

Enroll.  
Get Care.  
Renew.



**HEALTH CARE  
FOR ALL FAMILIES**

A PROJECT OF  
 **TheChildren'sPartnership**

# Social Media Toolkit

## About this Social Media Toolkit

This social media toolkit is to help you share with families updates on the Medi-Cal renewal process and Medi-Cal expansion. This toolkit also includes social media posts about updates to the Public Charge rule, making it clear to immigrant families that many benefits are safe to use.

**All content is available to download in English, Spanish, Punjabi, Tagalog, Traditional Chinese, Vietnamese and Korean.**

## Help us Spread the Word to #KeepKidsCovered

- **TCP Website:** [ChildrensPartnership.org](https://www.ChildrensPartnership.org)
- **Campaign Website:** [AllinForHealth.org](https://www.AllinForHealth.org)
- **Tagging TCP:**
  - Facebook: [@kidpartnership](https://www.facebook.com/kidpartnership)
  - Instagram: [@kidspartnership](https://www.instagram.com/kidspartnership)
  - Twitter: [@KidsPartnership](https://twitter.com/KidsPartnership)
- **Official Hashtag:** #KeepKidsCovered
- **Slogan:** ALL IN to Keep Kids Covered

- Download Our [Logo](#)



## RESOURCES

### ALL IN Resources

Families need assistance or have questions about the Medi-Cal renewal process? Search for FREE help in your community on our dedicated ALL IN for Health [resource page](#). We also have new and updated [family friendly flyers](#) on health coverage, public charge, and the expansion of Medi-Cal to all income-eligible people in California, regardless of age or immigration status. Whether families are looking for help understanding the renewal letter they received, or need help finding assistance in their community with their enrollment/renewal forms, our resources have you covered.

### DHCS Resources

The California Department of Health Care Services (DHCS) is conducting a statewide public information, education, and outreach campaign to raise awareness about Medi-Cal renewals. Our ALL IN to #KeepKidsCovered toolkit was created in alignment with DHCS' outreach material and messaging. We encourage you take advantage of DHCS' additional resources:

- DHCS' [Keep Your Community Covered Resource Hub](#) includes outreach materials in multiple languages.
- DHCS' Coverage Ambassador program shares resources to organizations who want to outreach to Medi-Cal members. Visit the [Ambassador page](#) for more information.
- DHCS' [keepmedi-calcoverage.org](#) is a website for families to sign up for renewal alerts and find answers to FAQs.

## SOCIAL POSTS

## Posting on Social

To make it easy for you to help get the word out, we created full social media posts (with captions and images) ready for you to use.

To post on social media:

- Copy and paste the caption in the desired language into your post.
  - Download our ready-to-use posts, graphics and images through the full folder: [click here](#).
- Upload
  - When uploading images on social media or the web, make sure to include alt text (provided under the caption).
    - What is alt text? Alt text is descriptive text attached to an image on the web so that people using screen readers can understand the image.
    - [How to add alt text](#)

## FACEBOOK

Attention parents and caregivers: Renew your and your child's Medi-Cal! To ensure your children and family stay covered, here's what you need to do:

- 1 Update your contact info: Notify your county Medi-Cal office of any changes to your address or phone number.
- 2 Watch your mail: Look for a letter from Medi-Cal with information about your renewal.
- 3 Complete your renewal form: If you receive a renewal form, fill it out promptly to avoid coverage gaps.

To learn more and to find help in your community, visit [allinforhealth.org/get-help](http://allinforhealth.org/get-help) #KeepKidsCovered



[Download Image](#)

Renew your and your child's Medi-Cal coverage!

Be sure to:

- ✓ Report changes in your contact information to your county Medi-Cal office
- ✓ Check your mail for renewal letters
- ✓ Complete any necessary renewal forms

Renewal forms will be sent in a LARGE ENVELOPE. If you receive a renewal form, your coverage will not be renewed unless you complete it. Annual renewals are usually due in the same month you first enrolled for Medi-Cal.

To receive updates and alerts about Medi-Cal renewals, sign up at [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org) and find help in your community at [allinforhealth.org/get-help](https://allinforhealth.org/get-help).  
#KeepKidsCovered

📢 Attention all Medi-Cal enrollees, don't forget to renew your and your child's coverage! Update your contact info and complete your Medi-Cal renewal:

- ✓ online at [benefitscal.com](https://benefitscal.com).
- ✓ by phone at (800) 541-5555
- ✓ in person: find your local Medi-Cal office at [dhcs.ca.gov/COL](https://dhcs.ca.gov/COL)

If your income has changed, you should still submit your forms. You or your child might still qualify for Medi-Cal or for discounted premiums through Covered California. Visit [allinforhealth.org/get-help](https://allinforhealth.org/get-help) to find FREE help in your community!  
#KeepKidsCovered



[Download Image](#)



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🗣️ Attention parents and caregivers! Did you know that you and your children can enroll in Medi-Cal coverage regardless of immigration status? It's true! Ensure that everyone in your family has access to the healthcare they need 💙

✅ Enrolling in Medi-Cal is simple and safe for all families. You and your child can access health care, food, housing support, and many more public benefits without fear of immigration consequences.

✅ If you already have Medi-Cal, make sure to renew your coverage when it's your turn to renew. Your immigration status will not be affected.

Visit [allinforhealth.org/get-help](https://allinforhealth.org/get-help) for more info about public charge and Medi-Cal renewals. #KeepKidsCovered

Families can use our printable flyers to #KeepKidsCovered!

