



Connecting Kids to Coverage National Campaign

SOCIAL CONTENT: MATERNAL HEALTH POSTS

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 intends to remind families that Medicaid and CHIP cover important prenatal and postpartum services.


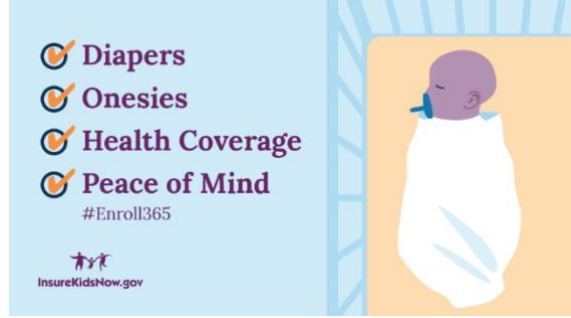
In addition to social copy, we have also provided suggested graphics to help make posts visually engaging. You can obtain these graphics, referring to the file name, on the InsureKidsNow.gov [Outreach Tool Library](#).



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](https://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.

MATERNAL HEALTH SOCIAL CONTENT - English



Twitter & Facebook Posts


Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>When you're expecting, you shouldn't have to worry about health coverage. #Medicaid and #CHIP offer free or low-cost coverage for pregnant individuals before and after baby arrives. Learn more about coverage in your state so you're both covered: [STATE INSURANCE PAGE OR YOUR ORGANIZATION LINK] or call [STATE INSURANCE NUMBER OR YOUR ORGANIZATION NUMBER] #Enroll365</p>	<p>When you're expecting, you shouldn't have to worry about health coverage. Medicaid and CHIP offer free or low-cost coverage for pregnant individuals before and after baby arrives. Learn more about Medicaid and CHIP in your state so both you and your little one are covered:[STATE INSURANCE PAGE OR YOUR ORGANIZATION LINK] or call [STATE INSURANCE NUMBER OR YOUR ORGANIZATION NUMBER]</p>	<p>"Coverage" in English Twitter / Facebook</p> 
<p>Before baby arrives, there is a lot to do. Luckily, #Medicaid and #CHIP can help ensure you and your little one both are covered. Learn about free or low-cost health coverage in your state: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>Before baby arrives, there is a lot to do. Luckily, Medicaid and CHIP can help ensure you and your little one both are covered. Learn about free or low-cost health coverage through Medicaid and CHIP in your state: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>"Checklist" in English Twitter / Facebook</p> 

Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>You might not know if they'll have your nose or eyes, but with #Medicaid and #CHIP, you'll know you're covered for all of their important wellness checks during the first year. Learn about free or low-cost health coverage for people during pregnancy and their babies: [STATE INSURANCE PAGE LINK] #Enroll365</p>	<p>You might not know if they'll have your nose or eyes, but with Medicaid and CHIP, you'll know you're covered for all of their important wellness checks during the first year. Learn about free or low-cost health coverage through Medicaid and CHIP for people during pregnancy and their babies: [STATE INSURANCE PAGE LINK]</p>	<p>"Before During After" in English Twitter / Facebook</p>  <p>The graphic features a woman with long dark hair, wearing a light blue t-shirt, holding a baby wrapped in a white blanket. The background is a dark purple gradient. Text on the left reads: "Before, during, and after delivery, you're both covered." Below this is the hashtag #Enroll365 and the InsureKidsNow.gov logo.</p>
<p>Taking care of your little one's health means ensuring you are being taken care of too. With #Medicaid & #CHIP, prenatal visits, labor and delivery, postpartum care, and more are covered. Learn about free or low-cost health coverage in your state: [STATE INSURANCE PAGE LINK] #Enroll365</p>	<p>Taking care of your little one's health means ensuring you are being taken care of too. With Medicaid and CHIP, prenatal visits, labor and delivery, postpartum care, and more are covered for pregnant individuals. Learn about free or low-cost health coverage in your state so you're both covered: [STATE INSURANCE PAGE LINK]</p>	<p>"Growing Bump" in English Twitter / Facebook</p>  <p>The graphic features a pregnant woman with her hair in a bun, wearing a white tank top and purple pants, sitting in a meditative pose. The background is a light orange gradient. Text on the left reads: "With your growing bump, come growing needs." Below this is the hashtag #Enroll365 and the InsureKidsNow.gov logo.</p>

