

Overview:

The *Brokers Making a Difference* campaign highlights the invaluable role that NABIP agents and brokers play in protecting healthcare consumers, advocating for ethical practices, and ensuring access to high-quality healthcare coverage. Through their commitment to integrity, professionalism, and consumer advocacy, NABIP brokers are the trusted allies of individuals, families, seniors, and small businesses navigating the complexities of the healthcare system. This campaign aims to combat misconceptions, showcase the dedication of ethical brokers, and reinforce NABIP's mission to uphold the highest standards.

Call to Action:

By sharing the impactful stories and value of NABIP brokers, we can amplify agent and broker voices and build greater trust within the communities we serve. This six-week social media campaign is designed to spread awareness, dispel misinformation, and promote the essential role brokers play in ensuring consumer protection and access to equitable healthcare.

We encourage all NABIP members to actively participate by sharing these posts on their social media platforms, tagging NABIP, and using the campaign hashtags. Together, we can demonstrate that brokers truly make a difference in the lives of millions of Americans. Let's unite in showcasing the professionalism, dedication, and impact of NABIP brokers.

Week 1: Setting the Record Straight (Jan. 13, 15 and 17)

Post 1 (Mon., 1/13)

Image:



Headline: NABIP Brokers: Making a Difference Every Day

Copy: Welcome to our *Brokers Making a Difference* campaign! Over the next six weeks, we'll spotlight the incredible work NABIP brokers do to protect healthcare consumers, advocate for ethical practices, and ensure access to high-quality healthcare.

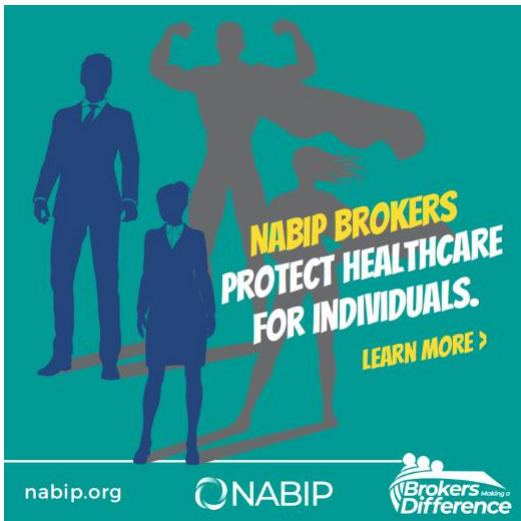
NABIP brokers are your trusted allies, helping individuals, families, seniors, and small businesses navigate the complexities of healthcare coverage. Together, we can amplify their voices and showcase their value.

Follow along, share these posts, and tag us to help spread the word about why brokers truly make a difference. Let's continue to build trust and celebrate the dedication of these healthcare heroes!

#BrokersMakingADifference #HealthcareHeroes #NABIPAdvocates

Post 2 (Wed., 1/15)

Image:



Headline: NABIP Brokers: Protecting Consumers, Advocating for Change

Copy: Despite recent media coverage, ethical brokers are the first line of defense for health insurance consumers. NABIP members have led the charge for stricter oversight and consumer protection, bringing unethical practices to light. Don't let a few bad actors overshadow the good! Find a trusted broker near you at [NABIP's agent-finder tool](#). #BrokersMakingADifference #ConsumerProtection

Post 3 (Fri., 1/17)

Image:



Headline: NABIP Brokers: The Guardians of Healthcare Access

Copy: Health insurance can be complicated, but NABIP brokers are here to guide you with integrity and professionalism. NABIP members help millions of Americans access the healthcare they need—always with their best interest in mind. Use NABIP’s agent-finder tool to connect with a broker in your area at [NABIP's agent-finder tool](#). #HealthcareHeroes #BrokersYouCanTrust #NABIPAdvocates

Week 2: Trust in NABIP Brokers (Jan. 20, 22 and 24)

Post 1 (Jan. 20)

Image:

