

Multimedia Appendix 1. Twitter Handles for State-Based Health Insurance Marketplaces.

State	Twitter Handle	# Tweets generated by account^a	# Tweets at account handle^a
California	@CoveredCA	534	8127
Colorado	@C4HCO	79	552
Connecticut	@AccessHealthCT	226	1415
District of Columbia	@DCHBX	3	21
Hawaii	@HIConnector	84	91
Idaho	@YourHealthIdaho	26	47
Kentucky	@kynectky	74	874
Maryland	@MarylandConnect	345	951
Massachusetts	@HealthConnectors	83	285
Minnesota	@MNSure	13	1120
Nevada	@NVHealthLink	13	485
New Mexico	@NMHIX	99	287
New York	@NYStateofHealth	495	2000
Oregon	@CoverOregon	42	1471
Rhode Island	@HealthSourceRI	68	295
Vermont	@VTHealthConnect	45	242
Washington	@WAplanfinder	186	1080

^aTweets generated between March 1-31, 2014.