MENTAL HEALTH SOCIAL CONTENT - Spanish

Twitter & Facebook Posts

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>#Medicaid y #CHIP ofrecen cobertura médica gratuita o de bajo costo para las personas embarazadas antes y después de la llegada del bebé. Aprenda más sobre la cobertura en su estado para que ambos estén cubiertos: [ENLACE DE PÁGINA DEL SEGURO ESTATAL O DE SU ORGANIZACIÓN] o llame al [NÚMERO DEL SEGURO ESTATAL O DE SU ORGANIZACIÓN] #Enroll365</p>	<p>Si está esperando un bebé, no debería tener que preocuparse por la cobertura médica. Medicaid y CHIP ofrecen cobertura médica gratuita o de bajo costo para las personas embarazadas antes y después de la llegada del bebé. Aprenda más sobre Medicaid y CHIP en su estado para que para que tanto usted como su pequeño estén cubiertos: [ENLACE DE PÁGINA DEL SEGURO ESTATAL O DE SU ORGANIZACIÓN] o llame al [NÚMERO DEL SEGURO ESTATAL O DE SU ORGANIZACIÓN]</p>	<p>"Coverage" in Spanish Twitter / Facebook</p> 
<p>Hay mucho que hacer antes de la llegada de su bebé. Por suerte, #Medicaid y #CHIP pueden ayudarle a asegurar que tanto usted como su pequeño estén cubiertos. Aprenda más sobre la cobertura médica gratuita o de bajo costo en su estado: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN] #Enroll365</p>	<p>Hay mucho que hacer antes de la llegada de su bebé. Medicaid y CHIP pueden ayudarle a asegurar que tanto usted como su pequeño estén cubiertos. Aprenda más sobre la cobertura médica gratuita o de bajo a través de Medicaid y CHIP en su estado: [PAGINA WEB DEL SEGURO DEL ESTADO O DE SU ORGANIZACIÓN]</p>	<p>"Checklist" in Spanish Twitter / Facebook</p> 

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>Puede que su bebé no tenga los mismos ojos que usted, pero con #Medicaid y #CHIP, lo que sí es seguro es que todos sus chequeos de bienestar estarán cubiertos durante el primer año. Aprenda más sobre la cobertura médica gratuita o de bajo costo: [PAGINA DEL SEGURO DEL ESTADO] #Enroll365</p>	<p>Puede que su bebé no tenga los mismos ojos o nariz que usted, pero con Medicaid y CHIP, lo que sí es seguro es que todos sus chequeos de bienestar importantes estarán cubiertos durante el primer año. Aprenda más sobre la cobertura médica gratuita o de bajo costo a través de Medicaid y CHIP para personas durante el embarazo y sus bebés: [PAGINA DEL SEGURO DEL ESTADO]</p>	<p>"Before During After" in Spanish Twitter / Facebook</p> 
<p>Con #Medicaid y #CHIP, las visitas prenatales, el trabajo de parto y el parto, la atención posparto y más están cubiertos. Infórmese sobre la cobertura de salud gratuita o de bajo costo en su estado para que ambos estén cubiertos: [PAGINA DEL SEGURO DEL ESTADO] #Enroll365</p>	<p>Cuidar la salud de su pequeño significa asegurarse de que también lo estén cuidando a usted. Con Medicaid y CHIP, las visitas prenatales, el trabajo de parto y el parto, la atención posparto y más están cubiertos para las personas embarazadas. Infórmese sobre la cobertura de salud gratuita o de bajo costo en su estado para que ambos estén cubiertos: [PAGINA DEL SEGURO DEL ESTADO]</p>	<p>"Growing Bump" in Spanish Twitter / Facebook</p> 