



The state's official health insurance marketplace

**Broker Marketing Toolkit:  
Promoting Open Enrollment 2025–26**

# Contents

1. **Toolkit overview**
2. **Key talking points**
3. **Connect with Get Covered Illinois**
4. **Important dates**
5. **Important language updates**
6. **Logo usage guidance**
7. **Co-branding standards**
8. **Marketing best practices**
9. **Downloadable handouts**
10. **Social media captions and downloadable graphics**
11. **Hashtags**
12. **Appendix**



# Toolkit Overview

This marketing toolkit is designed for you and your organization to reference when creating or sharing outreach to promote Get Covered Illinois, which will be unique from previous years. Inside, you'll find **high-level talking points, key dates, social media content, handouts, branding guidance, and marketing best practices**. Please use this as a resource for maintaining consistency and accuracy across all communications.

# Key Talking Points

**Use these consistent, high-level messages when promoting open enrollment or broker services:**

1. Get Covered Illinois is here to help you find affordable health and dental coverage.
2. Certified brokers provide free, and local help.
3. Open enrollment is November 1 – January 15; enroll by December 15 for coverage starting January 1.
4. You can compare plans, check costs, and see if you qualify for savings at [GetCoveredIllinois.gov](https://www.getcoveredillinois.gov).
5. Help is available in English, Spanish, and other languages [Specify language support your organization can provide].



# Connect with Us on Social Media

Stay connected and updated with Get Covered Illinois by following our official social media accounts.

This is one of the easiest ways to engage with our brand and for us to engage with yours. We encourage you to tag us in your posts, use approved hashtags when applicable and send us a direct message if you'd like to collaborate or share updates.

- LinkedIn: [Get-Covered-Illinois](#)
- Instagram: [@Covered\\_Illinois](#)
- Facebook: [Get Covered Illinois](#)
- TikTok: [@getcoveredIllinois](#)
- X: [@coveredillinois](#)

# Important Dates to Keep in Mind

- **Window Shopping:** October 27–31, 2025
- **Open Enrollment Period:** November 1, 2025 – January 15, 2026
- **Deadline for Jan 1 coverage:** December 15, 2025
- **Open enrollment deadline:** January 15, 2026

# Important Language Guidance

The Get Covered Illinois brand has a refreshed look and feel. It's important that everyone who represents the brand, including brokers, navigators, and partner organizations uses consistent language to maintain clarity and trust.

## Key Language Guidelines

- Always say **"Get Covered Illinois"** – do not shorten to "GCI."
- Use **"Marketplace"** instead of "Exchange."
- Refer to individuals as **"customers"** instead of consumer, applicant, enrollee, or subscriber.
- Refer to support staff as **"brokers"** instead of representative, agent, or assister.

These guidelines ensure that our brand speaks with one clear and consistent voice as we help Illinois residents find the best health coverage for themselves and their families.



# Get Covered Illinois & Certified Broker Logo (coming soon) Guidance

Get Covered Illinois works with a vast network of brokers, navigators, and partner organizations across the state. To maintain a consistent brand presence, we **strongly recommend using all provided materials exactly as they are**. This means that, when possible, organizational logos should not be added to these official materials. Consistency ensures our materials look uniform across all platforms and mediums. However, if your organization would like to add your logo to the materials included in this toolkit, we have included guidance in the appendix (starting on page 14).



## Co-Branding Standards

If your organization would like to add its logo, please follow these guidelines:

- Only use approved Get Covered Illinois materials as the base.
- In all logo lockups, the **Get Covered Illinois logo should appear on the left**, with your organization's logo on the right. Your organization's logo should not appear larger than the Get Covered Illinois logo.
- Maintain clear space around the logo; do not distort, recolor, or add effects.

## Use of certified broker logo (coming soon)

- Use this logo on materials where you are identifying your broker role (flyers, handouts, event signage).
- You can use this logo in place of the Get Covered Illinois logo if the above condition is met. That means that your organization logo should be positioned to the **right of the Get Covered Illinois-certified broker logo** (coming soon) in co-branded graphics.
- The logo guidelines for the Get Covered Illinois logo should be applied here as well.

These standards help protect the integrity of the brand while allowing partners to show alignment with Get Covered Illinois.

**\*Please see the appendix on page 14 for a step-by-step guide on how to add your logo to an approved graphic using Canva.**



# Marketing Best Practices

- **Keep it simple:** Use plain, supportive language. Avoid jargon or acronyms.
- **Keep what's relevant to the audience at the top:** Lead with how we can help and what the audience needs to know or do (avoid burying this).
- **Use visuals:** Pair posts with approved graphics or flyers.
- **Be local:** Add your organization's details, events, or contacts to your posts so people know where to find you. When appropriate, highlight how you're in the community.
- **Consistency builds trust:** Use approved talking points and hashtags.
- **Promote help, not just deadlines:** Remind people brokers are free, local, and available to support them through the difficult task of enrolling in health insurance.
- **Tag partner accounts to extend visibility and credibility:** When appropriate, tag the Get Covered Illinois or other relevant community organizations' accounts in your posts.

