OHP Changes English Instagram Post COPY TEXT

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

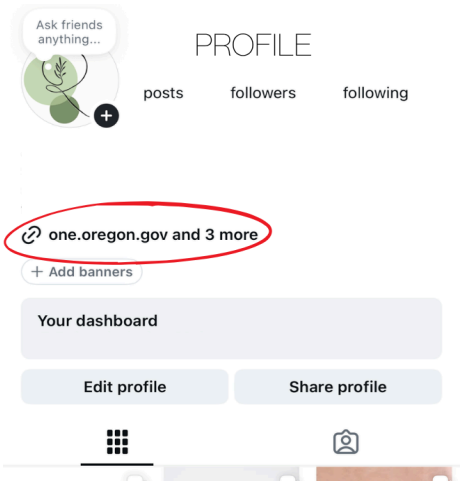
GENERATING A LINK IN BIO

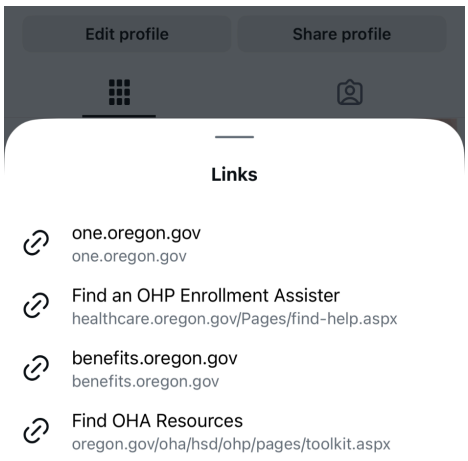
The best way to post a link on Instagram is by generating a "Link in Bio", rather than posting a QR code or URL in the caption. Below, you'll find step-by-step instructions for posting a "Link in Bio" for EACH of the links in the post.

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	**Find an OHP Enrollment Assister**
Benefits.Oregon.gov	**Benefits.Oregon.gov**
https://www.oregon.gov/oha/hsd/ohp/pages/toolkit.aspx	**Find OHA Resources**

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

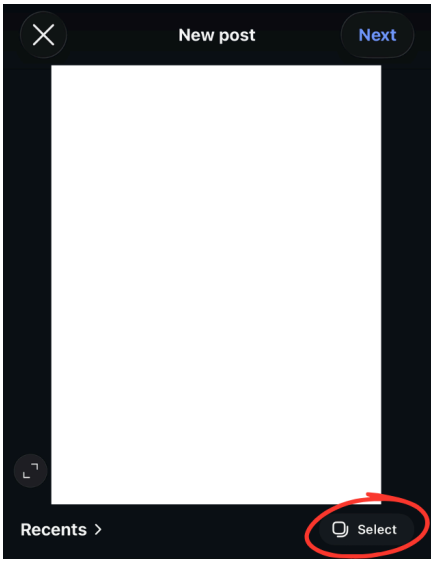




POSTING ON INSTAGRAM

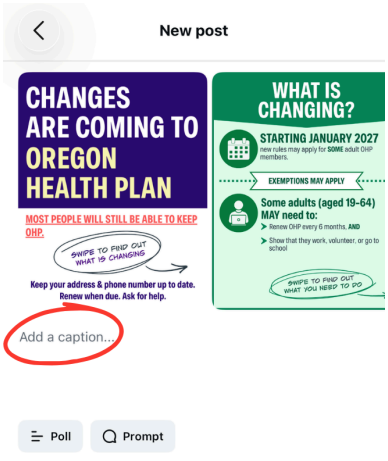
Once the links in bio have been generated, follow the below steps to post to Instagram.

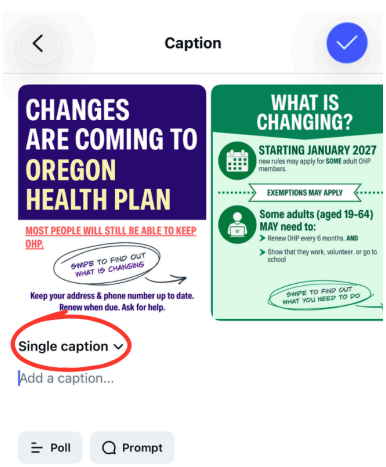
1. On the app's home page, select the **PLUS SIGN (+)** in the top left corner. This will navigate you to a "**New post**" window.
2. From there, select the images you'd like to post IN THE ORDER BELOW. To post more than one image in a single post (a "carousel" of images), press the "**Select**" icon,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

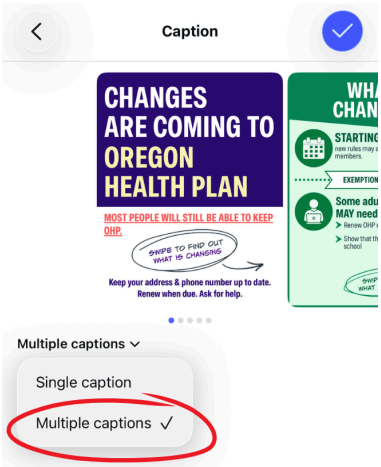




3. Select "**Next**" in the top right corner. Instagram will then take you to a page where you can make edits to the images. Select "**Next**" in the bottom right corner to bypass.
4. Tap "**Add a caption...**". Once selected, you'll see a dropdown menu titled "**Single caption**". Tap that and select "**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: CHANGES ARE COMING TO OHP
CHANGES ARE COMING TO OREGON HEALTH PLAN.

