

## Social Media Toolkit

### Dear Partners,

During the COVID-19 Public Health Emergency, the Centers for Medicare & Medicaid Services (CMS) instructed the State Department of Health, which oversees HRA, to temporarily suspend the closure of Medicaid cases for clients who failed to respond to renewal forms sent to their address of record. This suspension will end in April 2025, marking the conclusion of the COVID-19 Public Health Emergency unwind.

Going forward, only clients who receive and respond to their renewal forms and are deemed eligible will continue to receive Medicaid benefits. Clients who do not respond to their renewal will have their cases closed, starting with those whose authorization ends in April 2025. No further extensions will be granted, and these clients will begin receiving their renewal forms by mail as early as January.


We need your help spreading the word about this change in Medicaid renewal rules.

### Help Us Spread the Word on Social Media!


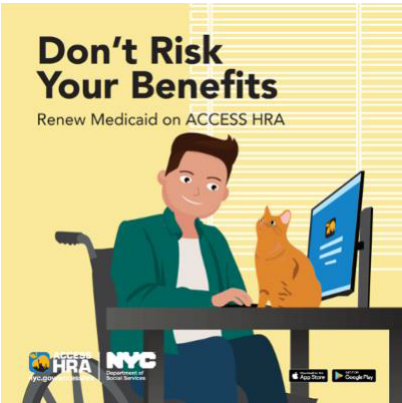

## Medicaid Renewal

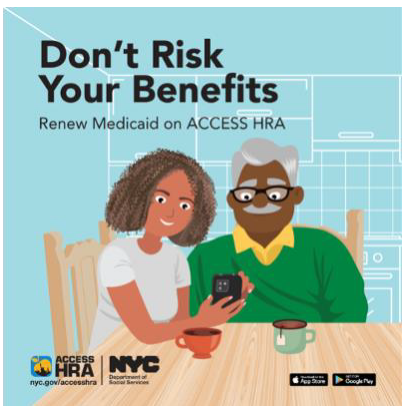
### Engage with Us

One of the most important ways you can help amplify our messages is to engage with us on social media. Below you will find sample social media posts you can share on your channels.

GRAPHIC 1	POST TEXT 1	ALT-TEXT 1
	<p>ACT NOW! Medicaid renewal rules have changed! If you do not submit your Medicaid renewal by the date listed on your HRA notice, you will lose your coverage and need to reapply. Have questions? Call the HRA Medicaid Helpline at 888-692-6116. Renew online: <a href="https://nyc.gov/accesshra">nyc.gov/accesshra</a></p>	<p>A female nurse on a doctor's office holds a stethoscope against an elderly woman sitting on a wheelchair. The words "Don't Risk Your Benefits. Renew Medicaid on ACCESS HRA" is written on top. Underneath them are the logos for Apple Store, Google Play, the ACCESS HRA and NYC DSS.</p>



GRAPHIC 2	POST TEXT 2	ALT-TEXT 2
	Medicaid renewal rules have changed! If you do not submit your Medicaid renewal by the date on your HRA notice, you will lose your coverage and need to reapply. Visit <a href="https://nyc.gov/accesshra">nyc.gov/accesshra</a> to renew today. Have questions? Call the HRA Medicaid Helpline at 888-692-6116.	A female nurse on a doctor's office checks the blood pressure of an elderly man sitting on a wheelchair. The words "Apply for Medicaid/Medicare Savings Program using Access HRA!" is written on top. Underneath them are the logos for Apple Store, Google Play, the ACCESS HRA and NYC DSS.
GRAPHIC 3	POST TEXT 3	ALT-TEXT 3
	Don't risk your benefits. If you receive a renewal, you must respond – you can renew online on ACCESS HRA: <a href="https://nyc.gov/accesshra">nyc.gov/accesshra</a>	Promotional graphic for renewing Medicaid on the ACCESS HRA APP, titled "Don't Risk Your Benefits". Below the title is a young man in a wheelchair sitting in front of his desktop which displays the ACCESS HRA logo on the screen. On the bottom there are the logos for Apple Store, Google Play, the ACCESS HRA and NYC DSS.
GRAPHIC 4	POST TEXT 4	ALT-TEXT 4
	With Medicaid, having an active case is critical. Don't risk your benefits. If you receive a renewal, you must respond – you can renew online on ACCESS HRA: <a href="https://nyc.gov/accesshra">nyc.gov/accesshra</a>	Promotional graphic for renewing Medicaid on the ACCESS HRA APP, titled "Don't Risk Your Benefits". Below the title is a young man in a wheelchair typing onto his laptop. On the bottom there are the logos for Apple Store, Google Play, the ACCESS HRA and NYC DSS.

GRAPHIC 5	POST TEXT 5	ALT-TEXT 5
	<p>Caring for someone on Medicaid? Make sure their coverage doesn't run out. You can renew online on ACCESS HRA: <a href="https://nyc.gov/accesshra">nyc.gov/accesshra</a></p>	<p>Promotional graphic for renewing Medicaid on the ACCESS HRA APP, titled "Don't Risk Your Benefits". Below the title is a young lady and elderly man sitting at a dining table while the lady is showing the elderly man her phone. On the bottom there are the logos for Apple Store, Google Play, the ACCESS HRA and NYC DSS.</p>

[Download](#) and share Medicaid Renewal campaign social media images along with the posts above.

## Creating Your Own Posts

Feel free to create your own posts, however, we ask that you help amplify our key messages about ACCESS HRA in your posts.

The following suggestions explain some of the best ways to engage:

- ***Like, follow and share*** us on Facebook, Twitter/X, and Instagram @NYCHRA
- ***Use the hashtag:***
  - #ACCESSHRA
  - #MedicaidRenewal
- ***Encourage folks to visit [nyc.gov/accesshra](https://nyc.gov/accesshra) or download the mobile app to create an account to renew Medicaid and/or manage their other benefits.***

Below are some talking points you can incorporate into your posts:

- During the Public Health Emergency, DSS asked the State Department of Health, HRA's oversight body, not to close Medicaid cases for failure to respond to a renewal form sent to their address of record. This easement will end effective April 2025. (The unwind of the Public Health Emergency is ending effective April 2025.)
- Only clients who receive and respond to their renewal and are deemed eligible



**Department of Social Services**  
Human Resources Administration  
Department of Homeless Services



will continue to receive Medicaid benefits.

- Failure to respond to a Medicaid renewal will result in the case closing beginning with clients whose authorization ends in April 2025. There will be no additional extensions. These clients will be receiving their renewals in the mail as early as January.

Thank you for your support. For questions about the social media toolkit, please contact [robertsel@dss.nyc.gov](mailto:robertsel@dss.nyc.gov) or [lucianoj@dss.nyc.gov](mailto:lucianoj@dss.nyc.gov).