KEEP L.A. COVERED™

Together with L.A. Care Health Plan

Social Media Toolkit

CHANGES ARE COMING TO MEDI-CAL.

Starting January 1, 2027

Find out if they affect you.

KeepLACovered.org

QUICK START GUIDE

01

DOWNLOAD

Download Graphics to sharing with your community.

02

TALKING POINTS

Learn how to talk to your community about Keep L.A. Covered.

03

CONNECT

Connect with Keep L.A. Covered via Social Media, Sign up for our newsletter and visit our website.

HOW TO USE THIS TOOLKIT

This toolkit was developed by Keep L.A. Covered to help media partners, community organizations and trusted messengers share clear, timely information about upcoming Medi-Cal changes and what Los Angeles County residents can do to protect their health coverage.

Inside, you'll find ready-to-use social media graphics, suggested captions, key messages, talking points, and other communications materials designed to make sharing accurate information simple.

Assets can be used individually or together as part of a broader campaign to help communities understand what is changing, when new requirements take effect, and where to go for trusted support.

KEEP L.A. COVERED WILL SHARE IMPORTANT UPDATES, DEADLINES, RESOURCES AND STEPS YOU CAN TAKE TO PROTECT YOUR COVERAGE ON OUR WEBSITE.

Visit KeepLACovered.org for the most up-to-date information.

FOLLOW KEEP L.A. COVERED

FOLLOW

@KEEPLACOVERED

@KEEPLACOVERED_

for the latest information about Medi-Cal changes in Los Angeles County.

KEY MESSAGE & TALKING POINTS

What to Say

PT. 1

Medi-Cal is not ending. Some rules are changing and some people will need to take new steps to keep their coverage. Most people can keep their coverage if they renew on time, respond to Medi-Cal notices, and get help when they are unclear.

Respond on time. Update your contact info (specifically your address, phone number, and email), read every notice, and renew before the deadline using BenefitsCal.com to manage your case.

Protect Yourself. Medi-Cal will never ask you to pay money or give a credit card number to keep your coverage. Seek help to avoid scams.

KEY MESSAGE & TALKING POINTS

What to Say

PT. 2

Need help renewing your Medi-Cal coverage? Free, in-person assistance is available through trusted community organizations and health care providers across Los Angeles County.
Find the option that works best for you:

Get help with your Medi-Cal renewal at a local Community Resource Center.

- **Call:** (877) 287-6290 (TTY 711)
- **Find a location:** Community Resource Centers

Local organizations participating in the Los Angeles County Department of Public Health's Community Health Outreach Initiatives (CHOI) program can help connect you with enrollment and renewal assistance.

- **Find a community partner:** DPH CHOI Program

Community clinics throughout Los Angeles County may offer assistance with Medi-Cal enrollment and renewals.

- **Find a clinic:** CCALAC Clinic Directory
- Please call ahead to confirm renewal assistance is available and schedule an appointment if needed.

KEY MESSAGE & TALKING POINTS

When People Ask

PT. 3

Two rules start January 1, 2027 for some adults ages 19–64:
The work and community engagement rule, and renewals every 6 months.

Not everyone is affected.
Many people may be excused. The full list is at KeepLACovered.org.

Work, volunteering, school, job training, or income can all count towards meeting the requirements.
Keep records of your hours and income.

Notices can come by mail, phone, or text.
Keep your address and phone number current at BenefitsCal.com.

Missed a deadline?
In some cases, you may have 90 days to turn in what's needed, but don't wait.

We share information.
We don't decide who qualifies or give legal or immigration advice. For complicated situations, send people to free help.

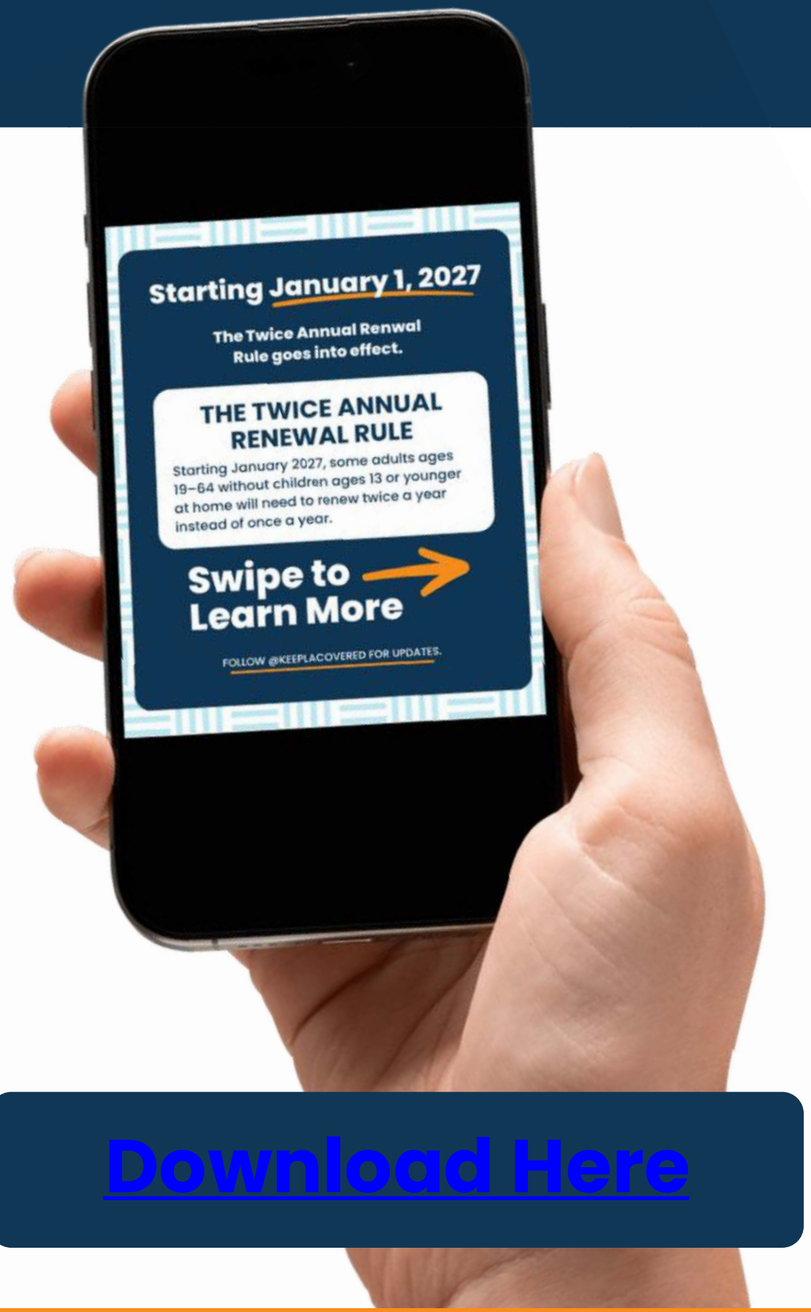
You can learn more.
For free resources and recommendations for finding further Medi-Cal assistance, visit
www.keeplacovered.org/home#resources

SOCIAL MEDIA ASSETS

The Keep L.A. Covered social media series includes several sets of graphics designed to help Medi-Cal enrollees and Coverage Champions understand upcoming changes to their coverage and the steps they can take to stay informed and prepared.

