

Step-by-Step Guide to Sharing Campaign Social Media Graphics

Introduction to Social Media Graphics

Social media graphics are used on platforms like Facebook and Twitter to share a visual and corresponding text with followers. These graphics may be shared and shared again to further the reach of Campaign messages. You can add the Connecting Kids to Coverage National Campaign's social media graphics to your organization's posts. By doing so, you are helping to spread the word about year-round enrollment in Medicaid and the Children Health Insurance Program (CHIP) and that parents may also be eligible for Medicaid. The pages that follow outline the steps to share Campaign social media graphics via Facebook and Twitter, as well as suggested copy for posts. CMS is also using the **#Enroll365** hashtag for promotional efforts around year-round enrollment. The Campaign has a variety of sample graphics and posts available on [InsureKidsNow.gov](https://www.insurekidsnow.gov).

Sample Facebook Posts

Note: Facebook doesn't have a character limit for posts.

Option 1 (includes language about parents eligible for Medicaid)

Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. And more parents than ever before may be eligible for Medicaid too. Enroll any day of the year, but why wait? Visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) to get started.

Option 2

Medicaid and CHIP offer free or low-cost health coverage for eligible kids and teens. Enroll any day of the year, but why wait? Visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) to get started.

Sample Tweets

Note: Twitter has a 280-character limit for posts. Keep in mind that any links included within your post will be shortened to 23 characters even if the link itself is less than 23 characters long, meaning the tweet (including punctuation, spaces, and special characters) should be no longer than 257 characters. Retweeting a post from @IKNGov may also require editing to fit the character limit. The following tweets were developed to fit within Twitter guidelines.

Option 1 (includes language about parents eligible for Medicaid)

Kids and teens can #Enroll365 in Medicaid & CHIP. More parents than ever before may be eligible for Medicaid. @IKNGov

Option 2

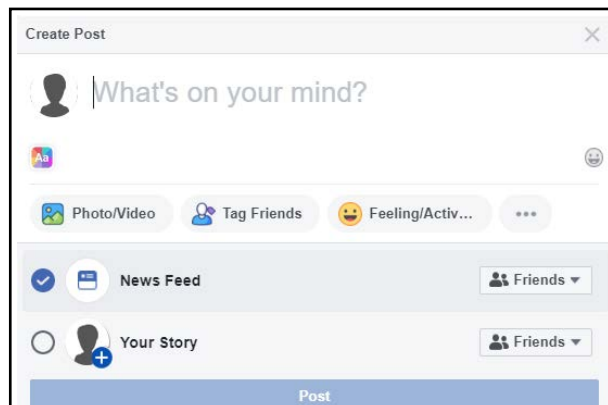
Kids and teens can #Enroll365 in Medicaid/CHIP to receive free or low-cost health insurance. Enroll now or renew their coverage today. Why wait? @IKNGov



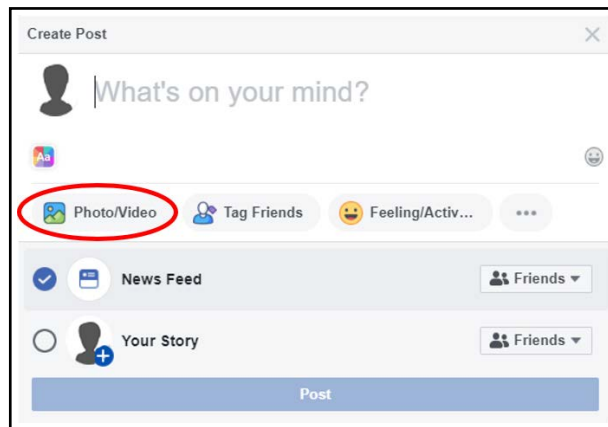
Posting Graphics on Facebook

Step 1: Go to the [Outreach Tool Library on InsureKidsNow.gov](#) to locate the social media graphic files and save the graphics to your computer.

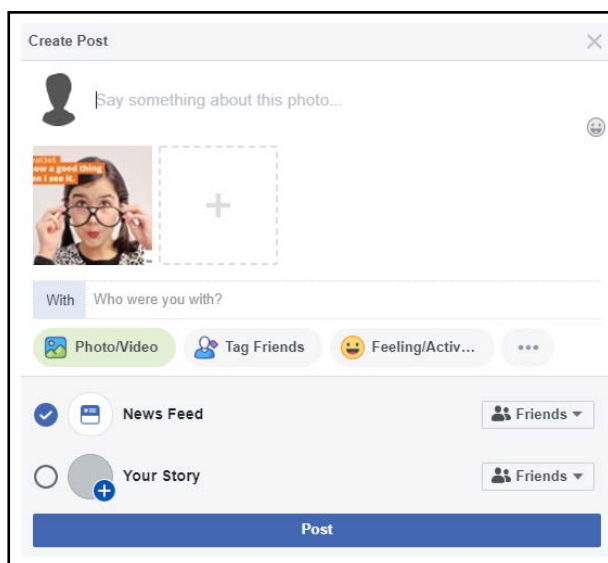
Step 2: Log into your Facebook account and click on the “Create Post” box at the top of your page.



