individual and Family PPO plans give you access to more than 58,000 California doctors without the need for a referral. And newly expanded federal financial help could make a Blue Shield of California PPO plan more affordable than ever.

Find a plan: [enter Broker's URL] or contact [first and last name] at [enter Broker's phone number]

YOU MAY QUALIFY FOR NEW FEDERAL FINANCIAL HELP FOR HEALTH COVERAGE



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Easy to use social media components:

1. Download the image [here](#) (jpg, 545.4 KB)
2. Copy the social media caption below
3. Insert image and post copy into your own social media posts

Social media caption:

Not happy with the choice of doctors in your current health plan? Blue Shield's Individual and Family PPO plans give you access to more than 58,000 California doctors without the need for a referral. And newly expanded federal financial help could make a Blue Shield of California PPO plan more affordable than ever.

Find a plan: [enter Broker's URL] or contact [first and last name] at [enter Broker's phone number]

UNINSURED? THERE'S NEW HELP TO PAY FOR HEALTH COVERAGE



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GENERAL MESSAGING

The copy and images are approved to use for 2022 open enrollment for certified enrollers and brokers on social media. Changes are not permitted without written consent.

Easy to use social media components:

1. Download the image [here](#) (jpg, 559 KB)
2. Copy the social media caption below
3. Insert image and post copy into your own social media posts

Social media caption:

Not happy with the choice of doctors in your current health plan? Blue Shield's Individual and Family PPO plans give you access to more than 58,000 California doctors without the need for a referral. And newly expanded federal financial help could make a Blue Shield of California PPO plan more affordable than ever.

Learn more: [enter Broker's URL] or contact [first and last name] at [enter Broker's phone number]