Each graphic and suggested caption highlights a clear, actionable message, and is designed to work as:

- A standalone social media post you can share as an individual graphic. Posting this way across multiple days or weeks will maintain a steady drumbeat of trusted information and reinforce key actions.
- Part of an Instagram or LinkedIn carousel where you can combine multiple graphics in sequence to give audiences a fuller picture of what is changing, what they need to know and where they can turn for additional information and support.



Download Here

SOCIAL MEDIA CAPTIONS & MESSAGING

Use these ready-to-share captions across social media, email outreach, and other community communications. Each caption is paired with its corresponding graphic set and can be used as written or adapted to fit your organization's voice and audience.

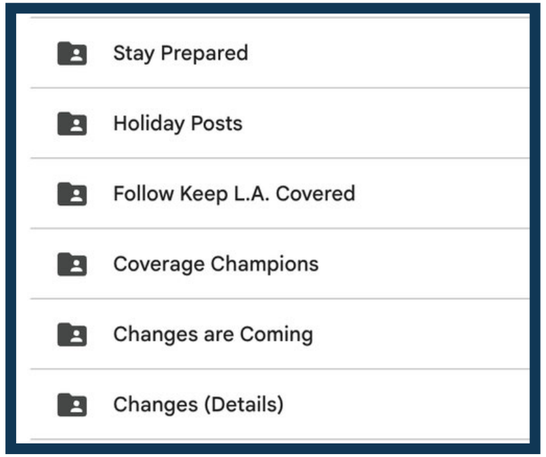
Always make sure to tag @KeepLACovered in the graphics when you post if you have not tagged them in the caption itself.

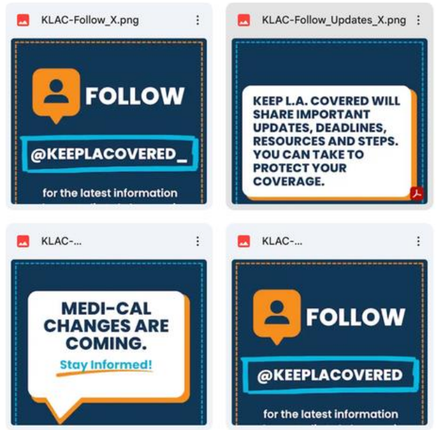
Download pre-made graphics and pair them with the captions below!

01

DOWNLOAD

Download Graphics to sharing with your community.

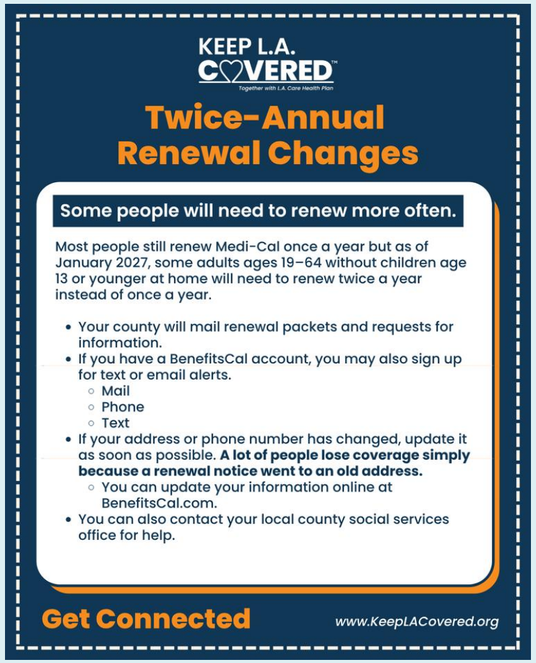




SOCIAL MEDIA ASSETS: CAROUSELS & SINGLE POSTS

Some posts are set up to be single posts, while some are meant to be carousels. Carousels are an easy way to include more information on multiple slides.

Single Post



Carousel Post



THEME 1: CHANGES ARE COMING

Long Captions: Facebook, LinkedIn, Instagram

POST 1

Changes are coming to Medi-Cal starting January 1, 2027. Medi-Cal is not ending, but some people will need to take new steps to keep their coverage.

Not every change applies to everyone. The most important thing you can do now is stay informed: make sure your address and phone number are current, watch for Medi-Cal notices, know your renewal date, and respond on time.

