



Marketing & Outreach Guidelines for Authorized Insurance Brokers

General Guidelines

The Maryland Health Connection logo may not be used or displayed on marketing materials developed by authorized brokers; only the seal “Authorized Insurance Broker/Maryland Health Connection” may be used on marketing and outreach materials.



Insurance brokers authorized by the Maryland Health Benefit Exchange to sell plans through Maryland Health Connection will receive a “seal” to display on marketing materials, including: brochures, business cards, advertisements, pamphlets, etc.

PowerPoint presentations and PDFs may not be altered or reproduced without the consent of the Maryland Health Benefit Exchange.

Authorized insurance brokers may attend community outreach events organized by Maryland Health Connection, and they may distribute business cards at these events. Pamphlets or other marketing materials may not be distributed unless prior advanced authorization has been obtained through the marketing department at the Maryland Health Benefit Exchange two weeks prior to the event.

Authorized brokers may host community outreach events. All events must include information about all insurance companies and health plans available through Maryland Health Connection in an unbiased manner.

Social Media Community Guidelines

Authorized insurance brokers may participate in Maryland Health Connection's social media community on Facebook, Twitter, Instagram, LinkedIn and YouTube as long as they abide by the Social Media Policy:

<https://www.facebook.com/MarylandConnect/app/1718780348366121/>

The Social Media Policy applies to all of Maryland Health Connection's social channels. Please take special note of the provision: "Maryland Health Connection does not accept promotional posts, including advertisements for commercial or business transaction and/or recruitment of any kind." Maryland Health Connection reserves the right to moderate and/or delete comments if the policy is violated.