

Thank you for sharing your story about how premium increases will impact you. Here is some helpful guidance for creating a social media post.

Ideas:

1. Post a photo of yourself holding your premium letter.
2. Post a photo of the envelope/letter.
3. Film a video of yourself reading part of your letter.
4. Film a video of yourself holding the letter and speaking to camera.
5. Film a conversation/interview between you and a friend/family member who received a premium increase letter.

Caption Ideas:

#1: I just received a letter in the mail notifying me that my health care premiums are increasing by X amount. This is going to make affording health care more difficult, if not impossible next year. Congress must #LowerHealthCareCostsNow.

#2: I got a notice that the cost of my health care is going up. This is going to have devastating impacts on my health and financial security. Congress must act and #LowerHealthCareCostsNow.

#3: Access to health care is critical for me and my family. I just got notified that my premiums are going up next year, making it much more difficult to afford care. Congress must #LowerHealthCareCostsNow so that families like mine don't have to worry about going without care.

Hashtags:

#LowerHealthCareCostsNow #CareNotCuts

Sample Scripts:

#1: I just got a letter in the mail notifying me that my health care premiums are going up by X amount. This is unacceptable.

Insert story about how these increases will impact you and/or your family

Congress must act now to extend premium tax credits and protect affordable health care for American families like mine.

#2: I was devastated to learn that my premiums are going up by X amount this year. Congress must lower health care costs now so Americans like me can afford our health care.

#3: Health care premium notices are starting to be sent out and I just got mine. According to this letter, I will have to pay X amount more next year for health insurance. I'm calling on Congress to lower health care costs now.

Helpful tips:

1. Tag Families USA when sharing your post:
Instagram: familiesusa
Facebook: Families USA
LinkedIn: Families USA
TikTok: familiesusa
Bluesky: familiesusa.bsky.social
X: FamiliesUSA
2. Authenticity is key! Speak to the camera like you would if you were having a conversation. The goal is to let people know what is going on and highlight the real-life impact of premium increases on Americans across the country.
3. Remember to make sure there is no identification information on your letter or envelope such as an address.