Find out if the changes affect you at: KeepLACovered.org #KeepLACovered



THEME 1: CHANGES ARE COMING

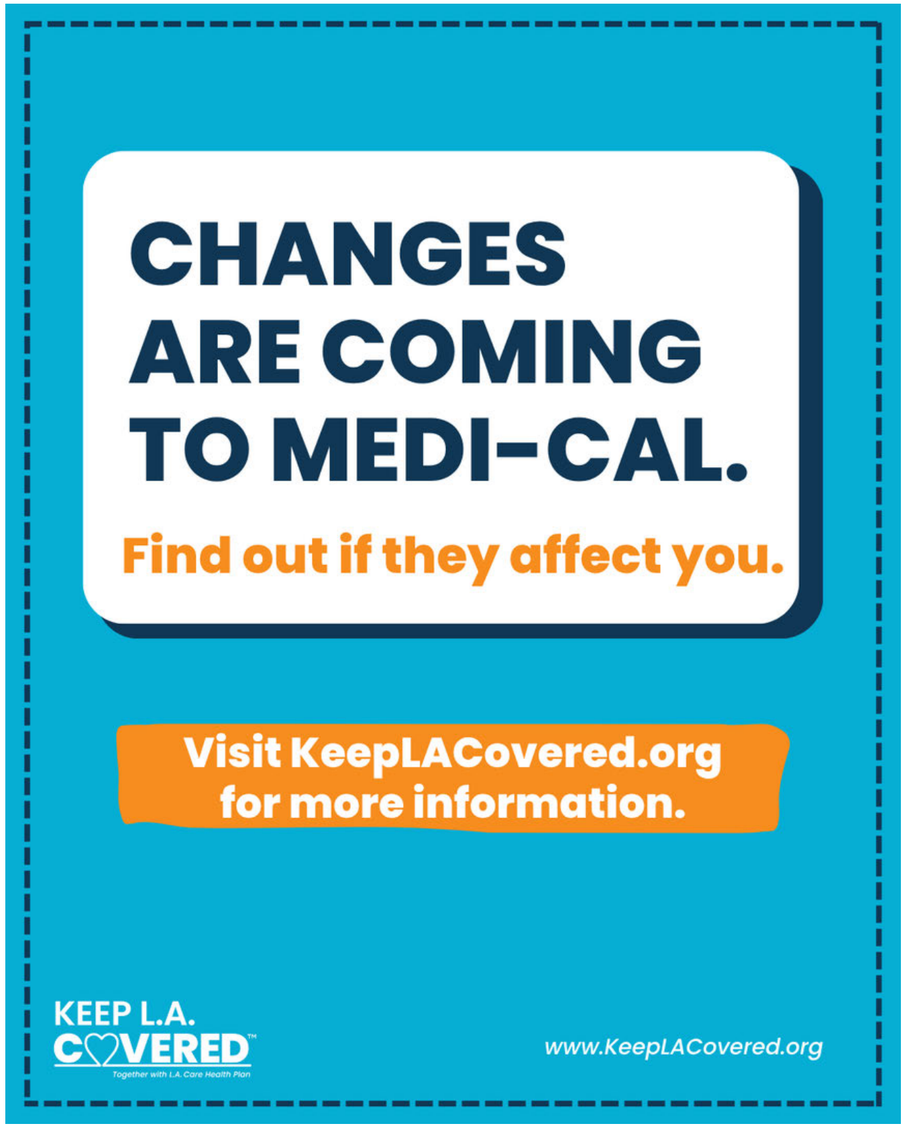
Long Captions: Facebook, LinkedIn, Instagram

POST 2

Mark your calendar: January 1, 2027.
That's when some Medi-Cal rules change, and some people will need to take new steps to keep their coverage.

Not sure if that's you? Start here: make sure your address and phone number are current, watch for Medi-Cal notices, know your renewal date, and respond on time.

Find out if the changes affect you: KeepLACovered.org #KeepLACovered



THEME 1: CHANGES ARE COMING

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Changes are coming to Medi-Cal on Jan. 1, 2027, but they won't affect everyone the same way. Update your contact info, watch for notices, know your renewal date, and respond on time.

Find out what applies to you: KeepLACovered.org #KeepLACovered

Mark your calendar: Jan. 1, 2027.

Some Medi-Cal rules change, and some people will need to take new steps to keep their coverage.

Find out what applies to you: KeepLACovered.org #KeepLACovered

THEME 2: BECOME A COVERAGE CHAMPION

Long Captions: Facebook, LinkedIn, Instagram

POST 1: CAROUSEL

Keeping L.A. covered starts with people like you.

Coverage Champions are neighbors, clinic staff, teachers, faith leaders, and business owners who help people understand Medi-Cal changes, avoid missed deadlines, and find free help. You don't need to be an expert to help your community.

Sign up: KeepLACovered.org/champions
#KeepLACovered #CoverageChampions



DOWNLOAD CAROUSEL

THEME 2: BECOME A COVERAGE CHAMPION

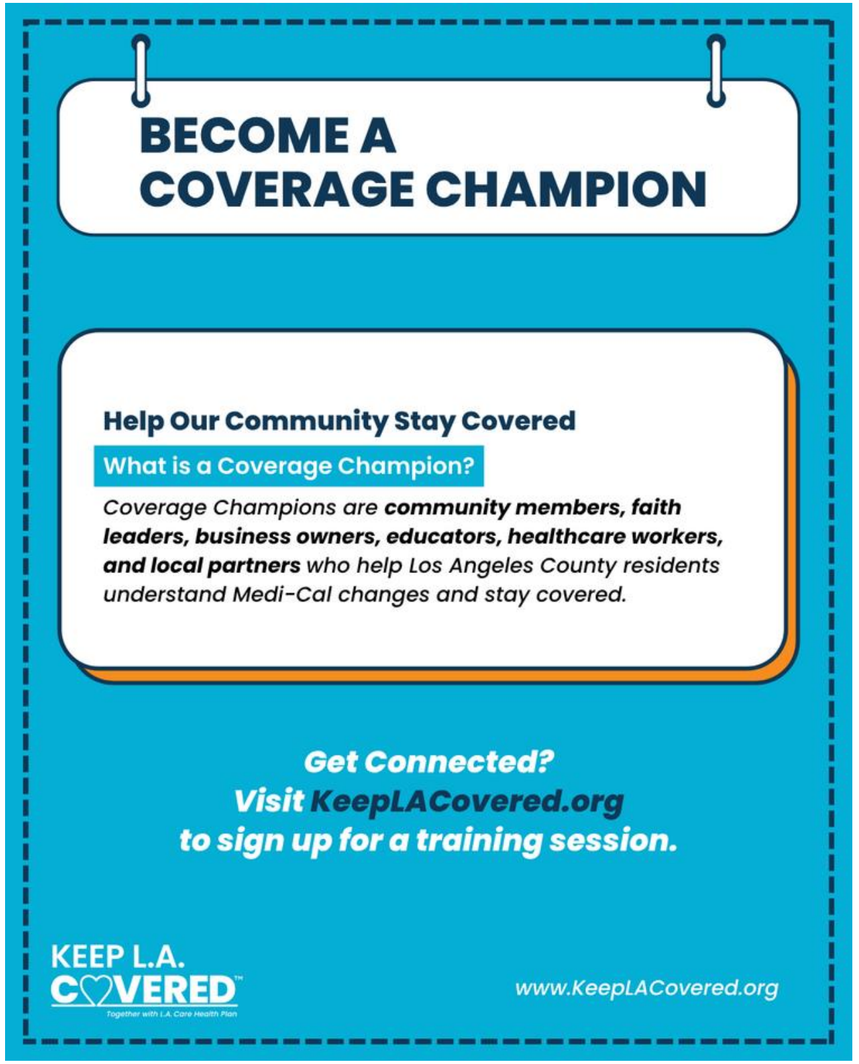
Long Captions: Facebook, LinkedIn, Instagram

POST 2

The goal of Keep L.A. Covered is simple: help Medi-Cal enrollees understand whether the changes apply to them, know their renewal date, respond to official notices, and get help before they renew.

