

# Social Media Toolkit

**This toolkit is designed to help raise awareness about the importance of fully funding the Medicaid Managed Care Quality Incentive Program in the 2026 New York State Budget.** It includes social media copy and graphics to amplify messages across platforms. Please copy and paste, or adjust this content to better fit your voice, and share widely to support New Yorkers' access to high-quality healthcare.

## How To Use This Guide:

1. Copy and paste the social media copy onto your desired platform.
  - a. **X/Twitter**
  - b. **LinkedIn**
  - c. **Facebook**
  - d. **Instagram**
2. Add the mp4 graphic.
3. Use **#ProtectQIPForNY** in your posts.
4. Post!

## Social Media Content

### **X/Twitter**

- If you agree that all New Yorkers should have high-quality healthcare, tell Albany to fully fund the Medicaid Quality Incentive Program. This program bridges healthcare gaps and improves the quality of healthcare in in NYS.  
ProtectQIPForNY.com #ProtectQIPForNY
- The Medicaid Quality Incentive Program helps ensure New Yorkers can access high-quality healthcare from pre-natal care to cancer screenings. We must protect this vital program. ProtectQIPForNY.com #ProtectQIPForNY
- Every New Yorker deserves access to high-quality healthcare. A cornerstone of the state's Medicaid program, the Quality Incentive Program, helps make this possible. Urge New York State to fully fund this vital program.  
ProtectQIPForNY.com #ProtectQIPForNY

### **LinkedIn**

- The Medicaid Quality Incentive Program helps bridge healthcare gaps and ensure millions of New Yorkers get the quality care they deserve. This

cornerstone of the NYS Medicaid program must be fully funded in the upcoming budget. ProtectQIPForNY.com #ProtectQIPForNY

- Every New Yorker deserves access to high-quality healthcare. The Medicaid Quality Incentive Program helps make that possible, bridging healthcare gaps and improving health disparities. New York State should fully fund this vital program. ProtectQIPForNY.com #ProtectQIPForNY
- For the past 25 years, the Medicaid Quality Incentive Program has helped New Yorkers get the high-quality healthcare they need, from prenatal screenings and pediatric vaccination to management of chronic diseases like diabetes and asthma. New York State must fully fund the program in the 2026 Budget to improve quality of healthcare. ProtectQIPForNY.com #ProtectQIPForNY

### **Facebook**

- The Medicaid Quality Incentive Program helps New Yorkers access the high-quality healthcare they need, from prenatal screenings and pediatric vaccination to management of chronic diseases like diabetes and asthma. New York State must fully fund the program to bridge healthcare gaps and improve health equity. ProtectQIPForNY.com #ProtectQIPForNY
- For the past 25 years, the Medicaid Quality Incentive Program has helped New Yorkers get the high-quality healthcare they need. This cornerstone of the state's Medicaid program plays a vital role in improving healthcare access for millions of New Yorkers, and it should be fully funded in the upcoming State Budget. ProtectQIPForNY.com #ProtectQIPForNY

### **Instagram**

- The Medicaid Quality Incentive Program helps ensure that New Yorkers in underserved communities receive high-quality care — from prenatal screenings and pediatric vaccination to management of chronic diseases like diabetes and asthma. Tell Albany to fully fund QIP in the upcoming State Budget. #ProtectQIPForNY
- Healthcare should be high-quality. ✔ And for New Yorkers with Medicaid, the Quality Incentive Program helps make this possible. It's a vital program for millions of New Yorkers with Medicaid, and it should be fully funded in the 2026

State Budget. #ProtectQIPForNY

- Every New Yorker deserves access to high-quality healthcare. The Medicaid Quality Incentive Program helps make this possible for millions of New Yorkers. As a cornerstone of the state's Medicaid program, it enables providers to better serve our most underserved communities. Urge Albany to fully fund this vital program to bridge healthcare gaps and improve health equity. #ProtectQIPForNY