



Connecting Kids to Coverage National Campaign

SOCIAL CONTENT: FLU SEASON 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 is meant to be used during Flu Season ranging from October to February. The content intends to remind families of healthy habits to prevent flu and of the importance of seasonal flu vaccine, which is covered under Medicaid and CHIP.




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


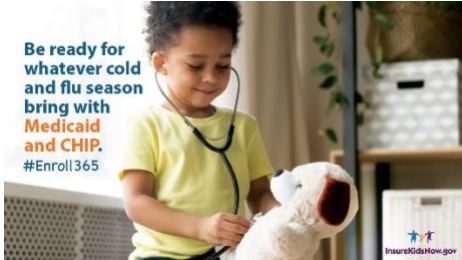
Our posts are crafted specifically to drive followers to your organization's website and encourage enrollment in Medicaid and CHIP. If your organization does not have a website, you can link posts to the landing page of your state's Medicaid/CHIP website or the "Find Coverage for Your Family" map on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

FLU SEASON SOCIAL CONTENT - English


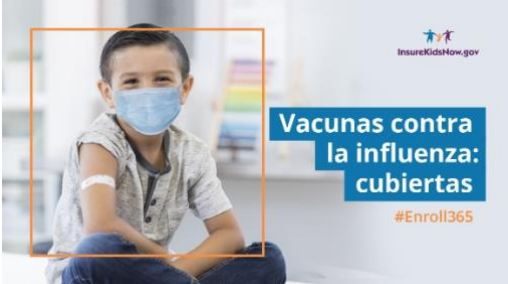
Twitter & Facebook Posts



Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>A #flu shot is the best way to prevent flu, but prescription antiviral drugs can treat the illness should you get sick. #Medicaid and #CHIP cover prescriptions, doctor visits, and flu vaccine for eligible children up to age 19. Learn how to apply in [YOUR STATE]: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>A flu shot is the best way to prevent flu, but prescription antiviral drugs can treat the illness should you get sick. Medicaid and CHIP cover prescriptions, doctor visit, and flu vaccine for eligible children up to age 19. Eligible families can enroll year-round. Learn how to apply in [YOUR STATE]: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Prescriptions” in English Twitter / Facebook</p> 
<p>Help #FightFlu by enrolling in #Medicaid and #CHIP, an important step to keep your kids (and entire family) healthy and protected. Coverage includes flu vaccines, which can reduce the risk of flu-associated trips to the hospital. Apply now: [STATE INSURANCE PAGE] #Enroll365</p>	<p>Fight flu by enrolling in Medicaid and CHIP, an important step to keep your kids (and entire family) healthy and protected. Coverage includes flu vaccines, which can reduce the risk of flu-associated trips to the hospital. Eligible families can enroll year-round. Apply now: [STATE INSURANCE PAGE]</p>	<p>“Flu Covered” in English Twitter / Facebook</p> 
<p>Each year, millions of children get sick with the seasonal #flu. Remember that #Medicaid and #CHIP provide access to free routine care – including flu shots – so kids can stay healthy throughout flu season and beyond. Find out more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365</p>	<p>Each year, millions of children get sick with the seasonal flu. Remember that Medicaid and CHIP provide access to free routine care – including flu shots – so kids can stay healthy throughout flu season and beyond. Find out more about services offered in your state: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]</p>	<p>“Flu Season” in English Twitter / Facebook</p> 

Twitter Copy-English	Facebook Copy-English	Suggested Graphic-English
<p>As the US continues to fight COVID-19, it's vital to protect yourself and children from #flu. To fight flu, make sure to practice healthy habits, such as regular handwashing and getting the flu shot – covered with #Medicaid and #CHIP. Learn more: [STATE INSURANCE PAGE] #Enroll365</p>	<p>As the United States continues to fight COVID-19, it's vital to protect yourself and children from flu. To fight flu, make sure to practice healthy habits, such as regular handwashing and getting the flu shot – covered with Medicaid and CHIP. Children and teens up to age 19 may qualify. Learn more: [STATE INSURANCE PAGE]</p>	<p>“Washing Hands” in English Twitter / Facebook</p>  <p>The graphic features a child in a yellow shirt and blue shorts washing their hands in a white sink. A dog is sitting on the floor next to the sink. Text on the graphic includes: 'Stay healthy during flu season:', a checklist with three items: 'Wash your hands', 'Get the flu vaccine', and 'Enroll in Medicaid and CHIP', the hashtag '#Enroll365', and the website 'InsureKidsNow.gov' with a logo of three stylized figures.</p>
<p>#DYK that #flu vaccines can prevent and reduce the length and strength of illness doctors' visits and missed school days? With #Medicaid and #CHIP, vital health care services, including flu vaccines, are covered. Find out more: [STATE INSURANCE PAGE] #Enroll365</p>	<p>Did you know that flu vaccines can prevent and reduce the length and strength of illness, doctors' visits and missed school days? With Medicaid and CHIP, vital health care services – including flu vaccines, preventive care, and prescriptions – are covered. Find out more about services offered: [STATE INSURANCE PAGE]</p>	<p>“Puppy Care” in English Twitter / Facebook</p>  <p>The graphic shows a young child in a yellow shirt using a stethoscope to examine a dog. Text on the graphic includes: 'Be ready for whatever cold and flu season bring with Medicaid and CHIP.', the hashtag '#Enroll365', and the website 'InsureKidsNow.gov' with a logo.</p>