Become a Coverage Champion and help your neighbors keep their coverage.

Sign up: KeepLACovered.org/champions
#KeepLACovered #CoverageChampions



THEME 2: BECOME A COVERAGE CHAMPION

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Keeping L.A. covered starts with people like you. Become a Coverage Champion and help your neighbors understand Medi-Cal changes, avoid missed deadlines, and find free help.

Sign up:
KeepLACovered.org/champions
#KeepLACovered
#CoverageChampions

Medi-Cal is not ending, but some rules change Jan. 1, 2027. Become a Coverage Champion and help your neighbors keep their coverage.

Sign up:
KeepLACovered.org/champions
#KeepLACovered
#CoverageChampions

THEME 3: FOLLOW / GET TO KNOW KEEP L.A. COVERED

Long Captions: Facebook, LinkedIn, Instagram

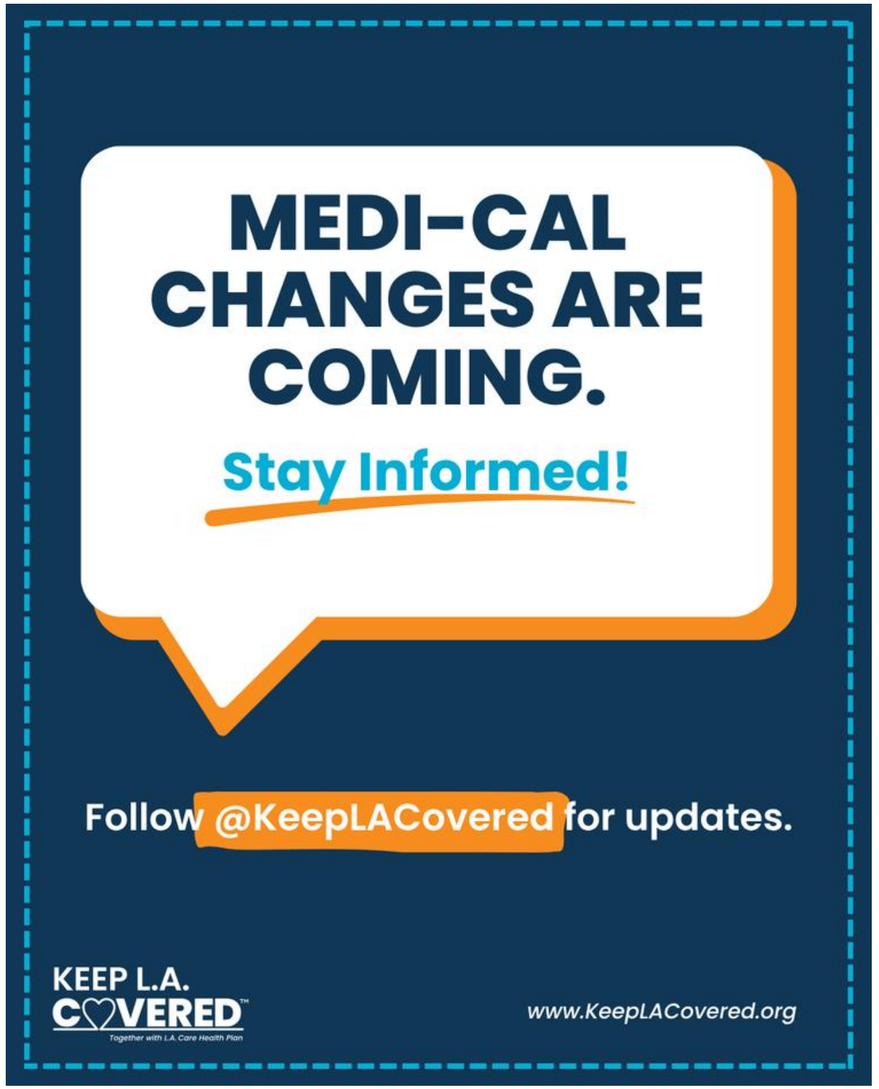
POST 1

Medi-Cal is not ending, but some rules change on January 1, 2027, and not everyone will be affected the same way.

The best way to stay covered is to know what's coming before deadlines approach.

Follow @KeepLACovered for:
📅 Renewal reminders and deadlines
📪 What to watch for in your mail
🤝 Free help across Los Angeles County

Know someone with Medi-Cal? Share this with them.
KeepLACovered.org
#KeepLACovered