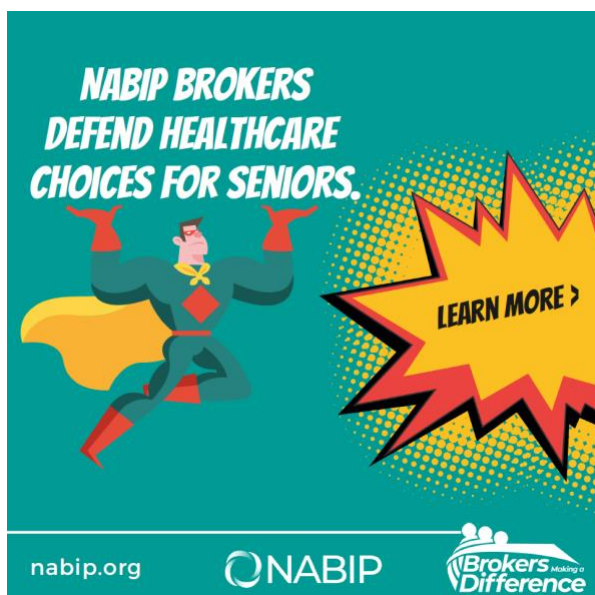


Headline: NABIP Brokers: Trusted Advocates for Your Healthcare

Copy: CMS and other reports may cast a shadow over brokers, but the truth is: NABIP brokers are ethical, dedicated professionals. They play a critical role in making sure Americans get the best healthcare coverage possible—working for you, not against you. Find your advocate today at [NABIP's agent-finder tool](#). #BrokersYouCanTrust #HealthcareAdvocates #NABIPLeadership

Post 2 (Jan. 22)

Image:



Headline: Setting the Record Straight: Brokers Are Here to Help

Copy: Allegations of unscrupulous broker activity are misleading. NABIP members are dedicated to protecting consumers from unauthorized enrollments and plan switches. Trust NABIP brokers to provide expert guidance and reliable support for your healthcare needs. #TrustNABIP #BrokersMakingADifference #EthicalBrokers

Post 3 (Jan. 24)

Image:



Headline: Transparency and Trust: NABIP Brokers Deliver

Copy: With so much misinformation about brokers in the media, it's important to know the facts. NABIP brokers operate with transparency and integrity—ensuring you get the coverage you signed up for. Use [NABIP's agent-finder tool](#) to locate a professional broker in your community. #TransparencyMatters #NABIPBrokers #BrokersForGood

Week 3: Advocating for Consumer Protection (Jan. 27, 29 and 31)

Post 1 (Jan. 27)

Image:



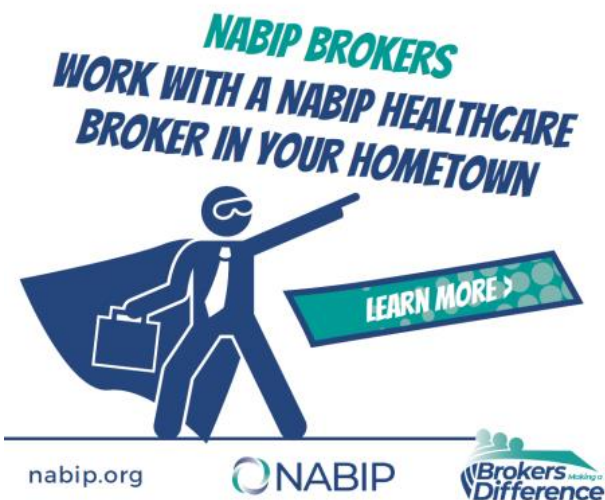
Headline: Choose NABIP Brokers: A Commitment to Professionalism

Copy: NABIP brokers are more than just agents—they are your trusted advisors in navigating healthcare. Our members uphold the highest standards of ethics and professionalism. Don't settle for less—ask your broker if they're NABIP certified. Find a certified broker near you with [NABIP's agent-finder tool](#).

#ProfessionalismMatters #ChooseNABIP #HealthcareGuardians

Post 2 (Jan. 29)

Image:

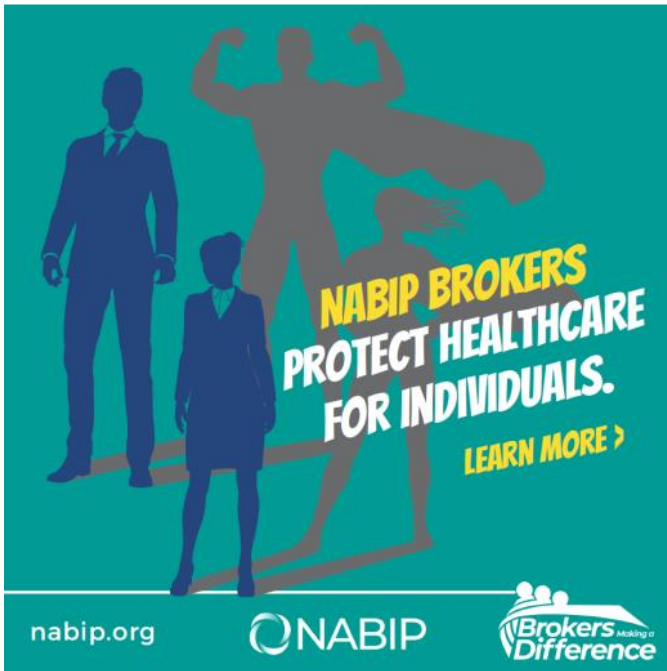


Headline: NABIP Brokers: Your Trusted Healthcare Partner

Copy: Misleading reports don't tell the full story. NABIP brokers are fighting to protect consumers from unauthorized plan changes and misleading practices. They're your true partner in navigating healthcare coverage. #HealthcarePartner #NABIPAdvocates #BrokersForGood

Post 3 (Jan. 31)

Image:



Headline: NABIP Brokers: Advocating for Consumer Protection

Copy: When it comes to health insurance, NABIP brokers go the extra mile to ensure that consumers are informed and protected. Don't let misleading narratives steer you wrong—trust NABIP brokers for ethical, professional guidance. #ConsumerProtection #BrokersYouCanTrust #NABIPAdvocacy

Week 4: Ethical Standards and Advocacy (Feb. 3, 5 and 7)

Post 1 (Feb. 3)

Image:



Headline: The Real Champions of Consumer Healthcare

Copy: Unauthorized plan switching isn't a broker problem—it's a technical issue at the Marketplace level. NABIP brokers are committed to transparency and ensuring you get the coverage you signed up for. Ask your agent if they're NABIP certified! #TransparencyMatters #NABIPCertified #BrokersForYou

Post 2 (Feb. 5)

Image:

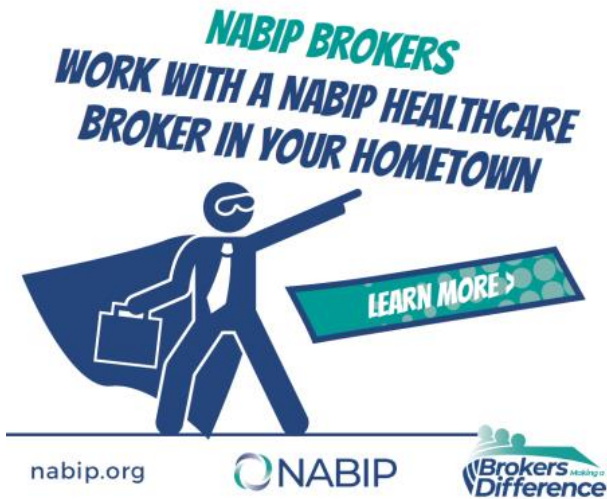


Headline: Ensuring Accountability: NABIP Brokers Lead the Way

Copy: NABIP brokers have been instrumental in urging CMS to address unethical practices, ensuring the highest standards in healthcare coverage. Choose a broker who stands up for you—choose a NABIP broker. #EthicsFirst #ConsumerAdvocates #NABIPCertified

Post 3 (Feb. 7)

Image:



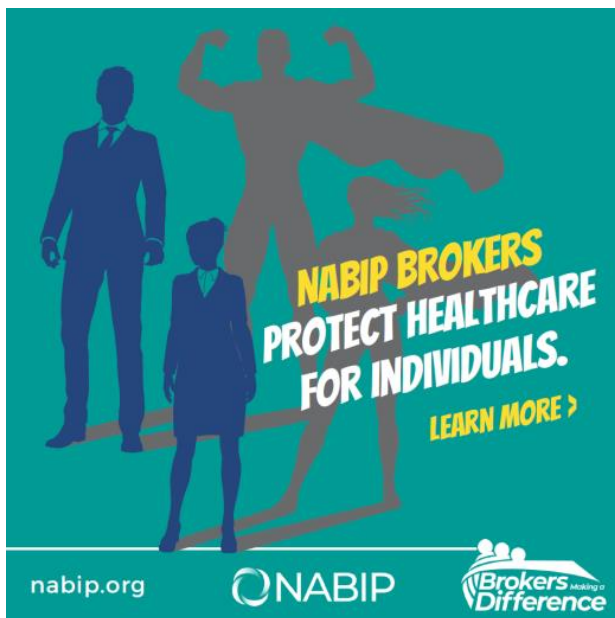
Headline: Navigating Healthcare: Trust NABIP Brokers

Copy: Healthcare coverage is complex, but NABIP brokers make it easier. They work tirelessly to ensure you have the right coverage for your needs—without any surprises. Trust in the professionals who have your back. #TrustInBrokers #NABIPCertified #HealthcareGuidance