Most people will still be able to keep OHP. Keep your address & phone number up to date. Renew when due. Ask for help.

SWIPE to find out what is changing.

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 "WHAT IS CHANGING?"
WHAT IS CHANGING? STARTING JANUARY 2027, new rules may apply for SOME adult OHP members.

Some adults (aged 19-64) MAY need to:

1) Renew OHP every 6 months, AND

2) Show that they work, volunteer, or go to school.

NOTE: Exemptions may apply.

SWIPE to find out what you need to do.

IMAGE 3: BLUE "WHAT DO I NEED TO DO?"
WHAT DO I NEED TO DO?

1: UPDATE YOUR INFORMATION. Scan the QR code above or visit one.oregon.gov to make sure your address and phone number are up to date.

2: WATCH YOUR MAIL. Starting now, look for letters from Oregon Health Authority, Jackson Care Connect or AllCare Health about these changes. IF YOU GET A LETTER, READ IT & FOLLOW THE INSTRUCTIONS.

3: RENEW WHEN DUE. OHP will send you notices when it is time to renew. Respond quickly!

SWIPE to find out where to get help.

IMAGE 4: PURPLE "WHERE DO I GET HELP?"
FREE HELP IS AVAILABLE.

Go to the link in bio to find an OHP Enrollment Assister.

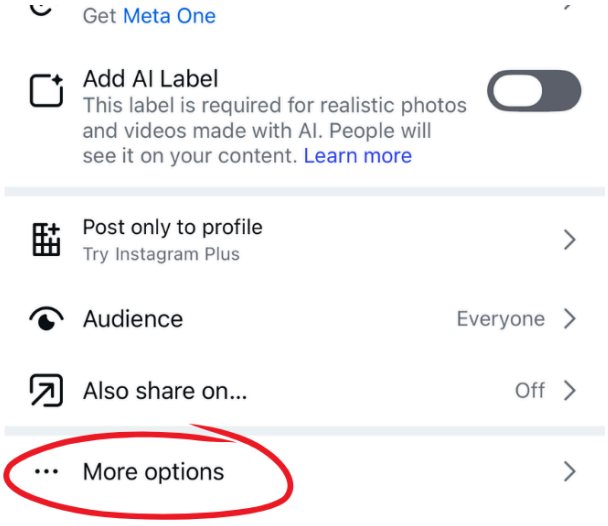
Log in or Create an Account at Benefits.Oregon.gov

Go to the link in bio to find OHA Resources

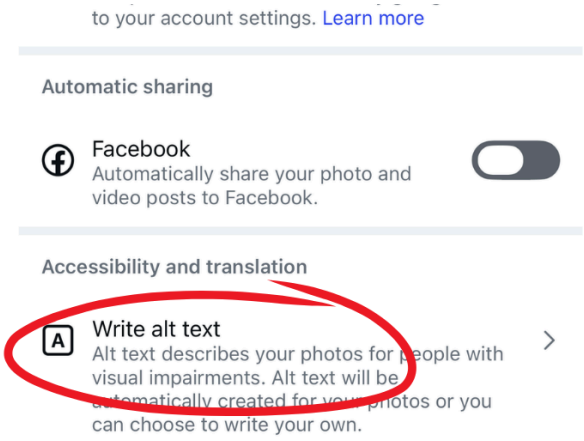
Call us at (800) 699-9075

IMAGE 5: JRHA LOGO
STAY CONNECTED. STAY COVERED.

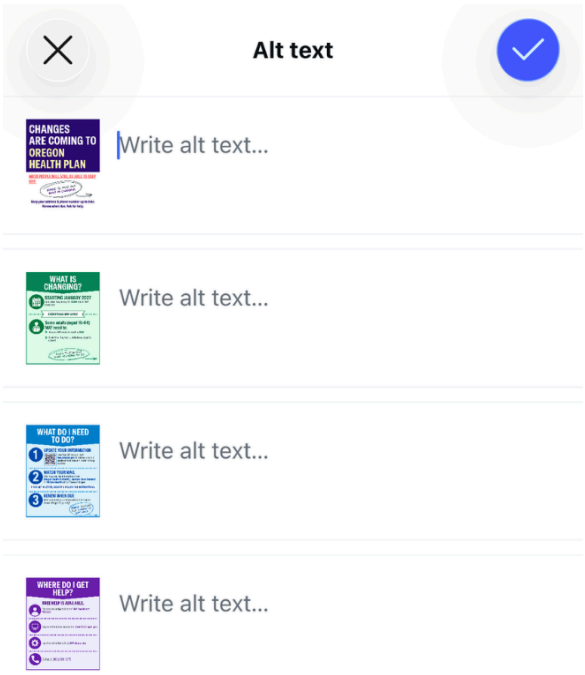
8. Once all captions have been filled in, scroll to the bottom of the "**New Post**" window and select "**More options**".



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**.