THEME 3: FOLLOW / GET TO KNOW KEEP L.A. COVERED

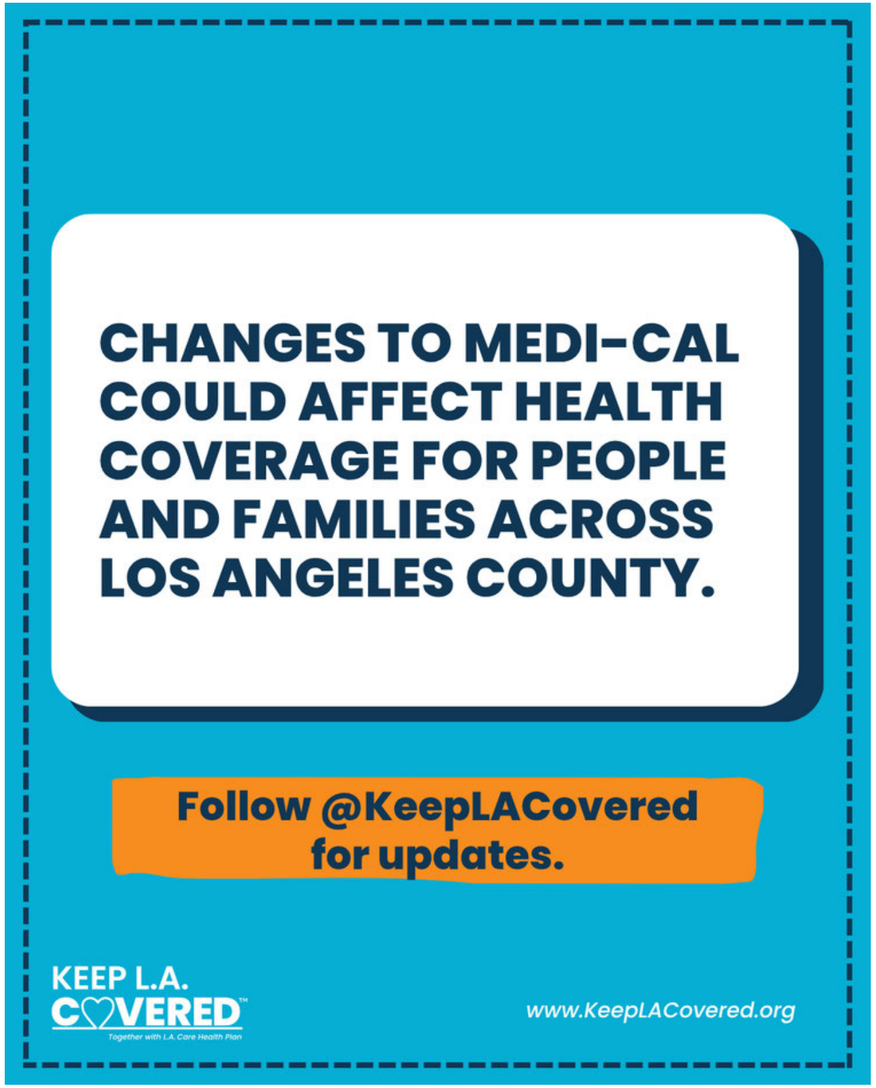
Long Captions: Facebook, LinkedIn, Instagram

POST 2

Get to know Keep L.A. Covered: a coalition of health care and community partners helping Los Angeles County residents keep their Medi-Cal.

On January 1, 2027, some Medi-Cal rules are changing and some people will need to take new steps to keep their coverage. Keep L.A. Covered helps people understand whether the changes apply to them and get help before they renew.

Follow @KeepLACovered and visit KeepLACovered.org to learn more! #KeepLACovered



THEME 3: FOLLOW / GET TO KNOW KEEP L.A. COVERED

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Medi-Cal is not ending, but some rules change Jan. 1, 2027.

Follow @KeepLACovered_ for renewal reminders, deadlines, and free help across L.A. County. Visit KeepLACovered.org for more information. #KeepLACovered

Get to know @KeepLACovered_, a coalition of health care and community partners helping L.A. County residents keep their Medi-Cal.

Follow for reminders, deadlines, and free help and visit KeepLACovered.org for more info. #KeepLACovered

THEME 4: STAY PREPARED

Long Captions: Facebook, LinkedIn, Instagram

POST 1

Medi-Cal is not ending, but some rules change January 1, 2027, and getting prepared now makes it easier to keep your coverage.

Do all of the following:

📍 Update your contact info at BenefitsCal.com
📅 Know your renewal date
💬 Ask for help in your preferred language
📬 Watch for Medi-Cal notices
📂 Keep your records
📋 Save proof of work, school, training, or volunteer hours in case you need to report them.

Not sure where to begin? Visit KeepLACovered.org for more info. #KeepLACovered



THEME 4: STAY PREPARED

Long Captions: Facebook, LinkedIn, Instagram

POST 2

Medi-Cal is not ending, but some rules change January 1, 2027. Don't wait until it's time to renew to get prepared.

Whether it's your coverage or a loved one's, here's how to get ready:

📍 Update your contact info at BenefitsCal.com
📅 Know your renewal date
💬 Ask for help in your preferred language
📬 Watch for Medi-Cal notices
📂 Keep your records
📋 Save proof of work, school, training, or volunteer hours in case you need to report them.

Know someone with Medi-Cal? Share this with them.
#KeepLACovered



THEME 4: STAY PREPARED

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Medi-Cal is not ending, but some rules change Jan. 1, 2027. Don’t wait until it’s time to renew to find out if the changes apply to you.

Update your contact info, know your renewal date, and check KeepLACovered.org for more information. #KeepLACovered

How can you get ready for the upcoming Medi-Cal changes?

Start a Medi-Cal folder today. Save proof of work, school, training, or volunteer hours in case you need to report them.

More ways to stay covered at KeepLACovered.org #KeepLACovered

THEME 5: WORK & COMMUNITY ENGAGEMENT RULES

Long Captions: Facebook, LinkedIn, Instagram

POST 1

Medi-Cal is changing, but you may already meet the new requirements without even knowing it!

Beginning January 2027, some adults ages 19–64 will need to meet new Work and Community Engagement Requirements to maintain their Medi-Cal coverage, with the first impacted enrollees facing these requirements at their March 2027 renewals.

🔗 Click the link in our bio to learn more about the new requirements and how to stay covered.
#KeepLACovered



