**Social Media Posts:**

General Pennie Post Content for Facebook:

1. Pennie is Pennsylvania’s new, self-sustaining health insurance marketplace and the home for high-quality, affordable health insurance plans. Visit pennie.com to learn more about shopping and purchasing 2021 health coverage.
2. Pennie is Pennsylvania’s new state-based health insurance marketplace and its mission is to help Pennsylvanians access the health insurance needed to live a healthy life. Open enrollment will run from November 1, 2020 to January 15, 2021. Visit pennie.com for more information.
3. (after Nov. 1) Now through January 15, 2021, you can shop and compare health coverage plans with Pennie. Learn more at pennie.com.
4. Did you know December 15, 2020 will be the last day to purchase your health coverage for January 2021 through Pennie? You will still be able to purchase health coverage for February 2021 and beyond up until January 15, 2021.
5. Choosing health insurance can be a real fuss, that is why Pennie believes in helping you every step of the way. Visit pennie.com to learn more about shopping and purchasing 2021 health coverage.
6. Pennie believes in providing accessible and affordable health coverage to all Pennsylvanians. Pennie’s Open Enrollment Period will run from November 1, 2020 to January 15, 2021. Visit pennie.com for more information.

General Pennie Post Content for Twitter:

1. Pennie is Pennsylvania’s new, self-sustaining health insurance marketplace and the home for high-quality, affordable health insurance plans. Visit pennie.com.
2. Pennie’s mission is to help Pennsylvanians access the health insurance needed to live a healthy life. Open enrollment will run from Nov. 1, 2020 to Jan. 15, 2021. Visit pennie.com for more info.
3. Now through January 15, 2021, Pennsylvanians can shop and compare health coverage plans with Pennie. Learn more at pennie.com.
4. Dec. 15, 2020 will be the last day to purchase health coverage for Jan. 2021 through Pennie. Customers will still be able to purchase health coverage for Feb. 2021 and beyond up until Jan. 15, 2021.
5. Health insurance can be confusing, that is why Pennie believes in helping customers every step of the way. Visit pennie.com to learn more about shopping and purchasing 2021 health coverage.
6. Pennie believes in providing accessible and affordable health coverage to all Pennsylvanians. Pennie’s Open Enrollment Period will run from November 1, 2020 to January 15, 2021. Visit pennie.com for more information.

Financial Assistance blurbs for Facebook:

1. Pennie is the ONLY place that will link you to financial assistance to lower your monthly payment and/or out-of-pocket expenses. Learn more at <https://pennie.com/shop/financial-assistance/>.
2. Did you know that nearly 9 out of 10 Pennie customers qualify for financial assistance? Learn more about financial assistance options at <https://pennie.com/shop/financial-assistance/>.
3. Apply for financial assistance today and Pennie will be happy to connect you with two types that reduce what you pay for health insurance and care: an advanced premium tax credit and cost-sharing reductions. You will also be able to shop and sort through the different plans that offer these financial assistances at <https://pennie.com/shop/financial-assistance/>.
4. Pennie makes purchasing insurance a cinch with easy filtering options to find the right plan that fits your needs and budget. Want to see if you qualify for financial assistance? Simply visit <https://pennie.com/shop/financial-assistance/> to find out!

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Financial Assistance blurbs for Twitter:

1. Pennie is the ONLY place that will link customers to financial assistance to lower monthly payment and/or out-of-pocket expenses. Learn more at <https://pennie.com/shop/financial-assistance/>.
2. Nearly 9 out of 10 Pennie customers qualify for financial assistance. Learn more about Pennie’s financial assistance at <https://pennie.com/shop/financial-assistance/>.
3. Pennie is happy to connect our customers to two types of financial assistance that reduce costs for health insurance and care: an advanced premium tax credit and cost-sharing reductions. Learn more at <https://pennie.com/shop/financial-assistance/>
4. Pennie makes purchasing insurance a cinch with easy filtering options to find the right plan that fits your needs and budget. Want to see if you qualify for financial assistance? Simply visit https://pennie.com/shop/financial-assistance/ to find out!

