

### NABIP Handles

- Twitter (X): @nabipsocial
- Facebook: @nabipsocial
- LinkedIn: @nabipsocial
- Instagram: @nabipsocial

### Best Practices

- Speak with one voice, always!
- Use consistent #hashtags to link your posts to the NABIP network and the broader healthcare conversation. #NABIP #AgentAdvocates #ShapingtheFutureofHealthcare
- The most popular posts are typically those with direct ties to NABIP, such as photos from events or infographics members can share with their audience.
  - Members tend to engage heavily with posts that take a firm stance on specific legislation.
- Try to share articles published within the last few days. Otherwise, use #ICYMI (“in case you missed it”) to return to something already shared or important but less timely.
- Note that some hyperlinks automatically pull photos from the websites they link to, and those photos aren’t always relevant or appropriate.
- Experiment with different posting times. In recent weeks, engagement has been down on late morning/early afternoon posts, so we’ve been posting more later in the day.
  - Engagement also tends to ebb during the morning commute.
- Engage with users whenever possible. That can be as simple as liking “reshares” of your content.

### Facebook/LinkedIn

- Facebook and LinkedIn posts can be the longest.
- The content on each platform can also be similar.
- You can use hashtags on both, but we recommend using them sparingly, as they’re less popular on these platforms.

### Twitter (X)

- Twitter posts are capped at 280 characters (double the original limit).
- Photos shared on Twitter must be cropped square.
- Use hashtags when possible, but note that too many consecutive hashtags make the text harder to read.
- When sharing articles, we recommend tagging original source to boost engagement (i.e. “head to @EBNmagazine to learn more”).

## What to Post

- News about [legislative](#) issues NABIP supports or opposes.
- Healthcare industry news that impacts agents and brokers, as long as it's not controversial among members.
- Any new content from [Compliance Corner](#), as well as [podcasts](#), webinars, courses, position papers, etc.
- Tweets thanking Congressmen for signing onto legislation NABIP supports.
- You can sign up for email alerts on [Congress.gov](#) to be notified when a cosponsor is added to any given bill.
- Upcoming [events](#).
- Retweets from local NABIP chapters or advocacy accounts like @P2ESC / @fightthe40 / @StopTheHIT.
- Highlights of NABIP's website, like [Operation Shout](#) or [Find an Agent](#).

## Topics to Avoid

- Anything overtly partisan, which criticizes or applauds a certain political party, rather than legislation (e.g., "Democrats are wrong to support single payer")
- Anything too negative. Focus primarily on positive, interesting news.
- Anything from politically inflammatory publications.