



Connecting Kids to Coverage National Campaign

SOCIAL CONTENT: PEACE OF MIND AND EVERGREEN POSTS

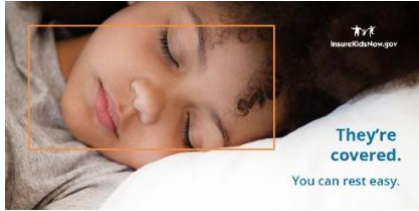

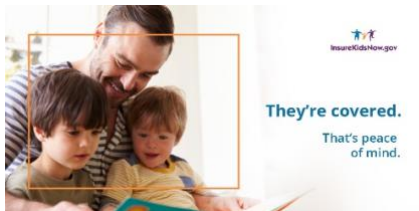
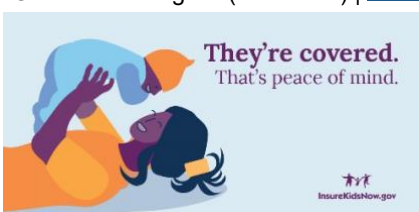
The social media content below has been created for Campaign partners and grantees to use on Twitter and Facebook – and is adaptable for other platforms. The content is evergreen and may be used at any time.

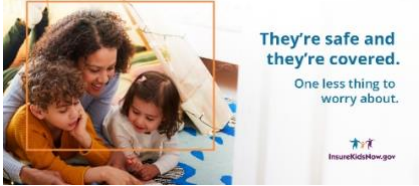



In addition to copy, we have also provided suggested graphics to help make posts stand out even more. You can obtain these graphics, referring to the file name, by accessing the Connecting Kids to Coverage National Campaign [Outreach Tool Library](#) or via the enclosed zip folder.

Our posts are crafted specifically to drive followers to your organization's website. If your organization does not have a website, you can link to the landing page of your state's Medicaid/CHIP website or the "Finding Coverage for Your Family" map on [InsureKidsNow.gov/coverage](https://insurekidsnow.gov/coverage) for more state-specific information. Customizing posts makes content more applicable to your followers and can help people find local resources such as your website or important hotlines so that as many eligible children as possible are able to enroll in Medicaid and CHIP and receive affordable quality health coverage.

PEACE OF MIND SOCIAL CONTENT - English



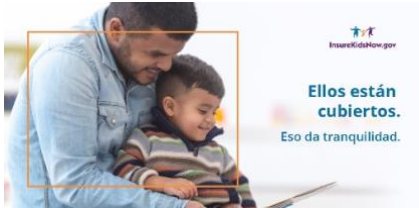

Twitter & Facebook Posts




Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>During these uncertain times, healthcare needs for many may grow. #Medicaid and #CHIP offer free or low-cost health coverage for eligible kids. Learn more about coverage in your state: [YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>During these uncertain times, healthcare needs for many may grow. Medicaid and CHIP offer free or low-cost coverage for eligible kids, including doctor visits, routine check-ups, immunizations, and prescriptions. Learn more about coverage in your state: [YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Rest Easy” in English (Photo) Twitter / Facebook</p>  <p>“Rest Easy” in English (Illustrated) Twitter / Facebook</p> 
<p>Families can enroll in #Medicaid or #CHIP at any time of the year. Learn how you can apply today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>#Enroll365 means that families can enroll in Medicaid or CHIP at any time of the year. Learn how you can apply today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Covered” in English (Photo) Twitter / Facebook</p>  <p>“Covered” in English (Illustrated) Twitter / Facebook</p> 

Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>With #Medicaid and #CHIP, you get the peace of mind that comes with knowing your children have access to essential medical care, such as preventive services or emergency care if a child gets sick or injured. Learn more: [STATE INSURANCE PAGE] #Enroll365</p>	<p>With Medicaid and CHIP health coverage, you get the peace of mind that comes with knowing your children have access to essential medical care, such as preventive services or emergency care if a child gets sick or injured. Children and teens up to age 19 and their parents may qualify. Learn more about the services offered in your state: [STATE INSURANCE PAGE]</p>	<p>“Less to Worry About” in English (Photo) Twitter / Facebook</p>  <p>“Less to Worry About” in English (Illustrated) Twitter / Facebook</p> 
<p>With #Medicaid and #CHIP, you can rest easier knowing medical bills from routine or emergency care won't jeopardize your family's financial security. Find out more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>With health coverage through Medicaid and CHIP, you can rest easier knowing medical bills from routine or emergency care won't jeopardize your family's financial security. Medicaid and CHIP provide health insurance for children in families with low and moderate incomes. Find out more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Doctor Visit” in English (Photo) Twitter / Facebook</p>  <p>“Doctor Visit” in English (Illustrated) Twitter / Facebook</p> 

PEACE OF MIND SOCIAL CONTENT - Spanish

Twitter & Facebook Posts

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>En estos tiempos de incertidumbre, la necesidad de atención médica puede crecer. Medicaid y CHIP ofrecen cobertura de salud gratuita o a bajo costo para niños elegibles. Infórmese más sobre cobertura en su estado. [PAGINA WEB DE SU ORGANIZACIÓN] #Enroll365</p>	<p>En estos tiempos de incertidumbre, la necesidad de atención médica puede crecer. Medicaid y CHIP ofrecen cobertura gratuita o a bajo costo para niños elegibles, incluyendo citas médicas, chequeos regulares, vacunas y medicinas recetadas. Infórmese más sobre cobertura en su estado. [PAGINA WEB DE SU ORGANIZACIÓN]</p>	<p>“Rest Easy” in Spanish (Photo) Twitter / Facebook</p>  <p>“Rest Easy” in Spanish (Illustrated) Twitter / Facebook</p> 
<p>Familias se pueden inscribir en #Medicaid o #CHIP en cualquier época del año. Infórmese sobre cómo puede solicitar hoy: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN] #Enroll365</p>	<p>#Enroll365 quiere decir que familias se pueden inscribir en Medicaid o CHIP en cualquier época del año. Infórmese sobre cómo puede solicitar hoy: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN]</p>	<p>“Covered” in Spanish (Photo) Twitter / Facebook</p>  <p>“Covered” in Spanish (Illustrated) Twitter / Facebook</p> 

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>Con #Medicaid y #CHIP, quede tranquila sabiendo que sus hijos tienen acceso a atención médica esencial, como servicios preventivos o atención de emergencia si un niño se enferma o se lastima. Infórmese más: [PAGINA DEL SEGURO DEL ESTADO] #Enroll365</p>	<p>Con la cobertura de salud de #Medicaid y #CHIP, quede tranquila sabiendo que sus hijos tienen acceso a atención médica esencial, como servicios preventivos o atención de emergencia si un niño se enferma o se lastima. Niños y adolescentes menores de 19 años y sus padres podrían calificar. Infórmese más sobre los servicios ofrecidos en su estado: [PAGINA DEL SEGURO DEL ESTADO]</p>	<p>“Less to Worry About” in Spanish (Photo) Twitter / Facebook</p>  <p>“Less to Worry About” in Spanish (Illustrated) Twitter / Facebook</p> 
<p>Con #Medicaid y #CHIP, puede quedar más tranquila sabiendo que las facturas médicas de la atención de rutina o de emergencia no pondrán en peligro la seguridad financiera de su familia. Conozca más: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN] #Enroll365</p>	<p>Con la cobertura de salud de Medicaid y CHIP, puede quedar más tranquila sabiendo que las facturas médicas de la atención de rutina o de emergencia no pondrán en peligro la seguridad financiera de su familia. Medicaid y CHIP proveen seguro de salud para niños de familias con ingresos bajos o moderados. Conozca más: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN]</p>	<p>“Doctor Visit” in Spanish (Photo) Twitter / Facebook</p>  <p>“Doctor Visit” in Spanish (Illustrated) Twitter / Facebook</p> 