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**NAHU Social Media Template** *Operation Engage: Community Health Clinics*

***General Advice***

* Write short, simple, and timely messages.
* Messages should be apolitical and positive.
* Be sure to "speak with one voice."
* Use #CommunityHealthClinic(s), #CHC(s) #OperationEngage, and @nahudotorg to link your messages to the national NAHU network's broader conversation.
* For Twitter, be sure that your messages are under 140 characters and make use of hashtags!
* For Facebook, pair posts with memes or links.
* For LinkedIn, pair interesting articles or facts with links.

*Below, please find an array of social media posts. These posts can be customized to Twitter, Facebook, or LinkedIn. If using Twitter, post these background points in quick succession.*

*If using Facebook or LinkedIn, feel free to combine into one post.*

***Background***

* Millions of Americans are uninsured. Luckily, they can get primary and dental care from 1,250 community health clinics in the U.S.
* #CHCs receive substantial federal dollars. But these grants are less than 20 percent of their total budget.
* In short, #CHCs financial needs are greater than their resources.
* NAHU launched #OperationEngage to build awareness and to raise funds for #CHCs -- join us in this campaign! <http://bit.ly/2jRErQN>

***Promote the role of community health clinics:***

* Learn about the principles of #CHCs: <http://bit.ly/2ktQlRP>
* #CHCs reduce health costs and save lives <http://bit.ly/2jmCOts>
* DYK: #CHCs serve as the primary medical home and "family doctor" for 25 million people in 9,800 rural and urban communities across America <http://bit.ly/2jFbQyp>
* DYK: #CHCs are important economic engines, generating $20 billion in economic output <http://ampr.gs/2kBHqBe>
* Check out some important statistics about the shifting relationship between the ACA and #CHCs: <http://bit.ly/2ktHEa2>
* Did you know that one in ten children in the United States is served by a #CHC? Read more about some of these health centers <http://bit.ly/2jxFSGz>
* One in 12 U.S. residents looks to #CHCs for primary care. Read more about the amazing things these clinics do! <http://kaiserf.am/2kBneLJ>

***Promote Operation Engage:***

* Learn more about #OperationEngage <http://bit.ly/2jxAfbl>
* Interested in raising money for a good cause? Join @nahudotorg's #OperationEngage campaign! <http://bit.ly/2jFlDEi>
* Looking to get involved in your community? Check out @nahudotorg's #OperationEngage <http://bit.ly/2kBsdvN>
* This #January, visit your local #CHC as part of #OperationEngage
* #February is all about education for #OperationEngage -- help us spread the word about the benefits of #CHCs
* It's #MarchMadness -- make a slam dunk in your community by donating to a #CHC
* Hoping to win a #Landmark or #Pacesetter award from @nahudotorg? Learn more about #OperationEngage <http://bit.ly/2jxAfbl>
* CHCs provide care to many Americans under the #ACA -- show your support through #OperationEngage!
* *Here's a sample meme to include in Facebook posts. Create your own memes at* [*https://imgflip.com/memegenerator*](https://imgflip.com/memegenerator)*.*



***Solicit donations:***

* We're working hard to support #CHCs through #OperationEngage -- every donation helps! <http://bit.ly/2knPwwg>
* Only 20% of #CHC funding comes from the federal government. They need our support! <http://bit.ly/2knPwwg>
* 70% of #CHC patients are below the Federal Poverty Line -- #CHCs need your help! <http://bit.ly/2knPwwg>
* Want to give back to your community and support #CHCs? Donate today! <http://bit.ly/2knPwwg>

***Promote the role of agents and brokers:***

* 72% of health insurance agents & brokers spend most or a lot of time explaining coverage <http://bit.ly/2kuRE5R>
* Have a claim question or dispute? Contact a health insurance agent or broker for help.
* DYK: 67% of health insurance agents & brokers have at least a decades' worth of experience in the industry <http://bit.ly/2kuRE5R>
* Need more affordable coverage? Premiums are 13% lower in counties with the most health insurance agents & brokers<http://bit.ly/2l1n6VJ>
* 84% of people who sought assistance for exchange plans rated brokers and agents as "helpful." Contact one today! <http://bit.ly/2kZTBon>

***Customize the message to your state:***

* [STATE] has more than [XXX] community health clinics -- learn more about the quality care they provide [LINK]
* In #January, [OUR CHAPTER] is partnering with #CHCs as part of #OperationEngage [INSERT PICTURE]