THEME 5: WORK & COMMUNITY ENGAGEMENT RULES

Long Captions: Facebook, LinkedIn, Instagram

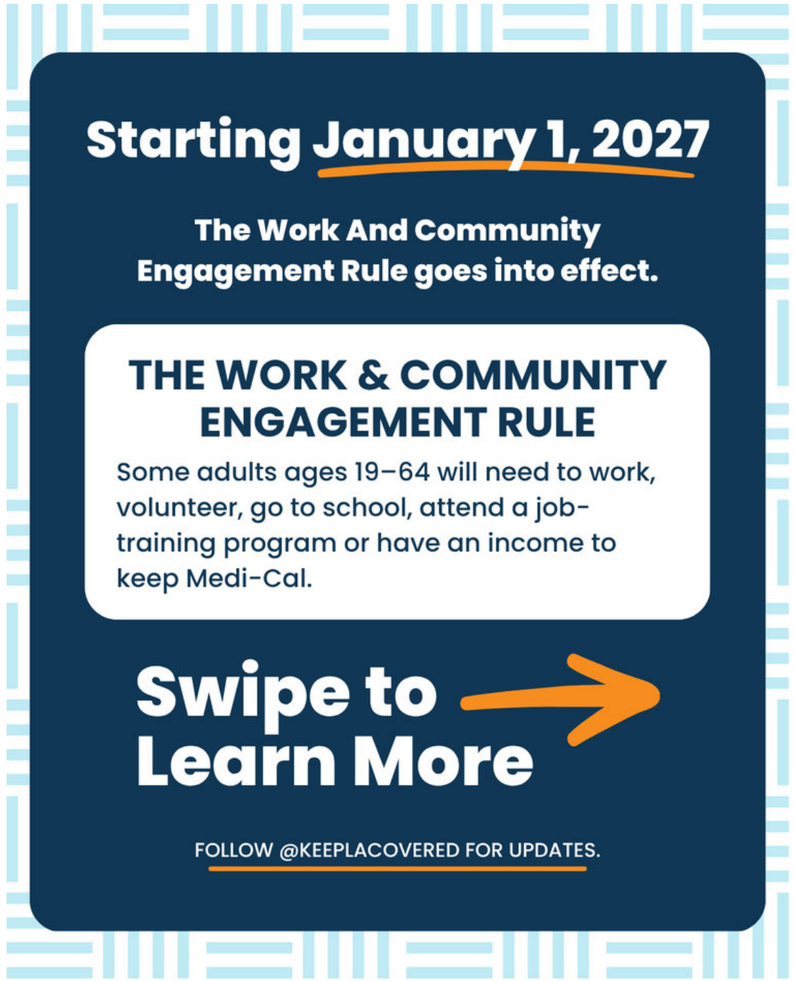
POST 2: CAROUSEL

Starting in January 2027, some Medi-Cal enrollees ages 19–64 will be subject to new Work and Community Engagement Requirements.

While these changes may sound complicated, many enrollees already participate in activities that count toward the new requirements, and others may qualify for an exemption.

Medi-Cal is not ending. The rules are changing, and staying informed can help you protect your coverage.

Follow @KeepLACovered for updates and resources as new requirements take effect. #KeepLACovered



DOWNLOAD CAROUSEL

THEME 5: WORK & COMMUNITY ENGAGEMENT RULES

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Medi-Cal rules are changing in 2027!

Some adults ages 19–64 will need to meet new work or community engagement requirements.

Find out if they apply to you at www.KeepLACovered.org.
#KeepLACovered

Work, school, training, and volunteering may all count, and exemptions may apply.

Stay informed. Stay covered.
🔗 KeepLACovered.com
#KeepLACovered

THEME 6: TWICE-ANNUAL RENEWALS

Long Captions: Facebook, LinkedIn, Instagram

POST 1

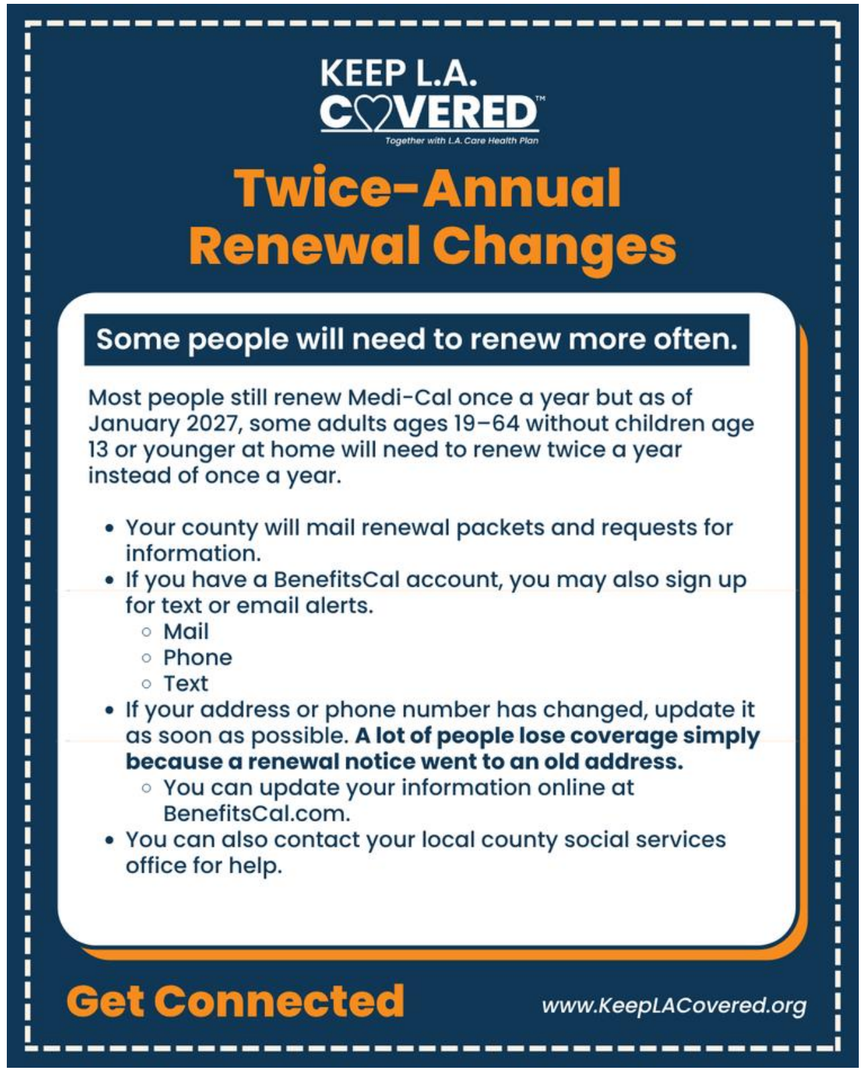
Medi-Cal renewals are changing in 2027. Will you need to renew twice a year?

Starting in January 2027, some Medi-Cal enrollees ages 19–64 who do not have children age 13 or younger at home will be required to renew their coverage every six months instead of once a year.

Most Medi-Cal enrollees will continue renewing annually, but knowing which rules apply to you can help prevent an unexpected interruption in your health coverage.

Medi-Cal is not ending. Some renewal rules are changing, and Keep L.A. Covered is here to help you stay informed.