Family-based blurbs for Facebook:

1. Pennie gets you covered! Pennie believes choosing health insurance should be easy. Visit pennie.com for more information on shopping and purchasing the best health coverage for you and your family.
2. Pennie provides an easy avenue to shop and compare health insurance plans that best fit the needs for you and your family. Pennie gets you covered!
3. Health coverage for you, you, you, and YOU! Pennie helps you get the whole family covered. See how easy it is at pennie.com

Family-based blurbs for Twitter:

1. #PennieGetsYouCovered! Pennie believes choosing health insurance should be easy. Visit pennie.com for more information on shopping and purchasing the best health coverage for you and your family.
2. Pennie provides an easy avenue to shop and compare health insurance plans that best fit the needs for you and your family. #PennieGetsYouCovered
3. Health coverage for you, you, you, and YOU! Pennie helps you get the whole family covered. See how easy it is at pennie.com

Pennie "Helps" blurbs for Facebook:

1. Pennie provides free assistance to help our customers shop and purchase health coverage plans.
2. Pennie is here to help every step of the way and we provide free customer assistance through three avenues: Pennie customer service representatives, Pennie-certified Assisters, and Pennie-certified Brokers. Learn more at pennie.com/contact.
3. Choosing health insurance can be confusing, that is why Pennie believes in helping you every step of the way. Visit pennie.com to learn more about the free ways Pennie can help you shop and purchase health coverage plans.
4. No need to send up a flare for help. Just call or connect with Pennie-certified professional to guide you through your health insurance purchasing journey.

Pennie "Helps" blurbs for Twitter:

1. Pennie provides free assistance to help customers shop and purchase health coverage plans.
2. Pennie is here to help our customers every step of the way and provides free customer assistance through three avenues: customer service representatives, Assisters, and Brokers. Learn more at pennie.com/contact.
3. Choosing health insurance can be confusing, that is why Pennie believes in helping our customers every step of the way. Visit pennie.com to learn more.
4. No need to send up a flare for help. Just call or connect with Pennie-certified professional to guide you through your health insurance purchasing journey.

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Transition from HC.gov to Pennie for Facebook

1. Pennsylvania will be transitioning from HealthCare.gov to Pennie, Pennsylvania’s new state-based health insurance marketplace. Visit pennie.com to learn more about shopping and purchasing 2021 health coverage.
2. Customers under HealthCare.gov will be seamlessly transitioned to Pennie for their 2021 health coverage. Customers can update their health coverage plans at pennie.com during the Open Enrollment Period which runs from November 1, 2020 to January 15, 2021.
3. So long HealthCare.gov, hello Pennie! Visit pennie.com to learn more about the smooth transition from HealthCare.gov to Pennie for 2021 health coverage.

Transition from HC.gov to Pennie for Twitter

1. Pennsylvania will be transitioning from HealthCare.gov to Pennie. Visit pennie.com to learn more about shopping and purchasing 2021 health coverage.
2. Customers under HealthCare.gov will be seamlessly transitioned to Pennie for their 2021 health coverage. Customers can update their health coverage plans at pennie.com during the Open Enrollment Period which runs from Nov. 1, 2020 to Jan. 15, 2021.
3. So long HealthCare.gov, hello Pennie! Visit pennie.com to learn more about the smooth transition from HealthCare.gov to Pennie for 2021 health coverage.

Fun social posts specific to PA Regions

1. Whether you say Yinz or Jawn, Pennie gets you covered. (Starting November 1st) visit pennie.com... ‘nat.
2. There’s a lot of unique ways Pennsylvanians can find themselves in the ER:
	1. Run over by a horse and buggy?
	2. Didn’t know there was peanuts in that Whoopie pie?
	3. Something bit you on the Erie shore?
	4. Slipped on some cheese whiz?
	5. Slipped on some Heinz Ketchup!?

Make sure those medical bills don’t break the bank. Get covered today at pennie.com