

Medicaid Readi Center Social Campaign

Best Platforms: Facebook, Instagram

Implementation Tips

- **Link in comments:** Use **link** as the first comment on Facebook to increase reach and click-through-rate.
- **Hashtags:** Include hashtags in blue on each post to increase reach in social search results.
- **Partner Network Force Multipliers:** Share this digital toolkit of these posts and images to your municipal partners, local community organizations, and regional planning councils. Having trusted local stakeholders share this content directly on their own social media platforms will exponentially expand your reach and build immediate credibility with the uninsured adults they already serve.

Post Copy #1:

Want to protect your community's healthcare AND build your resume? Volunteer at a **Medicaid Readi Center!** 🏠

- Get MRC (Medical Reserve Corps) certified 🛡️
- Full training provided (no experience needed!) 📖
- Earn & track vital volunteer hours 🕒
- Help neighbors stay covered ❤️

#MedicalReserveCorps #Volunteer #MedicaidReadi #CommunityFirst

[Post this link as the first comment on Facebook or in bio on Instagram:]

[Medicaid Readi Center Volunteer Opportunity - Norfolk Health Department](#)

Post Copy #2:

Medicaid Alert: New reporting requirements and six-month eligibility checks are coming in 2027. Without immediate local support, thousands of residents risk losing their Medicaid coverage.

We need **YOU** to help prevent a local coverage crisis.

Join the Medical Reserve Corps and volunteer at a **Medicaid Readiness Center** in your neighborhood!

Learn more in comments!

#MedicaidReadiness #MedicalReserveCorps #SupportLocal #CommunityHealth #HealthEquity #VolunteerOpportunity

[Post this link as the first comment on Facebook or in bio on Instagram:]
[Medicaid Readiness Center Volunteer Opportunity - Norfolk Health Department](#)

Post Copy #3:

Medicaid Alert: Starting **January 1, 2027**, a new federal law requires many adults (ages 19–64) on Medicaid to complete and report 80 hours of qualifying activities—like working, taking classes, or volunteering—each month to keep their coverage.

If you need to meet these hours to keep your coverage, our **Medicaid Readiness Centers** are here to help!

You can complete your community service hours right in your neighborhood by volunteering with us. We offer:

-  Flexible, local volunteer shifts that fit your schedule.
-  Official, structured tracking to make reporting your 80 hours a breeze.
-  Access to computers and assistance to file your monthly updates.

Keep your health coverage secure.

#Medicaid2027 #CommunityService #StayCovered #MedicaidReadiness #VolunteerLocal #HealthyCommunities

[Post this link as the first comment on Facebook or in bio on Instagram:]
[Medicaid Readiness Center Volunteer Opportunity - Norfolk Health Department](#)

Post Copy #4:

Medicaid Alert: Need to meet your Medicaid "community engagement" hours for 2027?

We've got you covered! 

Starting in January, many Medicaid enrollees will need to document 80 hours of work, school, or volunteering per month to maintain their health insurance. Get prepared now!

At **Medicaid Readi Centers**, we make it simple to get your hours AND give back to your community:

1. **Volunteer:** Unpaid volunteer work at our structured nonprofit centers counts directly toward your monthly requirement!
2. **Easy tracking:** We provide the official documentation you need to report your hours to the state.
3. **Double impact:** You protect your own healthcare while helping your neighbors navigate theirs!

Slots are filling up as we prepare for the new year. Protect your peace of mind and secure your spot today.

*[#MedicaidReadi](#) [#MedicaidWorkRequirements](#) [#CommunityService](#) [#MutualAid](#)
[#VolunteerOpportunities](#) [#HealthEquity](#)*

[Post this link as the first comment on Facebook or in bio on Instagram:]
[Medicaid Readi Center Volunteer Opportunity - Norfolk Health Department](#)

Post Copy #5:

Volunteer: Looking for a powerful way to serve your community while gaining valuable credentials? Become a volunteer at a **Medicaid Readi Center!** 🤝 ✨

As changes to Medicaid eligibility checks and reporting requirements roll out, thousands of our neighbors need local, face-to-face support to keep their health insurance active. By joining our team, you become their lifeline.

Why volunteer with us?

-  **MRC Certification:** Get certified through the Medical Reserve Corps (MRC)—a fantastic addition to your resume or portfolio.
-  **Full Training Provided:** No prior healthcare experience? No problem! We provide all the training and tools you need to feel confident.
-  **Earn Volunteer Hours:** Easily earn and document structured volunteer hours (perfect for meeting 2027 community engagement requirements!).

-  **Help Your Neighbors:** Provide the direct, friendly guidance local families need to navigate their coverage and stay protected.

Ready to take the lead in securing our community's health?

*#MedicalReserveCorps #VolunteerLocal #MedicaidReadi #CommunityHealth
#StayCovered #PublicHealth Volunteers*

[Post this link as the first comment on Facebook or in bio on Instagram:]
[Medicaid Readiness Center Volunteer Opportunity - Norfolk Health Department](#)

Post Copy #6:

Volunteer: Make a real difference right in your neighborhood.  Join us as a volunteer at a **Medicaid Readiness Center!**

With new reporting rules and eligibility checks in effect, many families risk losing their vital health insurance simply because they don't know how to navigate the system. You can be the person who helps them stay covered!

What's in it for you? **1** **MRC Certification:** Join the official Medical Reserve Corps. **2**
Step-by-Step Training: We teach you everything you need to know—no medical background required! **3** **Earn & Track Hours:** Need volunteer hours for school, work, or to meet your own 2027 Medicaid requirements? We provide official, easy-to-track hours. **4**
Direct Community Impact: Help real people secure their healthcare peace of mind.

Be the helping hand your community needs.  

*#MedicaidReadi #VolunteerOpportunity #MedicalReserveCorps #HelpYourCommunity
#EarnHours #HealthEquity*

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