OHP Changes Spanish Instagram Post COPY TEXT

NOTE: The most user-friendly way to post on Instagram is via their app.

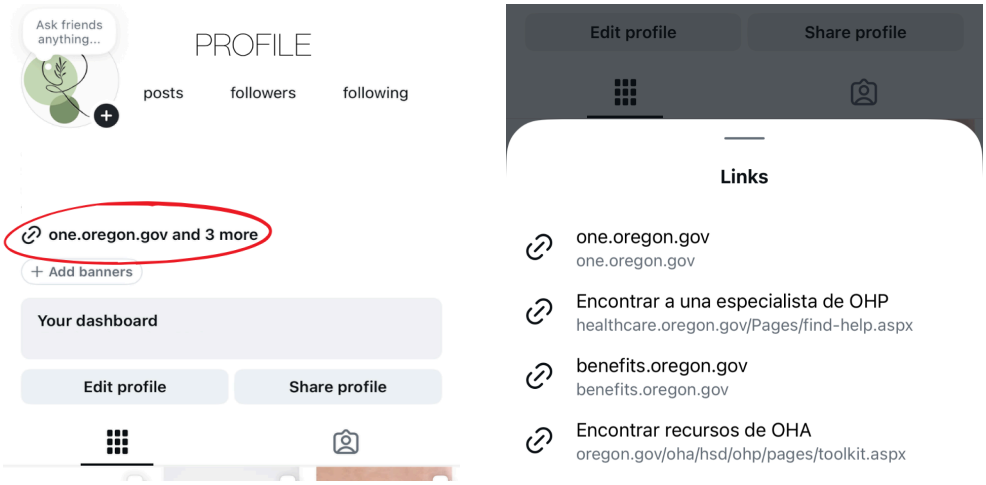
GENERATING A LINK IN BIO

The best way to post a link on Instagram is by generating a "Link in Bio", rather than posting a QR code or URL in the caption. Below, you'll find step-by-step instructions for posting a "Link in Bio" for EACH of the links in the post.

1. Open up Instagram and make sure you are logged in to the profile you wish to post from.
2. Navigate to the profile page of the account. Select "**Edit Profile**".
3. Go to "**Links**" and select the right arrow to open up the "**Links**" window.
4. Select "**Add link**"
5. Copy and paste **one.oregon.gov** into BOTH the "**URL**" box and the "**Title**" box. Press the BLUE checkmark in the top right corner, which will take you back to the "**Links**" window.
6. Repeat steps 4 & 5 for each of the following three links, copying and pasting the URL and accompanying Title (if applicable) as outlined below.

URL	TITLE
https://healthcare.oregon.gov/Pages/find-help.aspx	**Encontrar a una especialista de OHP**
Benefits.Oregon.gov	**Benefits.Oregon.gov**
https://www.oregon.gov/oha/hsd/ohp/pages/toolkit.aspx	**Encontrar recursos de OHA**

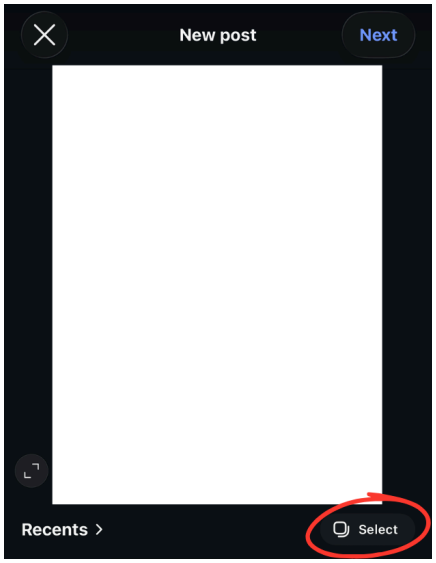
Users will then be able to select a link from the account's bio, as shown below.