# Downloadable Handouts

**Downloadable one-page handouts are available here soon.**

(Link to be added in an updated version of this toolkit, coming soon)

**Overview of Get Covered Illinois**

**Open Enrollment**

**Special Enrollment Period**

**When should I sign up for health insurance?**

**Each file is available in English, Spanish, Chinese, Tagalog, Arabic, Urdu, Gujarati, Hindi, Russian, Korean, French, German, and Ukrainian.**



# Social Media Captions and Downloadable Graphics

Here are six tailored social media captions for important Get Covered Illinois topics during the Open Enrollment Period. These are short, clear and engaging while driving urgency where needed.

Please adjust to add your organization's voice to the captions to ensure relatability with the people in your community.

Accompanying graphics featured below are available for download here (Link to be added in an updated version of this toolkit, coming soon) in English and Spanish.

## **Post #1: Get Covered Illinois announcement post – October 27: Window Shopping Opens**

[English] Window Shopping is open for Get Covered Illinois! Explore various health plans, compare costs, and find the right fit. Start today at [GetCoveredIllinois.gov](https://GetCoveredIllinois.gov)

[Spanish] ¡Ya se pueden ver los planes de Get Covered Illinois! ¡Explore varios planes de salud, compare costos y encuentre la opción ideal! Comience en línea en [getcovered.illinois.gov/es](https://getcovered.illinois.gov/es)

## **Post #2: Open enrollment is here**

[English] The Open Enrollment period is officially here! Now's the time to shop, compare, and enroll in quality, affordable health coverage for 2026 — and we can help! [Name of org] has certified brokers who can help you get started today.

[Spanish] ¡El período de inscripción abierta está oficialmente aquí! Ahora es el momento de comprar, comparar e inscribirse en una cobertura de salud asequible y de calidad para el 2026 – podemos ayudar. [Name of org] tiene corredores certificados que pueden ayudar comience hoy.

### **Post #3: Get Covered Illinois is here to help**

[English] Health insurance can feel complicated, but you don't have to figure it out alone. [Name of org] has certified Get Covered Illinois brokers here to guide you through the process. Come see us! [Insert location they can come to or how they can reach out to schedule an appointment].

[Spanish] El seguro médico puede parecer complicado, pero no tiene que resolverlo solo. [Name of org] tiene corredores certificados de Get Covered Illinois para guiarlo a través del proceso. Ven visitarnos! [Insert location they can come to or how they can reach out to schedule an appointment].

### **Post #4: Deadline reminder – Enroll by December 15 for January 1, 2026 coverage**

[English] Want coverage the first day of 2026? If so, enroll in a health plan by December 15 to make sure your coverage starts on January 1, 2026. Our certified brokers are here to help you through the process at [Insert location they can come to or how they can reach out to schedule an appointment]. Or get started online at [GetCoveredIllinois.gov](https://getcoveredillinois.gov).

[Spanish] ¿Quiere cobertura el primer día de 2026? Si es así, inscríbase en un plan de salud antes del 15 de diciembre para asegurarse de que su cobertura comience el 1 de enero de 2026. Nuestros corredores certificados están disponibles para ayudarte con el proceso. [Insert location they can come to or how they can reach out to schedule an appointment]. O comience en línea en [getcovered.illinois.gov/es](https://getcovered.illinois.gov/es)

## **Post #5: Deadline reminder – Enroll before the end of open enrollment**

[English] [# of days] away! Open Enrollment is ending soon. Make sure you and your family have health coverage for 2026. Enroll today at [GetCoveredIllinois.gov](https://getcoveredillinois.gov).

[Spanish] [# de días] faltan! La inscripción abierta finalizará pronto. Asegúrese de que usted y su familia tengan cobertura de salud para el 2026. Inscribábase hoy en [getcovered.illinois.gov/es](https://getcovered.illinois.gov/es).

## **Post #6: Special enrollment**

[English] Get Covered Illinois is here to support you through all of life's changes. Events such as getting married, having a baby, or moving, can make you eligible for health insurance any time of the year! Learn more at [GetCoveredIllinois.gov](https://getcoveredillinois.gov).

[Spanish] Get Covered Illinois está aquí para apoyarlo a través de todos los cambios de la vida. ¡Eventos como casarse, tener un bebé o mudarse pueden hacer que sea elegible para un seguro médico en cualquier época del año! Obtenga más información en [getcovered.illinois.gov/es](https://getcovered.illinois.gov/es).

# Hashtags

Hashtags are a great way to expand brand placement and raise awareness of a campaign like Get Covered Illinois' open enrollment period. This approach ensures better visibility and consistency for brokers, navigators, and partner organizations sharing Get Covered Illinois. It's recommended to use three hashtags that tell the problem, who and what.