Week 5: Consumer-Centric Focus (Feb. 10, 12 and 14)

Post 1 (Feb. 10)

Image:

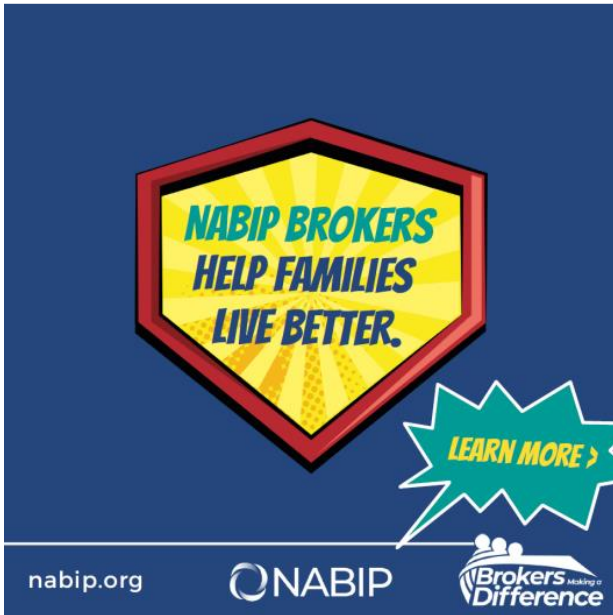


Headline: Ethical Brokers on the Frontlines

Copy: Misconduct in the insurance industry is real, but it's ethical brokers who have consistently urged CMS to crack down on bad actors. These professionals are the reason unethical practices are being addressed—ensuring consumers are protected. #BrokersLead #NABIPAdvocates #BrokersMakingADifference

Post 2 (Feb. 12)

Image:



Headline: NABIP Brokers: Protecting Your Healthcare Choices

Copy: Healthcare decisions should be yours to make. NABIP brokers work to ensure you're informed and in control, fighting against unauthorized plan changes. Trust the experts who put your needs first. #ProtectYourChoice #NABIPCertified #BrokersYouCanTrust

Post 3 (Feb. 14)

Image:



Headline: NABIP Brokers: Defending the Consumer's Best Interest

Copy: The recent focus on unauthorized enrollments overlooks the crucial role NABIP brokers play in safeguarding consumers. Trust the professionals who are committed to doing what's right. Ask if your broker is NABIP certified. #ConsumerFirst #NABIPCertified #BrokersForGood

Week 6: Commitment to the Future of Healthcare (Feb. 17, 19 and 21)

Post 1 (Feb. 17)

Image:



Headline: Brokers Who Care, Brokers You Can Trust

Copy: While bad actors make headlines, ethical brokers work behind the scenes to protect consumers and uphold high standards. At NABIP, we know that trust and transparency matter—our brokers lead with integrity. Find a trusted broker in your area with [NABIP's agent-finder tool](#). #BrokersYouCanTrust #BrokersMakingADifference #NABIPAdvocacy

Post 2 (Feb. 19)

Image:



Headline: NABIP Brokers: Setting the Standard for Ethics and Service

Copy: Don't be misled—NABIP brokers are champions of consumer rights, advocating for stronger oversight to prevent unethical practices. Ensure your broker is NABIP certified for peace of mind and professional service. #ChooseEthicalBrokers #NABIPStandards #ConsumerTrust

Post 3 (Final Post on Feb. 21)

Image:



www.nabip.org [Learn more >](#) NABIP

Headline: Brokers Making a Difference: Championing Healthcare Advocacy

Copy: Over the past six weeks, the *Brokers Making a Difference* campaign has celebrated the unwavering dedication of NABIP brokers. These ethical professionals play a critical role in protecting consumers, advocating for change, and ensuring access to high-quality healthcare.

Through integrity, professionalism, and consumer advocacy, NABIP brokers have proven themselves as trusted allies for individuals, families, seniors, and small businesses navigating the complexities of healthcare.

Now, it's your turn to take action. Share this post, tag a broker who's made a difference, or use [NABIP's agent-finder tool](#) to connect with a trusted professional in your area. Together, we can continue to spread the word about the vital role brokers play in building a healthier future for all.

#BrokersMakingADifference #NABIPAdvocates #HealthcareHeroes

Thank you for helping us combat misconceptions, highlight the value of ethical brokers, and reinforce NABIP's mission to uphold the highest standards in healthcare advocacy. Let's continue to build trust within the communities we serve by spreading awareness and standing united in our mission. Together, we have shown that brokers truly make a difference.