**Silver Loading Toolkit**

This digital communications toolkit was created to help you keep your customers informed and help promote savings due to silver loading. For more information on silver loading, see [**this one-pager**](https://getcovered.illinois.gov/content/dam/soi/en/web/getcovered/v2-assets/broker-resources/Why%20Shopping%20Pays%20Off_final.pdf). You can access the general open enrollment broker marketing toolkit [**here**](https://getcovered.illinois.gov/content/dam/soi/en/web/getcovered/v2-assets/toolkits/Broker%20Marketing%20Toolkit.zip).

Inside this toolkit, you’ll find everything you need to help spread the word, including important dates, website copy, and easy-to-use social media images and captions.

All silver loading social media graphics referenced below can be [**downloaded here.**](https://spaces.hightail.com/space/fe7wUJXqdO)

**Reminder: Key Open Enrollment Dates**

* For coverage starting January 1, enroll by December 15.
* For coverage starting February 1, enroll by January 15.
* Open enrollment ends on January 15.

**Website language**

Get Covered Illinois customers are landing lower premiums by switching plans. On a Silver plan? You may find a Gold plan for less money than the Silver!

Now’s the time to shop, compare, and enroll in quality, affordable health coverage for 2026 — and we can help!

**Social media post content**

|  |  |
| --- | --- |
| **Graphic** | **Post Caption** |
| [Still graphic]  Or    [Animation] | **[Focus on coverage by January 1 deadline]**  Many Get Covered Illinois customers are landing lower premiums by switching plans. On a Silver plan? You may find a Gold plan for less money than the Silver!🏅 It pays to shop now. Enroll by December 15 for health coverage starting January 1. Reach out today to learn how you may save by switching at [Insert how they can reach out to schedule an appointment]. Or get started online at [GetCoveredIllinois.gov](http://getcoveredillinois.gov).  **[Focus on end of OE January 15 deadline]**  Many Get Covered Illinois customers are landing lower premiums by switching plans. On a Silver plan? You may find a Gold plan for less money than the Silver!🏅 It pays to shop now. Open enrollment ends January 15. Reach out today to learn how you may save by switching at [Insert how they can reach out to schedule an appointment]. Or get started online at [GetCoveredIllinois.gov](http://getcoveredillinois.gov). |
|  | **[Focus on coverage by January 1 deadline]**  Get Covered Illinois customers are landing lower premiums by switching plans. It pays to shop now. Enroll by December 15 for health coverage starting January 1. Reach out today to learn how you may save by switching at [Insert how they can reach out to schedule an appointment]. Or get started online at [GetCoveredIllinois.gov](http://getcoveredillinois.gov).  **[Focus on end of OE January 15 deadline]**  Get Covered Illinois customers are landing lower premiums by switching plans. It pays to shop now. Open enrollment ends January 15. Reach out today to learn how you may save by switching at [Insert how they can reach out to schedule an appointment]. Or get started online at [GetCoveredIllinois.gov](http://getcoveredillinois.gov). |