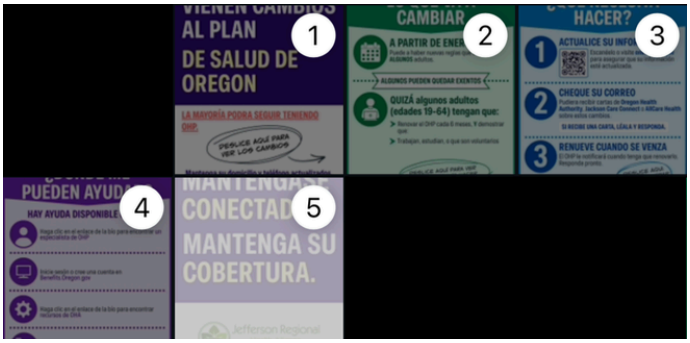


POSTING ON INSTAGRAM

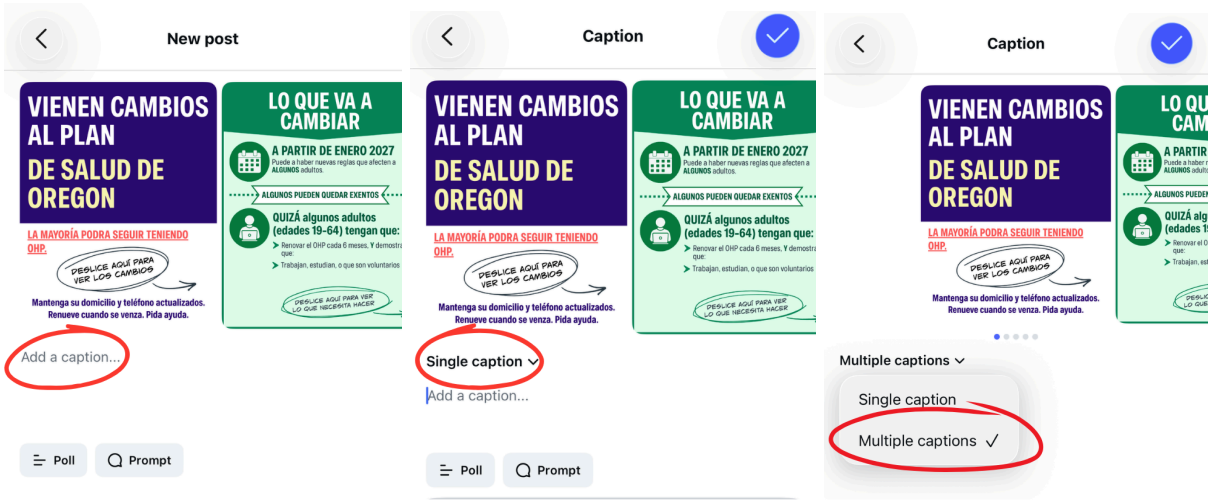
Once the links in bio have been generated, follow the below steps to post to Instagram.

1. On the app's home page, select the **PLUS SIGN (+)** in the top left corner. This will navigate you to a "**New post**" window.
2. From there, select the images you'd like to post IN THE ORDER BELOW. To post more than one image in a single post (a "carousel" of images), press the "**Select**" icon, then select each image in order of viewing.





3. Select "**Next**" in the top right corner. Instagram will then take you to a page where you can make edits to the images. Select "**Next**" in the bottom right corner to bypass.
4. Tap "**Add a caption...**". Once selected, you'll see a dropdown menu titled "**Single caption**". Tap that and select "**Multiple captions**". This will allow you to caption each image individually.



5. Copy and paste the below **BLUE** text that corresponds with the first image.

IMAGE 1: VIENEN CAMBIOS AL PLAN DE SALUD DE OREGON
VIENEN CAMBIOS AL PLAN DE SALUD DE OREGON.

LA MAYORÍA PODRA SEGUIR TENIENDO OHP. Mantenga su domicilio y teléfono actualizados. Renueve cuando se venza. Pida ayuda.

Deslice aquí para ver los cambios.

6. Once you've filled in the caption for the first image, SWIPE that image from right to left to select the next image.
7. Repeat steps 5 & 6 for each image's respective caption (as seen below). ***NOTE: There are more steps on page 4.***

IMAGE 2: GREEN "LO QUE VA A CAMBIAR"
LO QUE VA A CAMBIAR: A PARTIR DE ENERO 2027, puede a haber nuevas reglas que afecten a ALGUNOS adultos.

QUIZÁ algunos adultos (edades 19-64) tengan que:

1) Renovar el OHP cada 6 meses, Y demostrar que:

2) Trabajan, estudian, o que son voluntarios.

Algunos pueden quedar exentos.

Deslice aquí para ver lo que necesita hacer.

IMAGE 3: BLUE "¿QUÉ NECESITA HACER?"
¿QUÉ NECESITA HACER?

1: ACTUALICE SU INFORMACIÓN. Escanéelo o visite one.oregon.gov para asegurar que su información esté actualizada.

