**ADDRESSING THE BARRIERS**

**TO APPLYING FOR BENEFITS**

**Sample Facebook Posts**

A series of Facebook posts can be used as a strategy to address the barriers that keep people from applying for low-income benefit programs. Consider repeating the series after several months, since people often need to hear a message many times before acting on it.

SAMPLES:

**Facebook Post #1**

* Address the lack of awareness of programs by adding a post with information about the low-income benefit programs that can help. Include a link to a CMS YouTube video.
* ***Help for Medicare Beneficiaries with Limited Income***

*For people with Medicare on a limited income, it can be difficult to pay for health care and medications. Help is available from Medicare Savings Programs and Part D Extra Help. Contact <YOUR AGENCY> for information about these benefit programs and check out this* [video](https://www.youtube.com/watch?v=JCnIMwpZmP4) *from the Centers for Medicare and Medicaid Services for more information about these programs.*

* Include an image whenever possible such as a screenshot from the video.



**Facebook Post #2**

* Address the second barrier about the application process.

***DON’T SWEAT THE APPLICATION PROCESS!***

*For Medicare beneficiaries who need help with their healthcare or prescription costs, application assistance is available. Contact <YOUR AGENCY INFO HERE> for more information about the application process for Medicare Savings Programs, Medicare Part D Extra Help and other benefit programs for people with limited income.*

**Facebook Post #3**

* Easily address the third barrier with a post that clearly states where people can apply for benefits, or that they can receive assistance with benefit applications at your agency.

***DON’T KNOW WHERE TO APPLY FOR BENEFITS? CALL US!***

*Medicare beneficiaries looking to apply for help with their healthcare or prescription cost can contact <YOUR AGENCY INFO HERE> for information or application assistance for Medicare Savings Programs, Medicare Part D Extra Help or other benefit programs for people with limited income.*

**Facebook Post #4**

* Address the fourth barrier with a post that includes data about the number of people who receive assistance, how it can improve lives, etc., such as:
	+ **Struggling to pay for your Medicare costs?** Think you’re alone? Think again—in 2017 alone, over 9 million Medicare beneficiaries received help with their Medicare costs through Medicare Savings Programs (MSP). Almost 120,000 were Wisconsin residents. Many people here in XYZ County get help through MSPs or other benefit programs designed for those with limited income. Don’t wait any longer! For more information about programs for people with limited income, contact <YOUR AGENCY INFO HERE>.