Visit KeepLACovered.com for trusted updates, resources, and information about upcoming Medi-Cal changes.
#KeepLACovered



THEME 6: TWICE-ANNUAL RENEWALS

Long Captions: Facebook, LinkedIn, Instagram

POST 2: CAROUSEL

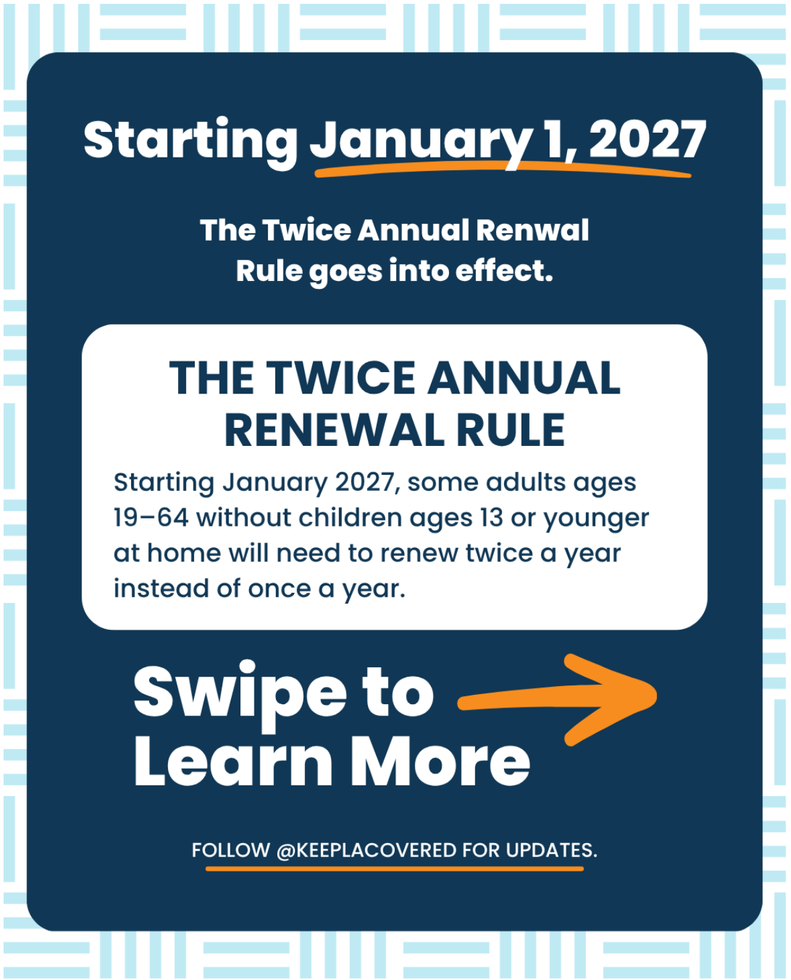
New year, new Medi-Cal renewal rules!

Beginning January 2027, some Medi-Cal enrollees ages 19–64 without children age 13 or younger at home will need to renew their coverage twice a year instead of once.

While most enrollees will continue renewing annually, it's important to know whether these changes apply to you!

Missing a renewal notice could put your health coverage at risk. Don't let an outdated address or missed deadline stand between you and the care you need.

🔗 Click the link in our bio for more information about upcoming Medi-Cal changes and how to stay covered. #KeepLACovered



DOWNLOAD CAROUSEL

THEME 6: TWICE-ANNUAL RENEWALS

Short Captions: Twitter / X, Threads

POSTS 1 & 2

Medi-Cal is not ending, but some renewal rules are changing.

Starting Jan. 2027, some enrollees ages 19-64 without kids 13 or under at home will renew every 6 months. Most still renew annually.

Know which rules apply to you:
KeepLACovered.com
#KeepLACovered

New year, new Medi-Cal renewal rules. 📆

A missed notice can cost you coverage.

Learn how to keep your information up to date at KeepLACovered.com.
#KeepLACovered

THEME 7: HOLIDAY (HALLOWEEN)

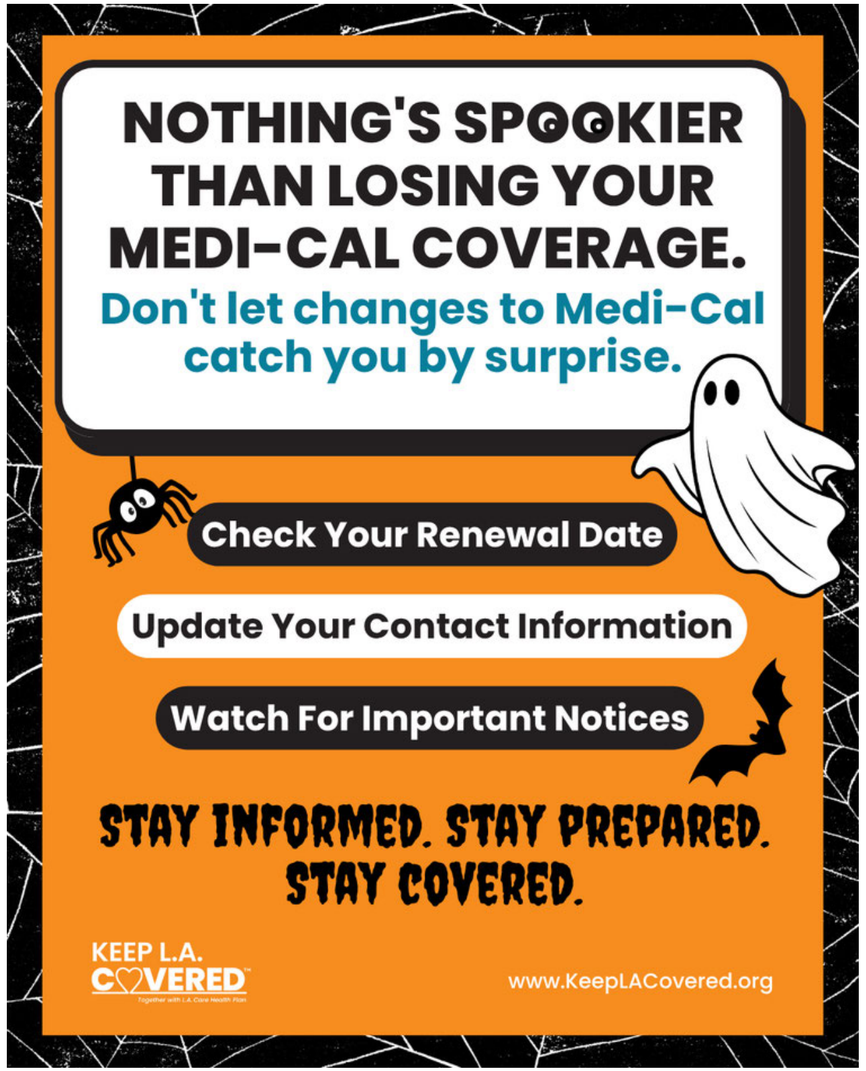
Long Captions: Facebook, LinkedIn, Instagram

POST 1

🎃 Nothing's spookier than losing your Medi-Cal coverage!

