



Connecting Kids to Coverage National Campaign

YEAR-ROUND ENROLLMENT – SOCIAL MEDIA POSTS

You can help spread the word about year-round enrollment in Medicaid and the Children's Health Insurance Program (CHIP)! Paste the posts below on social media platforms such as Twitter and Facebook to share tips and resources with your followers. Follow the Campaign at [@IKNGov](#) and use the **#Enroll365** and/or **#KidsEnroll** hashtag to engage in the conversation with CMS and others.

SHORTENED URLS FOR USE IN POSTS

Year-Round Enrollment Landing Page: go.cms.gov/1hsfeEa

Insure Kids Now Dentist Locator Widget: go.cms.gov/QDVSom

HealthCare.gov Screener: go.hc.gov/1WUpPxo

Year-Round Enrollment Animated Web Video: hlthc.re/1kSxkBw

Outreach Tool Library: go.cms.gov/1Stycyw

Facebook

For Parents/Caregivers:

- Hey Moms and Dads! #Medicaid & #CHIP offer free or low-cost health coverage for kids and teens up to age 19. Benefits include doctor and dentist visits, shots, prescriptions and more. Enroll now @HealthCare.gov. Why wait? go.hc.gov/1WUpPxo #Enroll365
- Take 90 seconds and check out this video to learn more about enrolling your kids in free or low-cost health coverage through #Medicaid & #CHIP @HealthCare.gov: go.cms.gov/1aL7K1P #Enroll365
- #Medicaid & #CHIP enrollment is year-round! Eligible kids and parents can sign up for free or low-cost health coverage today @HealthCare.gov. Doctor visits, shots, prescriptions and more are all covered. Enroll now. Why wait? go.hc.gov/1WUpPxo #Enroll365
- Enroll in free or low-cost health coverage through #Medicaid & #CHIP any day of the year. All the things kids need to stay healthy are covered – doctor and dentist visits, shots, prescriptions and more. Protect your family (and finances) today. #Enroll365 at go.cms.gov/1aL7K1P @HealthCare.gov
- Millions of children and teens qualify for free or low-cost health coverage through #Medicaid & #CHIP. And in **[STATE]** more parents may now be eligible for Medicaid too. Enroll now. Why wait? go.hc.gov/1WUpPxo #Enroll365 @HealthCare.gov

For Partner Organizations:

- #Medicaid & #CHIP enrollment is year-round. Help spread the word about free or low-cost health coverage for children and teens. And here in [STATE], more parents may qualify too! Resources available at go.cms.gov/1hsfeEa #Enroll365
- Spread the word! #Medicaid & #CHIP offer free or low-cost health coverage for children and teens. Here in [STATE], more parents may now qualify for Medicaid too. Resources available at go.cms.gov/1Stycyw. #Enroll365
- When #KidsEnroll in #Medicaid & #CHIP, they are covered for check-ups, shots, dentist visits, prescription drugs, mental health services and much more! Tools to spread the word are available at go.cms.gov/1Stycyw. #Enroll365
- #Medicaid & #CHIP enrollment is year-round. Help spread the word about free or low-cost health coverage for children and teens. And here in [STATE], more parents may qualify too! Resources available at go.cms.gov/1hsfeEa #Enroll365
- Help spread the word that eligible kids, teens and parents can enroll any day of the year in #Medicaid & #CHIP. Sharable social media graphics, web banners and other online materials available at go.cms.gov/1Stycyw. #Enroll365
- Take 90 seconds and check out this video! Spread the word that families can enroll any day of the year in #Medicaid & #CHIP! hlthc.re/1kSxkBW #Enroll365
- Help parents find their child a dentist who accepts #Medicaid & #CHIP by adding the Insure Kids Now Dentist Locator Widget to your website: go.cms.gov/QDVSom #Enroll365

Twitter

For Parents/Caregivers:

- Kids can #Enroll365 in #Medicaid & #CHIP. Parents may be eligible for Medicaid too. Enroll now. Why wait? go.hc.gov/1WUpPxo
- #Enroll365 kids in free or low-cost #Medicaid & #CHIP coverage. Benefits include doctor/dentist visits, shots & more! go.hc.gov/1WUpPxo
- #Medicaid & #CHIP benefits include check-ups, shots, dentist visits, mental health care & more! Help #KidsEnroll: go.hc.gov/1WUpPxo
- Think Teeth! #Medicaid & #CHIP cover cleanings, fluoride, sealants & fillings. Enroll now. Why wait? #Enroll365 go.hc.gov/1WUpPxo
- Tooth decay is a common but preventable childhood disease. Think Teeth. #Enroll365 in #Medicaid & #CHIP. go.hc.gov/1WUpPxo
- Enroll now in free or low-cost health coverage through #Medicaid & #CHIP: hlthc.re/1kSxkBW. Why wait? #Enroll365
- #Medicaid & #CHIP offer free or low-cost health coverage for eligible kids, teens and parents hlthc.re/1kSxkBW #Enroll365
- Moms & Dads! Did u know kids can #Enroll365 in Medicaid/CHIP? U may be eligible 4 Medicaid too. Watch Sophia's message: hlthc.re/1kSxkBW

For Partner Organizations:

- Help #KidsEnroll in #Medicaid & #CHIP. Outreach resources available: go.cms.gov/1Stycyw #Enroll365
- Kids & teens may be eligible for free/low-cost Medicaid/CHIP coverage. Parents too. Spread the word to #Enroll365: go.cms.gov/1hsfeEa
- #Medicaid & #CHIP benefits include check-ups, dentist visits, mental health care & more! Help #KidsEnroll: go.cms.gov/1hsfeEa
- Campaign materials promote year-round enrollment in #Medicaid & #CHIP. Help kids, teens and parents #Enroll365. go.cms.gov/1hsfeEa
- Families can #Enroll365 in #Medicaid & #CHIP! Use our free, customizable materials to reach out to families: go.cms.gov/1Stycyw
- #Medicaid & #CHIP outreach materials available in many languages to help families #Enroll365. Download at: go.cms.gov/1Stycyw
- Help families find local dentists for their kids and #Enroll365. Add the @IKNGov widget to your website: go.cms.gov/QDVSom
- Use @IKNGov materials to spread the word about year-round enrollment in #Medicaid & #CHIP! #Enroll365 go.cms.gov/1Stycyw
- The @IKNGov web banners inform families that they can #Enroll365 in #Medicaid & #CHIP. Find them here: go.cms.gov/1Stycyw
- Check out the @IKNGov library for materials to spread the word that families can #Enroll365 in #Medicaid & #CHIP go.cms.gov/1Stycyw
- We've got @IKNGov social media graphics to inform families about #Enroll365 in #Medicaid & #CHIP go.cms.gov/1Styw0l
- Listen to Sophia! Use this 90-second video to spread the word that families can #Enroll365 in #Medicaid & #CHIP. hlthc.re/1kSxkBw