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Name: Social Media Posts

Product: Banzai Coach: Understand Health Insurance

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Use the following text for promoting the Banzai Coach in your organic (nonpaid) posts. Keep Facebook/Twitter posts about 80 characters long before using hashtags, and Instagram captions about 140 characters. Use the suggested hashtags to supplement. Remember to insert a link to your co-branded version of the "Understand Health Insurance" Coach on Facebook and Twitter. Instagram does not support hyperlinks. The corresponding images are in folders based on their size for the platform: Instagram and Facebook images are square and Twitter images are rectangular.

Facebook/Twitter Post 1: Need a trip to the doctor? Understand your health plan with the Banzai Coach.

Instagram Post 1: Uh-oh—need a trip to the doctor? The Banzai Coach walks you through how your personal health plan can impact your health care costs.

Facebook/Twitter Post 2: Health Insurance is complicated. Understand the basics with the Banzai Coach.

Instagram Post 2: Health Insurance is complicated. With the new Banzai Coach, you can learn the ins and outs of your health plan—and actually understand it!

Facebook/Twitter Post 3: Is your health plan confusing? The Banzai Coach can help you understand it.

Instagram Post 3: Trying to understand your health plan can feel like solving an impossible equation. The Banzai Coach can help you finally make sense of it.

Recommended Hashtags: #teachbanzai #financialliteracy
#personalfinance #moneymatters #financialgoals
#healthinsurance

Dimensions: 1080x1080px for Instagram/Facebook and 1024x512px for Twitter.