InsureKidsNow.gov

Connecting Kids to Coverage
National Campaign

BACK-TO-SCHOOL SOCIAL MEDIA POSTS

Back-to-School season is a great time to remind parents to enroll their children in health coverage, and elevate the benefits of Medicaid and the Children's Health Insurance Program (CHIP). Use the template social media posts and customize with your state program name and information where applicable and don't forget to link to your website where it says [WEBSITE LINK] or link to the screener on HealthCare.gov available at go.hc.gov/1WUpPxo. The Campaign offers a library of social media graphics for Facebook and Twitter that you can add to posts. Find a library of graphics on InsureKidsNow.gov.

Twitter

- With #Medicaid & #CHIP, kids health care will be covered — one less thing to worry about. #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Access to health care helps kids succeed in school. Is your child covered? #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Need a #BacktoSchool physical? It's covered by #Medicaid & #CHIP! Find out how to enroll: [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Ready? Set? Go – Help your kids #GetCovered before school begins! #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- #BacktoSchool means textbooks, backpacks & new clothes. Get coverage for your kids – one less thing to worry about. #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Reminder – renew your child's #Medicaid & #CHIP coverage every year! We're here to help you: #Enroll365 [WEBSITE LINK]

- Helping your kids #GetCovered doesn't have to break the bank. #Medicaid & #CHIP offer free or low cost coverage! #Enroll356 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Need health coverage for kids? We're here to help you enroll in-person! Call [X-XXX-XXX-XXXX] or [WEBSITE LINK] #Enroll365

Facebook

- Healthy kids are better prepared to do well in school! Get the lowdown on how to get free or low-cost health coverage for your student: [WEBSITE LINK] or go.hc.gov/1WUpPxo #Enroll365 #GetCovered

- Check health coverage off of your Back-to-School list. Enrollment in #Medicaid and #CHIP is year-round so #GetCovered now to access benefits like check-ups, immunizations, and dental visits! #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Did you know #Medicaid and #CHIP cover children through age 19? Share this info with the families in your community today so they can #Enroll365 as kids head back to school. #DYK [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Good health is key to success — with #Medicaid and #CHIP, your child is covered for dental visits, shots, glasses, and more! #GetCovered #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

- Keep your kids healthy this fall by enrolling in #Medicaid and #CHIP for low-cost, comprehensive health care. That's a win-win! #GetCovered #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo

Could be Paired with "Teen" Social Media Graphic
- Did you know #Medicaid and #CHIP provide affordable, comprehensive health care to teens through age 19? Sing it! #GetCovered #Enroll365 [WEBSITE LINK] or go.hc.gov/1WUpPxo