



Connecting Kids to Coverage National Campaign

SOCIAL CONTENT: VACCINES

The social media content below has been created for Connecting Kids to Coverage National Campaign supporters, including partners and grantees, to use on Twitter and Facebook and is adaptable for other platforms. The content can be used year-round and is especially relevant this winter during flu season and the ongoing COVID-19 public health emergency. The content intends to remind families of the importance of COVID-19 vaccination for children ages 5 and up, which is free, and flu vaccine for children 6 months and up, which is covered through Medicaid and CHIP.




In addition to social copy, we have also provided suggested graphics to help make posts visually engaging. You can obtain these graphics, referring to the file name, on the InsureKidsNow.gov [Outreach Tool Library](#).

Our posts are crafted specifically to drive followers to your organization's website and encourage enrollment in Medicaid and CHIP. If your organization does not have a website, you can link posts to the landing page of your state's Medicaid/CHIP website or the "Find Coverage for Your Family" map on [InsureKidsNow.gov/coverage](#)¹ 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.

¹ To view the Find Coverage for Your Family" map in Spanish, please visit: [espanol.insurekidsnow.gov/coverage](#).



COVID 19 SOCIAL CONTENT English

Twitter & Facebook Posts

Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>#DYK that children can receive a #flu shot and #COVID19 vaccine in one visit? COVID-19 vaccines are free to all. Remember that #Medicaid and #CHIP cover vaccinations for children up to age 19: To find a vaccine, visit www.vaccines.gov</p>	<p>Did you know that children can receive a flu shot and a COVID-19 vaccine in one visit? Vaccinations, including the flu shot, are covered by Medicaid and CHIP for kids up to age 19, and the COVID-19 vaccine is free for children ages 5 and up. Find a vaccine in your area today: www.vaccines.gov</p>	<p>“Learn” in English Twitter / Facebook</p> 
<p>#COVID19 vaccines are available for children ages 5 and up! #Medicaid and #CHIP cover vaccinations for kids and teens up to age 19. Learn about coverage in [YOUR STATE]: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>COVID-19 vaccines are available for children ages 5 and up! Medicaid and CHIP cover vaccinations for kids and teens up to age 19. Learn about coverage in [YOUR STATE]: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Vaccine” in English Twitter / Facebook</p> 
<p>Children ages 5 and up are eligible for a #COVID19 vaccine, which offers extra protection and peace of mind. Call today to schedule this and other vaccines kids may need to stay healthy. Vaccines and more are covered by #Medicaid and #CHIP. Learn more: [STATE INSURANCE PAGE] #Enroll365</p>	<p>Children ages 5 and up are eligible for a COVID-19 vaccine, which offers extra protection and peace of mind. Call today to schedule vaccines your child needs to stay healthy. Medicaid and CHIP cover the essentials – check if your child and family qualify! Learn more about coverage in your state: [STATE INSURANCE PAGE]</p>	<p>“Protect” in English Twitter / Facebook</p> 

COVID 19 SOCIAL CONTENT Spanish

Twitter & Facebook Posts

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>¿ Sabía que los niños pueden vacunarse contra la #influenza y el #COVID19 en la misma visita? Las vacunas contra el COVID-19 son gratuitas para todos. Recuerda que #Medicaid y #CHIP cubren las vacunas para los niños de hasta 19 años: Para encontrar una vacuna, visite www.vaccines.gov</p>	<p>¿ Sabía que los niños pueden vacunarse contra la influenza y el COVID-19 en la misma visita? Las vacunas, incluida la vacuna contra la influenza, están cubiertas por Medicaid y CHIP para los niños de hasta 19 años y la vacuna contra el COVID-19 es gratuita para los niños mayores de 5 años. Encuentre una vacuna en su área hoy mismo: www.vaccines.gov</p>	<p>“Learn” in Spanish Twitter / Facebook</p> 
<p>Hay vacunas contra el #COVID19 disponibles para los niños mayores de 5 años. #Medicaid y #CHIP cubren las vacunas para los niños y adolescentes de hasta 19 años. Obtenga más información sobre la cobertura en [SU ESTADO]: [PÁGINA DEL SEGURO ESTATAL O VÍNCULO DE LA PÁGINA DE SU ORGANIZACIÓN] #Enroll365</p>	<p>Hay vacunas contra el COVID-19 disponibles para los niños mayores de 5 años. Medicaid y CHIP cubren las vacunas para los niños y adolescentes de hasta 19 años. Obtenga más información sobre la cobertura en [SU ESTADO]: [PÁGINA DEL SEGURO ESTATAL O VÍNCULO DE LA PÁGINA DE SU ORGANIZACIÓN]</p>	<p>“Vaccine” in Spanish Twitter / Facebook</p> 
<p>Los niños mayores de 5 años pueden recibir la vacuna contra el #COVID19 para mayor protección. Llame hoy para programar esta y otras vacunas que los niños puedan necesitar para mantenerse sanos. Las vacunas y más están cubiertas por #Medicaid y #CHIP. Más información: [PÁGINA DEL SEGURO ESTATAL] #Enroll365</p>	<p>Los niños mayores de 5 años pueden recibir la vacuna contra el COVID-19 para mayor protección y tranquilidad. Llame hoy mismo para programar las vacunas que sus hijos necesitan para mantenerse sanos. Medicaid y CHIP cubren lo esencial: ¡revisa si su hijo y su familia califican! Obtenga más información sobre la cobertura en su estado: [PÁGINA DEL SEGURO ESTATAL]</p>	<p>“Protect” in Spanish Twitter / Facebook</p> 