



# Medicaid Community Engagement: Social Media Toolkit

Medicaid eligibility rules are changing for adults and there is important information that people need to be aware of now to qualify for Medicaid and keep their coverage. State Medicaid agencies play a critical role in helping enrollees and applicants understand what changes are coming, who is affected, and what steps need to be taken to keep their coverage.



This social media toolkit, along with images in the “CE toolkit\_image.zip” file, is designed to help states and partners effectively communicate upcoming Medicaid work requirements to people with Medicaid so that they can take the right steps to avoid losing coverage. The social media posts below can be shared with your audience across all the social media channels you use. Posts can be customized with state-specific dates, requirements, exclusions, reporting instructions, and contact information.

## Stay in the Know


Message:	Image:
<p>Medicaid eligibility rules are changing for adults. Take steps now so that [INSERT STATE MEDICAID PROGRAM NAME] can communicate changes with you.</p> <ul style="list-style-type: none"> <li>✓ Update your address, phone number, and email</li> <li>✓ Check your mail and [INSERT STATE MEDICAID PROGRAM NAME] online account</li> <li>✓ Watch for official Medicaid notices</li> </ul> <p>Visit [INSERT Medicaid website]</p>	 <p>(CE toolkit_image-1)</p>
<p>Have Medicaid? Take 5 minutes today to make sure your state/[INSERT STATE MEDICAID PROGRAM NAME] has your correct:</p> <ul style="list-style-type: none"> <li>📍 Home address</li> <li>✉ Email address</li> <li>📱 Phone number</li> </ul> <p>This helps make sure you receive important notices about Medicaid rule changes and deadlines.</p> <p>Visit [INSERT Medicaid website]</p>	 <p>(CE toolkit_image-2)</p>

## General Awareness

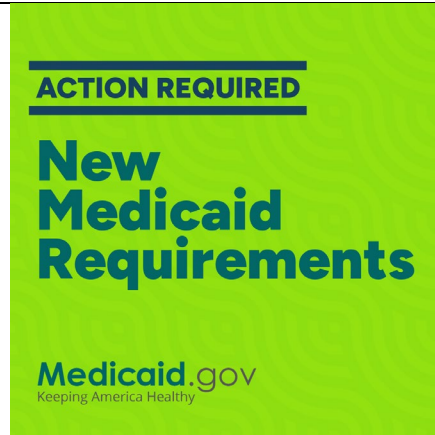
Draft Message	Image concept:
<p>🔔 New Medicaid requirements are coming for adults.</p> <p>To keep your coverage, you may need to report the hours you work, volunteer, or go to school. See how they affect you. Visit [INSERT Medicaid website]</p>	 <p>(CE toolkit_image-3)</p>
<p>📌 If you're an adult on Medicaid, there are new steps to keep your coverage. You may need to work, volunteer or go to school -- and report your hours. See how the new requirements affect you. Visit [INSERT Medicaid website]</p>	 <p>(CE toolkit_image-4)</p>
<p>Medicaid rules are changing for adults! You may need to meet a work requirement to keep your Medicaid coverage. Visit [INSERT Medicaid website] for more information about the new Medicaid rules and how they might impact you.</p>	 <p>(CE toolkit_image-5)</p>

<p>Important Update for adults with <i>[INSERT state Medicaid program name]</i>!</p> <p>The rules for your coverage have changed. You may need to report your work, volunteer, or educational activities.</p> <p>Get the facts to keep your Medicaid coverage. Visit: <i>[INSERT Medicaid website]</i></p>	 <p>(CE toolkit_image-6)</p>
<p>Do you have <i>[INSERT state Medicaid program name]</i>?</p> <p>There are new work, volunteer, and education reporting rules for adults with Medicaid. Learn more so you don't risk losing your coverage - Visit <i>[INSERT Medicaid website]</i> today!</p>	 <p>(CE toolkit_image-7)</p>

### Urgent / Deadline Messaging

<p>Draft Message</p> <p>Attention adults with Medicaid: Don't lose your coverage!</p> <p>Find out if you need to report your work, volunteer, or educational hours each month. See how the new changes may affect you. Visit: <i>[INSERT Medicaid website]</i> today!</p>	<p>Image concept:</p>  <p>(CE toolkit_image-8)</p>
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🚨 Action may be required for adults to keep Medicaid coverage. Missing new deadlines and reporting requirements could mean losing coverage. See how they affect you: *[INSERT Medicaid website]*



(CE toolkit\_image-9)