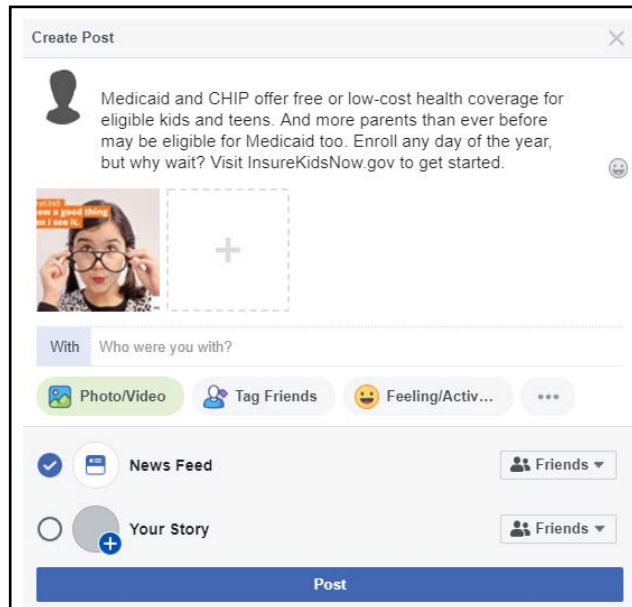
Step 3: Select the “Photo/Video” button.



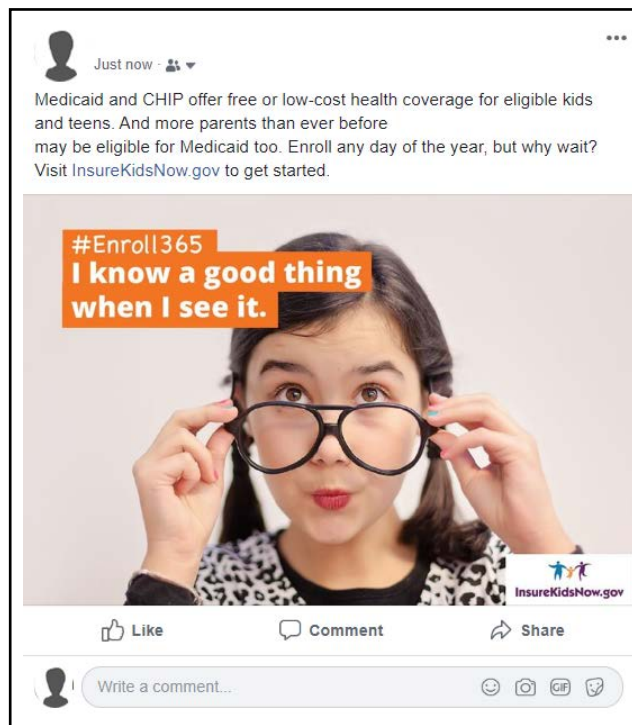
Step 4: Upload the graphic file that has been saved on your computer.



Step 5: Copy the suggested Facebook post from page 1 or from the [sample social media posts on InsureKidsNow.gov](#) and enter in the area marked “Say something about this photo...”



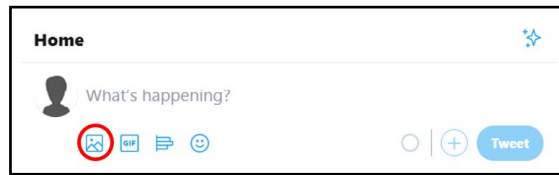
Step 6: Post the update to share the graphics with your group members or friends!



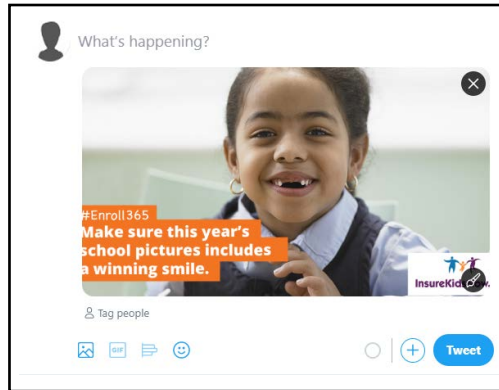
Posting Graphic on Twitter

Step 1: Go to the [Outreach Tool Library on InsureKidsNow.gov](#) to locate the social media graphic files and save the graphics to your computer.

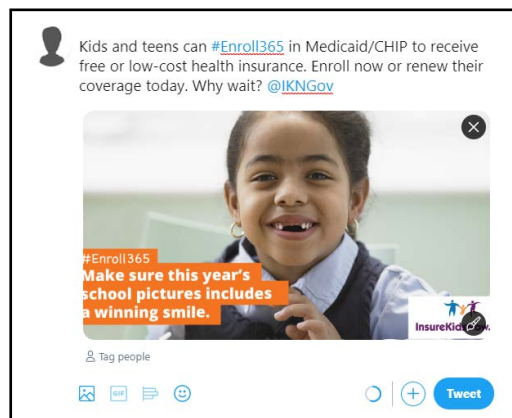
Step 2: Log into your Twitter account and at the top of your news feed where it says “What’s Happening?” select the image icon.



Step 3: Upload the graphic file that has been saved on your computer.



Step 4: Copy and paste a suggested tweet from page 1 or from the [sample social media posts on InsureKidsNow.gov](#).



Step 5: Tweet!