Learn how to:

- ♥️ enroll or renew health coverage
- ♥️ find care
- ♥️ Stay informed on new changes to Medi-Cal and health coverage options, including the latest on the expansion of Medi-Cal for all families regardless of AGE or IMMIGRATION status!

Available in 7 languages:

<https://allinforhealth.org/>



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**TWITTER/X**



📞 Calling all Medi-Cal enrollees! Take action now. Renew your Medi-Cal when your time comes.

- ✓ Keep your contact info updated
- ✓ Watch out for renewal letters
- ✓ Submit your renewal forms promptly

Visit [allinforhealth.org/get-help](https://allinforhealth.org/get-help) for more info #KeepKidsCovered



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🔔 Your child's Medi-Cal coverage is vital for their wellbeing. Start an account at [benefitscal.com](https://benefitscal.com) to update your contact info & follow renewal instructions. Act now to ensure uninterrupted access to your Medi-Cal. Find help at [allinforhealth.org/get-help](https://allinforhealth.org/get-help) #KeepKidsCovered



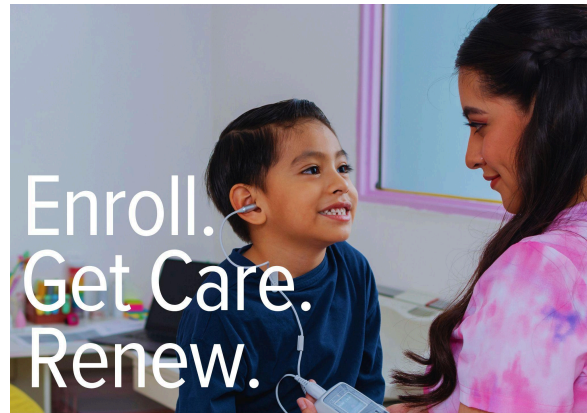
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Did you know you & your children can enroll in Medi-Cal regardless of immigration status?

✓ Enrolling in Medi-Cal is simple and safe for all families

✓ Renewals will not affect your immigration status

Visit [allinforhealth.org/get-help](https://allinforhealth.org/get-help) for more info. #KeepKidsCovered



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- ♥ Learn how to enroll/renew coverage
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- ♥ Learn about changes to #MediCal including the expansion for all families, regardless of AGE or IMMIGRATION status!

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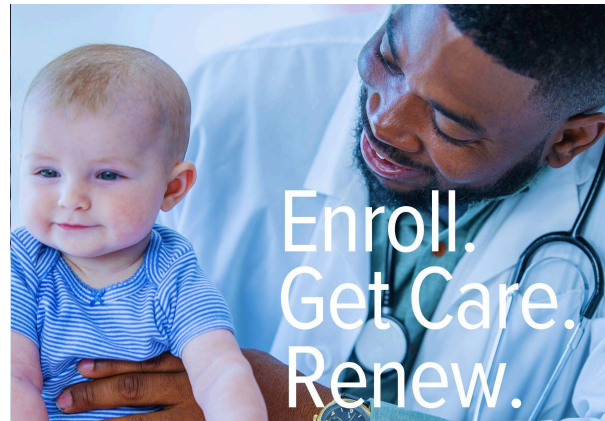
INSTAGRAM

⚡ Attention parents and caregivers! We want to ensure the well-being of your children. Did you know that Medi-Cal enrollees – including 5.7 million children – have to renew their coverage every year? Let's make sure their coverage stays uninterrupted! ❤️ Take action now. Start an account at [benefitscal.com](https://benefitscal.com) to update your contact info & follow your renewal instructions.

🔗 Visit [allinforhealth.org/get-help](https://allinforhealth.org/get-help) for more info and to find help in your community with your renewal.

#KeepKidsCovered

#ChildrensHealthMatters

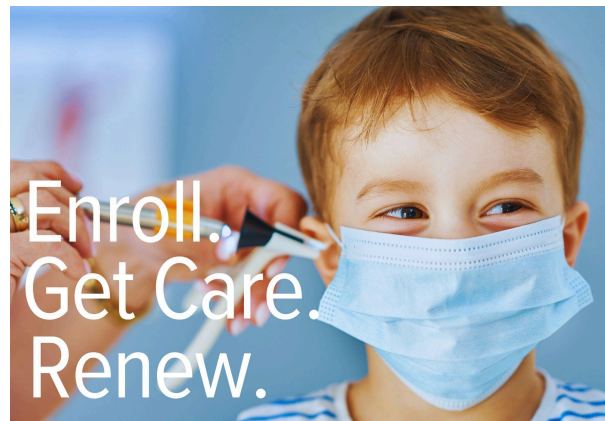


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🌟 Attention families:

Learn more about how to keep your children and loved ones covered by Medi-Cal. Take action now. Renew their Medi-Cal when their time comes. To learn more about Medi-Cal renewals & the different types of benefits available for your family, such as food assistance, housing support and more, visit [benefitscal.com](https://benefitscal.com).

To find help in your community with your renewal, go to [allinforhealth.org/get-help](https://allinforhealth.org/get-help). #KeepKidsCovered



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🚩 Attention all families! Did you know that you and your children can enroll in Medi-Cal coverage regardless of immigration status? It's true! Ensure that everyone in your family has access to the health care they need 💙

✅ Enrolling in Medi-Cal is simple and safe for all families. You and your child can receive vital health care services without fear or worry.

✅ If you or your child already have Medi-Cal, make sure to renew your coverage when it's your turn to renew. Your immigration status will not be affected.

Visit [allinforhealth.org/get-help/](https://allinforhealth.org/get-help/) for more info. #KeepKidsCovered



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