2: CHEQUE SU CORREO. Pudiera recibir cartas de Oregon Health Authority, Jackson Care Connect o AllCare Health sobre estos cambios. SI RECIBE UNA CARTA, LÉALA Y RESPONDA.

3: RENUEVE CUANDO SE VENZA. El OHP le notificará cuando tenga que renovarlo. Responda pronto.

Deslice aqui para encontrar ayuda.

IMAGE 4: PURPLE "¿DÓNDE ME PUEDEN AYUDAR?"
¿DÓNDE ME PUEDEN AYUDAR?

HAY AYUDA DISPONIBLE GRATIS.

Haga clic en el enlace de la bío para encontrar un especialista de OHP

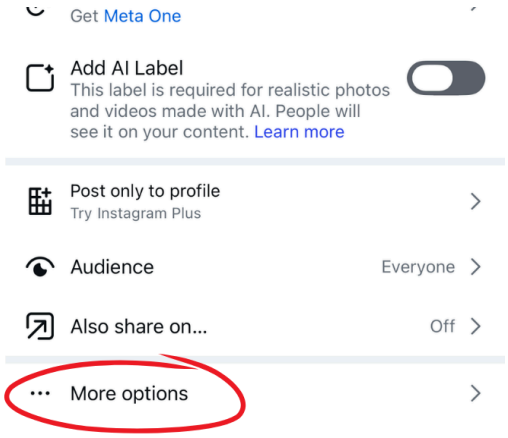
Inicie sesión o cree una cuenta en Benefits.Oregon.gov.

Haga clic en el enlace de la bío para encontrar recursos de OHA

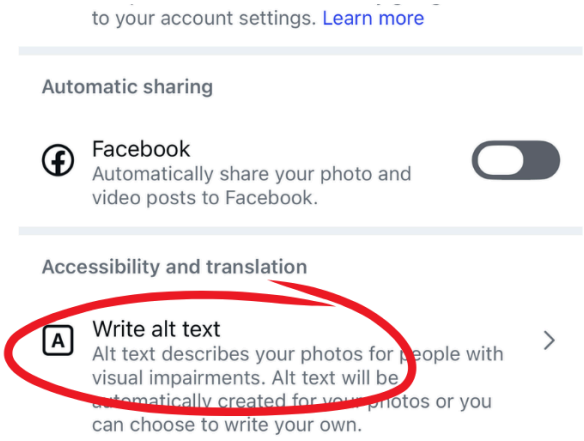
Llámenos al (800) 699-9075.

IMAGE 5: JRHA LOGO
MANTÉNGASE CONECTADO. MANTENGA SU COBERTURA.

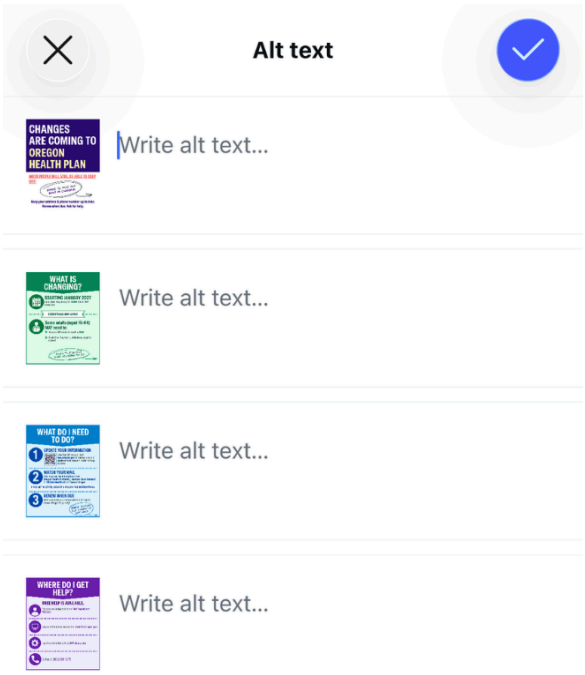
8. Once all captions have been filled in, scroll to the bottom of the "**New Post**" window and select "**More options**".



9. Scroll to the bottom of the "**More options**" window and select "**Write alt text**".



10. <u>Copy and paste the exact same text from the above captions</u> into the text box that corresponds with each image.



Note: This is a necessary accessibility step for those who use Screen Reading Software to view social media posts.

11. Press the **BLUE** check mark on the top right corner.
12. Press the **BACK ARROW** on the top left corner to navigate back to the "**New post**" window.
13. Press **SHARE**.