Social Media Kit and Posting Information

Included in Your Kit

- **Five Topics** – With five separate posting options, you can choose the best option for your organization, or use all five over a period of time.

- **Suggested Captions** – Each post option comes with mulitple messaging options that you can choose from. Don't forget to use the hashtag #SmileCalifornia and make sure you are linking to SmileCalifornia.org.

- **Images** – For each post option, images are available for Facebook, Twitter and Instagram with either an English or Spanish logo. Be sure you submit the correct image for your social media channel as they require different sizes.

The Importance of Social Media

Whatever your industry or messaging, a substantial portion of your audience is on social media. A recent Pew Research Center study found that 68% of American adults are Facebook users. Among 18 to 24-year-olds, 78% use Instagram and 45% are on Twitter. Even among Americans 65 and older, 37% are social media users. So post away! Let's share the good news about free or low-cost dental care for Medi-Cal users and important health-related messages that can reduce more serious dental issues in the future.

Medi-Cal Has Dental Covered

POSTING OPTIONS:

- Medi-Cal members are eligible for free or low-cost dental services! Find out more at SmileCalifornia.org!

- Did you know that Medi-Cal has dental covered? For a complete list of covered services, visit SmileCalifornia.org!

- Keeping your teeth healthy is one of the best things you can do for your overall health. Find out other ways to keep your mouth healthy by visiting SmileCalifornia.org

- Good oral care and routine dental check-ups can save you time and money. Find a provider at SmileCalifornia.org and schedule your appointment today!

Hashtag: #SmileCalifornia

First Tooth, First Birthday, First Visit

POSTING OPTIONS:

- Children should visit the dentist every six months starting with their first tooth or first birthday, whichever comes first. Find out what services are covered for your baby at SmileCalifornia.org!

- Make an appointment for your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first. You can find a provider at SmileCalifornia.org.

- With Medi-Cal, your baby's dental care is completely covered. Visit SmileCalifornia.org to find a provider!

- Start good habits early with your baby, like daily brushing and regular dental visits. Find out what services are covered for your baby by visiting SmileCalifornia.org

- Visit SmileCalifornia.org to learn about your baby's dental needs and to find a Medi-Cal dentist.

Hashtag: #SmileCalifornia

Molar Sealants

POSTING OPTIONS:

- Sealed teeth are protected teeth! Learn more about molar sealants at SmileCalifornia.org

- Seal today to prevent decay! Ask your child's dentist for molar sealants to help protect their molars from cavities. For more information, visit SmileCalifornia.org.

- Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist if your child needs molar sealants to help protect your child's molars from cavities. Visit SmileCalifornia.org to learn more!

Hashtag: #SmileCalifornia

Pregnancy

- As a Medi-Cal member you are covered during pregnancy and 60 days past the birth of your baby.
- Visit SmileCalifornia.org to learn about covered services and find a Medi-Cal dentist near you!
- When you are pregnant, your oral health is a big part of helping make sure your baby is healthy.

Hashtag: #SmileCalifornia

Reasons to Smile

POSTING OPTIONS:

- As of January 1, 2018, the Department of Health Care Services restored adult dental benefits for members age 21 and older with full-scope dental coverage. For a complete list of services, visit SmileCalifornia.org.
- Good oral care and routine check ups can save you time and money. Visit SmileCalifornia.org to find a provider and schedule your appointment today!
- Medi-Cal members are eligible for free or low-cost dental services. Visit SmileCalifornia.org to learn about covered services and find a Medi-Cal dentist near you.
- As we get older, taking care of our health becomes more and more important. Good oral health can help prevent tooth loss and improve physical health.

Hashtag: #SmileCalifornia