**MIPPA Sample Social Media Posts**

The below sample social media posts have been developed to help you promote your program’s services funded through MIPPA. All sample posts can be edited as needed to include local information and services.

* **Recommended social platforms:** Twitter, Facebook
* **Recommended hashtags:** #Medicare, #SHIPcanhelp, or those specific to your program

# Sample Consumers Posts

Use these sample posts to reach Medicare beneficiaries.

## For use by SHIP grantees:

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| **Medicare Savings Programs/Extra Help** |
| If you have trouble paying your Medicare bills, there are programs that may be able to help. Your local SHIP can provide information, answer your questions, and help you apply if you qualify. Our services are always free. Visit [shiphelp.org](http://www.shiphelp.org). |
| Health care costs are high, but there are ways you can save. Programs like Extra Help and the Medicare Savings Programs can help you pay for health services and prescriptions. Want to learn more? Contact SHIP for free, local help at [shiphelp.org](http://www.shiphelp.org) or call 877-839-2675. |
| Want to save money on your Medicare costs? SHIP can help! Our local team can provide information on programs to cut down on your health care costs. If you qualify, we can help you apply – and our services are always free. Visit [shiphelp.org](http://www.shiphelp.org) or call 877-839-2675. |
| **Medicare Preventive Services** |
| Did you know that Medicare covers preventive services that can help you stay healthy and catch problems early? Anyone with Medicare can use these services and there is no need to sign up or apply. If you have questions, contact your local SHIP at [shiphelp.org](http://www.shiphelp.org). |
| You can stay healthy by visiting your health care provider regularly for preventive services. If you have Medicare, many of these services are free. Your local SHIP can help you learn more about these and other services covered by Medicare. Visit [shiphelp.org](http://www.shiphelp.org). |
| Your health is important. That's why Medicare covers many preventive health services like yearly “Wellness” check-ups, vaccinations, and more. Have questions? SHIP can help. For free, local help navigating Medicare, visit [shiphelp.org](http://www.shiphelp.org) or call 877-839-2675. |

## For use by non-SHIP grantees:

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| **Medicare Savings Programs/Extra Help** |
| If you have trouble paying your Medicare bills, there are programs that may be able to help. Our local team can provide information, answer your questions, and help you apply if you qualify. Our services are always free. [insert local information or: <https://eldercare.acl.gov/>]. |
| Health care costs are high, but there are ways you can save. Programs like Extra Help and the Medicare Savings Programs can help you pay for health care and prescriptions. Want to learn more? Contact us for free and local help: [insert local information or: <https://eldercare.acl.gov/>]. |
| Want to save money on your Medicare costs? We can help! Our local team can provide information on programs to cut down on your health care costs. If you qualify, we can help you apply – and our services are always free. [insert local information or: <https://eldercare.acl.gov/>]. |
| **Medicare Preventive Services** |
| Did you know that Medicare covers preventive services that can help you stay healthy and catch problems early? Anyone with Medicare can use these services and there is no need to sign up or apply. If you have questions, contact our local team to learn more: [insert local information or: <https://eldercare.acl.gov/>]. |
| You can stay healthy by visiting your health care provider regularly for preventive services. If you have Medicare, many of these services are free. Our local team can help you learn more about these and other services covered by Medicare. [insert local information or: <https://eldercare.acl.gov/>]. |
| Your health is important. That's why Medicare covers many preventive services like yearly “Wellness” check-ups, vaccinations, and more. Have questions about your benefits? Contact our team for free and local help: [insert local information or: <https://eldercare.acl.gov/>]. |

# Sample Network Posts

Use this sample post to reach potential partners, local decision-makers, and other organizations that serve Medicare beneficiaries.

## For use by all grantees:

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| **MIPPA-funded Services** |
| If you work with Medicare beneficiaries, you can help them learn more about programs to cut down on their health care costs and make the most of their benefits. Learn more at ACL’s National Center for Benefits Outreach & Enrollment website: <https://www.ncoa.org/professionals/benefits/center-for-benefits-access> |