FLU SEASON SOCIAL CONTENT - Spanish

Twitter & Facebook Posts

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>La vacuna contra la influenza es la mejor manera de prevenir la influenza. Las medicinas recetadas antivirales pueden tratar la enfermedad si se enferma. #Medicaid y #CHIP cubren medicinas recetadas, visitas al doctor y la vacuna contra la influenza para los niños elegibles hasta los 19 años. Aprende cómo solicitar en [SU ESTADO] [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO O EL ENLACE A SU ORGANIZACIÓN] #Enroll365</p>	<p>La vacuna contra la influenza es la mejor manera de prevenir la influenza. Las medicinas recetadas antivirales pueden tratar la enfermedad si se enferma. Medicaid y CHIP cubren medicinas recetadas, visitas al doctor y la vacuna contra la influenza para los niños elegibles hasta los 19 años. Las familias elegibles pueden inscribirse todo el año. Aprende cómo solicitar en [SU ESTADO] [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO O EL ENLACE A SU ORGANIZACIÓN]</p>	<p>“Prescriptions” in Spanish Twitter / Facebook</p> 
<p>Ayuda a combatir la influenza inscribiéndote en #Medicaid y #CHIP, un paso importante para mantener a sus niños (y a la familia entera) saludable y protegida. La cobertura incluye vacunas contra la influenza que pueden reducir el riesgo de visitas al hospital relacionadas con la influenza. Solicite ahora: [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO] #Enroll365</p>	<p>Ayuda a combatir la influenza inscribiéndote en #Medicaid y #CHIP, un paso importante para mantener a sus niños (y a la familia entera) saludable y protegida. La cobertura incluye vacunas contra la influenza que pueden reducir el riesgo de visitas al hospital relacionadas con la influenza. Las familias elegibles pueden inscribirse todo el año. Solicite ahora: [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO]</p>	<p>“Flu Covered” in Spanish Twitter / Facebook</p> 

Twitter Copy-Spanish	Facebook Copy-Spanish	Suggested Graphic-Spanish
<p>Cada año, millones de niños se enferman con la influenza estacional. Recuerda que #Medicaid y #CHIP proveen acceso gratuito al cuidado de rutina – incluyendo vacunas contra la influenza – para que los niños puedan mantenerse saludables durante la temporada de influenza y mas allá. Averigua más: [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO O EL ENLACE A SU ORGANIZACIÓN] #Enroll365</p>	<p>Cada año, millones de niños se enferman con la influenza estacional. Recuerda que #Medicaid y #CHIP proveen acceso gratuito al cuidado de rutina – incluyendo vacunas contra la influenza – para que los niños puedan mantenerse saludables durante la temporada de influenza y mas allá. Averigua más sobre los servicios que se ofrecen en tu estado: [PÁGINA DEL PROGRAMA ESTATAL SOBRE EL SEGURO O EL ENLACE A SU ORGANIZACIÓN]</p>	<p>“Flu Season” in Spanish Twitter / Facebook</p> 
<p>Mientras que Estados Unidos continúa combatiendo el COVID-19, es vital que protejas a tus niños y a ti de la influenza. Para combatir la influenza, asegúrate de practicar hábitos saludables como lavarte las manos regularmente y ponerte la vacuna contra la influenza, cubierta con #Medicaid y #CHIP. Aprende más: [PROGRAMA ESTATAL SOBRE EL SEGURO] #Enroll365</p>	<p>Mientras que Estados Unidos continúa combatiendo el COVID-19, es vital que protejas a tus niños y a ti de la influenza. Para combatir la influenza, asegúrate de practicar hábitos saludables como lavarte las manos regularmente y ponerte la vacuna contra la influenza, cubierta con Medicaid y CHIP. Los niños y adolescentes hasta los 19 años de edad pueden calificar. Aprende más: [PROGRAMA ESTATAL SOBRE EL SEGURO]</p>	<p>“Washing Hands” in Spanish Twitter / Facebook</p> 
<p>¿Sabías que las vacunas contra la influenza pueden prevenir y reducir la duración e intensidad de la enfermedad, las visitas al doctor y los días de escuela perdidos? Con #Medicaid y #CHIP, los servicios de salud vitales, incluyendo las vacunas contra la influenza, están cubiertos. Averigua más: [PROGRAMA ESTATAL SOBRE EL SEGURO] #Enroll365</p>	<p>¿Sabías que las vacunas contra la influenza pueden prevenir y reducir la duración e intensidad de la enfermedad, las visitas al doctor y los días de escuela perdidos? Con Medicaid y CHIP, los servicios de salud vitales – incluyendo las vacunas contra la influenza, cuidado preventivo y medicinas recetadas – están cubiertos. Averigua más: [PROGRAMA ESTATAL SOBRE EL SEGURO]</p>	<p>“Puppy Care” in Spanish Twitter / Facebook</p> 