Potential hashtags for Get Covered Illinois:

- **#GetCoveredIllinois** – Basic hashtag. Use this hashtag every time you post on social media promoting Get Covered Illinois.
- **#CoverYourFuture** – Fun wordplay while still tying into the mission. Use this hashtag for mission-oriented posts.
- **#EnrollToExcel** – Catchy, positive, motivational. Use this hashtag when promoting events.
- **#BrokersMakingADifference**





# Appendix

Here's a quick and easy guide to adding your logo to a graphic.

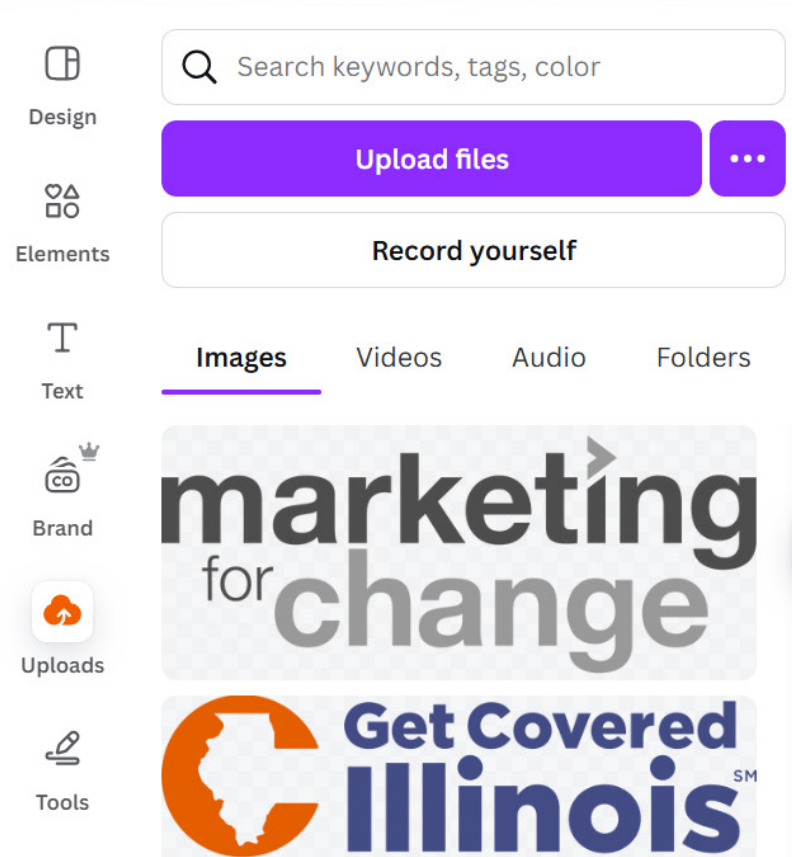
## **Prep (recommended)**

- Use SVG (best) or PNG logo with a transparent background.
- Download the approved Get Covered Illinois graphic. Name it clearly.

# How to upload a material into Canva and add your organization's logo

## Step 1: Open Canva and Start a New Design

1. Go to [canva.com](https://canva.com).
2. In the top left corner, click **Create** (the plus button).
3. On the left-hand menu, select **Uploads**.
4. Click **Upload files** and choose the Get Covered Illinois graphic (or another base file) you want to edit.



## Step 2: Open the Uploaded Graphic

1. Once uploaded, the graphic will appear under **Recent designs**.
2. Click on it to open and begin editing.

### Step 3: Upload Your Organization's Logo

1. On the left-hand toolbar, click **Uploads** again.
2. Click **Upload files** and select your organization's logo from your computer.
  - Make sure your logo has a **transparent background** (SVG or PNG format preferred).
3. Once uploaded, it will appear under **Images** in the Uploads section.

### Step 4: Add and Place the Logo

1. Click on your uploaded logo. It will appear on the design canvas.
2. Drag and drop the logo **to the right of the Get Covered Illinois logo**.
3. Use the corner points to resize and adjust placement.
  - Align the logo according to the brand guidelines provided above.



## Step 5: Save and Export Your Updated Graphic

1. In the top right corner, click **Share**.
2. Select **Download**.
3. Choose your file type:
  - **PNG** – Recommended for digital use (social media, web).
  - **PDF** – Recommended for print materials.
4. Click Download to save the updated file to your computer.

## Quick troubleshooting

1. Blurry logo? Re-upload as SVG or a larger PNG (at least 1500–2500 px wide).
2. White box around it? You're using a JPG. Export a PNG with transparency from the source file.
3. Upload blocked? Check file size (keep under ~25–50 MB) or convert to SVG/PNG.





**Visit the new Get Covered Illinois site, where our customers can compare plans, find savings and get live free help.**

