**Strong use of social media is key to getting support for this bill.** To make things as easy as possible, we will be providing three kits with sample Twitter and Facebook posts. The three kits will cover three distinct phases of the bill’s progress:

1. Sharing the survey link to gather data & stories prior to introducing bill (***now*** *through Feb. 8)*
2. Announcing the bill/distributing the press release (*Feb. 8 through Feb. 17)*
3. Advocating for the bill to pass (*Feb. 17 and onward)*

This is toolkit is for phase 1 of 3, or gathering data and stories.

We’ve also provided a list of social media contact info for coalition members on page 2. Please follow coalition members on Twitter and like their pages on Facebook, and then retweet/share one another’s posts to help amplify our voice.

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| **SAMPLE TWEETS*** Clinicians and patients: we need your help to reform unsafe insurance practices in IL. Take a 10-min survey: <http://bit.ly/NMSnationalsurvey>
* Have you ever been forced switch medications due to changes in your insurance coverage? Take a 10-min survey now: <http://bit.ly/NMSnationalsurvey>
* We are part of an IL coalition fighting for fair Rx coverage. IL residents, please help us by taking a survey:<http://bit.ly/NMSnationalsurvey>
* IL insurers can reduce Rx coverage @ ANY TIME during the year. To stop this, we need Illinoisans to take a survey <http://bit.ly/NMSnationalsurvey>
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| **SAMPLE FACEBOOK POSTS*** Illinois patients, caregivers and clinicians: insurers are advertising and selling one set of benefits during open enrollment, and then offering an entirely different set of benefits during the year. By taking this quick survey, you can help us better advocate for reform. The survey takes 10 minutes for patients and caregivers and 5 minutes for clinicians: <http://bit.ly/NMSnationalsurvey>. When you’re done, help us spread the word by sharing the link!
* Calling all Illinois patients, caregivers and clinicians! Many times, insurers change their Rx coverage in the middle of the year, requiring patients to switch off of the medication keeping them stable. This practice is called #nonmedicalswitching and it’s usually done to save costs. We want to ensure that a medication that is covered at the beginning of the plan year stays covered throughout the year—but we need your help to do it. Please take this 10-minute survey about unfair insurance coverage changes: <http://bit.ly/NMSnationalsurvey>
* #Illinois residents: we need your help! We believe patients should be able to trust that the insurance coverage they signed up for during open enrollment will stay the same for the remainder of the coverage year. Unfortunately, many insurers are trying to save costs by reducing coverage outside of open enrollment, when individuals are locked into a plan that is different than what they expected. What do you think? Has this ever happened to you? Please take our survey, which will help us better protect Illinoisans. <http://bit.ly/NMSnationalsurvey>
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## Coalition Members to Follow:

|  |  |  |
| --- | --- | --- |
| **MEMBER** | **TWITTER NAME** | **FACEBOOK NAME** |
| American Cancer Society | @AmericanCancer | [@AmericanCancerSociety](https://www.facebook.com/AmericanCancerSociety/) |
| American Diabetes Association | [@amdiabetesassn](https://twitter.com/amdiabetesassn) | [@AmericanDiabetesAssociation](https://www.facebook.com/AmericanDiabetesAssociation) |
| American Liver Foundation | @liverUSA | [@liverinfo](https://www.facebook.com/liverinfo) |
| Arthritis Foundation | [@ArthritisFdn](https://twitter.com/ArthritisFdn) | [@Arthritis.org](https://www.facebook.com/Arthritis.org/) |
| Coalition of State Rheumatology Organizations (CSRO) | [@CSROAdvocacy](https://twitter.com/CSROAdvocacy) | [@CSROAdvocacy](https://www.facebook.com/CSROAdvocacy/) |
| Epilepsy Foundation of Greater Chicago | [@EpilepsyChicago](https://twitter.com/EpilepsyChicago) | [@EpilepsyChicago](https://www.facebook.com/EpilepsyChicago/) |
| Global Healthy Living Foundation | [@GHLForg](https://twitter.com/GHLForg) | [@GlobalHealthyLivingFoundation](https://www.facebook.com/GlobalHealthyLivingFoundation/?ref=br_rs) |
| Illinois Psychiatric Society | N/A | N/A |
| International Pain Foundation | @powerofpain | [@iPainFoundation](https://www.facebook.com/iPainFoundation/) |
| Lupus and Allied Diseases Association | [@LADAOrg](https://twitter.com/LADAOrg)  | N/A |
| Mental Health America of Illinois | [@mha\_IL](https://twitter.com/mha_IL) | [@MentalHealthAmericaofIllinois](https://www.facebook.com/MentalHealthAmericaofIllinois)  |
| National Multiple Sclerosis Society | @mssociety | @nationalmssociety |
| National Organization for Rare Disorders | [@RareDiseases](https://twitter.com/RareDiseases)  | [@NationalOrganizationforRareDisorders](https://www.facebook.com/NationalOrganizationforRareDisorders/) |
| Respiratory Health Association of Metropolitan Chicago | [@RespHealth](https://twitter.com/RespHealth) | [@RespiratoryHealthAssociation](https://www.facebook.com/RespiratoryHealthAssociation) |
| U.S. Pain Foundation | [@US\_Pain](https://twitter.com/US_Pain) | [@U.S.PainFoundation](https://www.facebook.com/U.S.PainFoundation/) |