This Halloween, Keep L.A. Covered is reminding Los Angeles County residents that while costumes, haunted houses, and scary movies might give you a fright, losing access to the health care you depend on shouldn't be one of them.

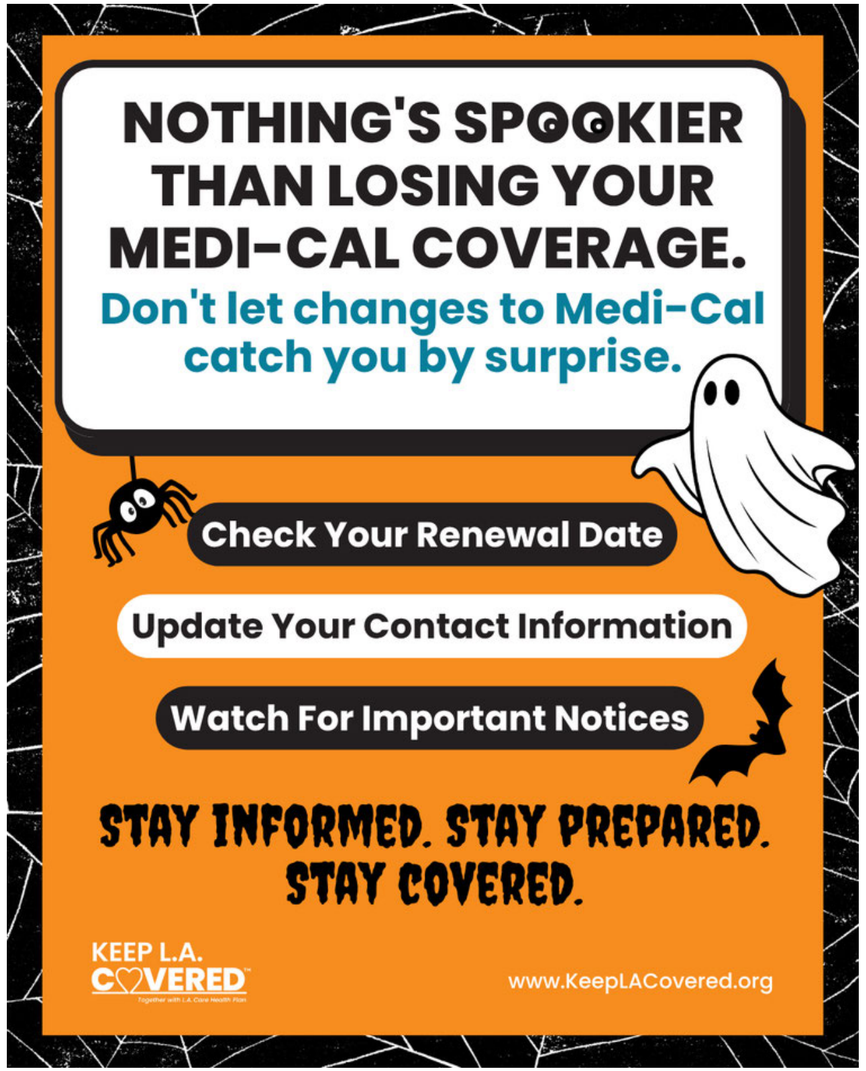
Medi-Cal isn't ending, but some important rules are changing beginning in 2027. Depending on your eligibility, these changes could affect how often you renew your coverage or what information you need to provide.



Don't let an unexpected notice or missed deadline turn into a real-life horror.

This Halloween, leave the scares to the costumes and haunted houses. Your health coverage is too important to leave to chance.

Follow Keep L.A. Covered for the latest information and resources to help you navigate upcoming Medi-Cal changes.



THEME 7: HOLIDAY (HALLOWEEN)

Short Captions: Twitter / X, Threads

POSTS 1 & 2

👻 You know what's really spooky? Losing your Medi-Cal coverage because you missed an important notice!

This Halloween, don't let changes to Medi-Cal catch you by surprise. 🎃

Avoid a scary surprise by getting more information at www.KeepLACovered.org. #KeepLACovered

The only tricks this Halloween should come from your costume! 🍬

Treat yourself to how to stay covered:
📪 Watch your mail for important Medi-Cal notices.
📅 Know your renewal date.
📱 Make sure your contact information is up to date.

📎 Click the link in our bio for more info.

THEME 8:HOLIDAY (THANKSGIVING)

Long Captions: Facebook, LinkedIn, Instagram

POST 1

Good health is something to be thankful for. ❤️‍🩹

This Thanksgiving, we're celebrating the families, neighbors, and communities who show up for one another and the health care that helps keep us together.

As Medi-Cal changes approach in 2027, one way to show your loved ones you care is by helping them stay informed about their coverage.

A little preparation today can help protect your peace of mind tomorrow. From our Keep L.A. Covered community to yours, Happy Thanksgiving! 🦃

📎 Click the link in our bio for more information on upcoming Medi-Cal changes. #KeepLACovered



THEME 8:HOLIDAY (THANKSGIVING)

Long Captions: Facebook, LinkedIn, Instagram

POST 2

🍂 Good health is something to be thankful for.

As families and friends gather around the table this Thanksgiving, we're reminded that some of life's greatest blessings are the moments we share with the people we love, and the care that helps keep them healthy.

For millions of Los Angeles County residents, Medi-Cal provides access to essential health care services, from routine checkups and preventive care to treatment when it's needed most.

From all of us at Keep L.A. Covered, we wish you and your loved ones a happy, healthy Thanksgiving.

Follow @KeepLACovered for updates, resources, and guidance to help you stay covered. #KeepLACovered



THEME 8: HOLIDAY (THANKSGIVING)

Short Captions: Twitter / X, Threads

POSTS 1 & 2

This Thanksgiving, we're grateful for the care that keeps our families and communities healthy.

With Medi-Cal changes coming in 2027, help your loved ones stay informed. Learn how at www.KeepLACovered.org!
#KeepLACovered

Don’t let your Medi-Cal get lost in the leftovers. This holiday season, make sure to:

📪 Watch for notices.
📅 Know your renewal date.
✅ Update your information.

We are thankful that there are many ways to protect your coverage at www.KeepLACovered.com!
#KeepLACovered

TAKE ACTION & GET INVOLVED

What Is a Coverage Champion?

www.keeplacovered.org/home#coverage-champions

Sign Up to Be a Coverage Champion

www.keeplacovered.org/champions

Find Our Next Training Event

www.keeplacovered.org/calendar

Download Social Media Assets