Colorado Access
Social Media Kit

colorado
access

This social media kit offers essential resources and guidelines to help you share in our common goals of improving health care access for Colorado communities. Inside, you'll find branding materials, key messages, and content ideas to amplify our voice effectively.

About
Colorado Access

Mission

Partner with communities and empower people through access to quality, equitable, and affordable care.

Vision

Healthy communities transformed by the care that people want at a cost we can all afford.

Organizational Overview

As the largest and most experienced public sector health plan in the state, we are a nonprofit organization that works beyond just navigating health services. We focus on meeting our members' unique needs by partnering with providers and community organizations to provide better personalized care through measurable results. Our broad and deep view of our regional and local systems allows us to stay focused on our members' care while we collaborate on measurable and economically sustainable systems that serve them better. Colorado Access has been serving communities in Colorado for 30 years.

Colorado Access logos

Primary Logo

colorado access
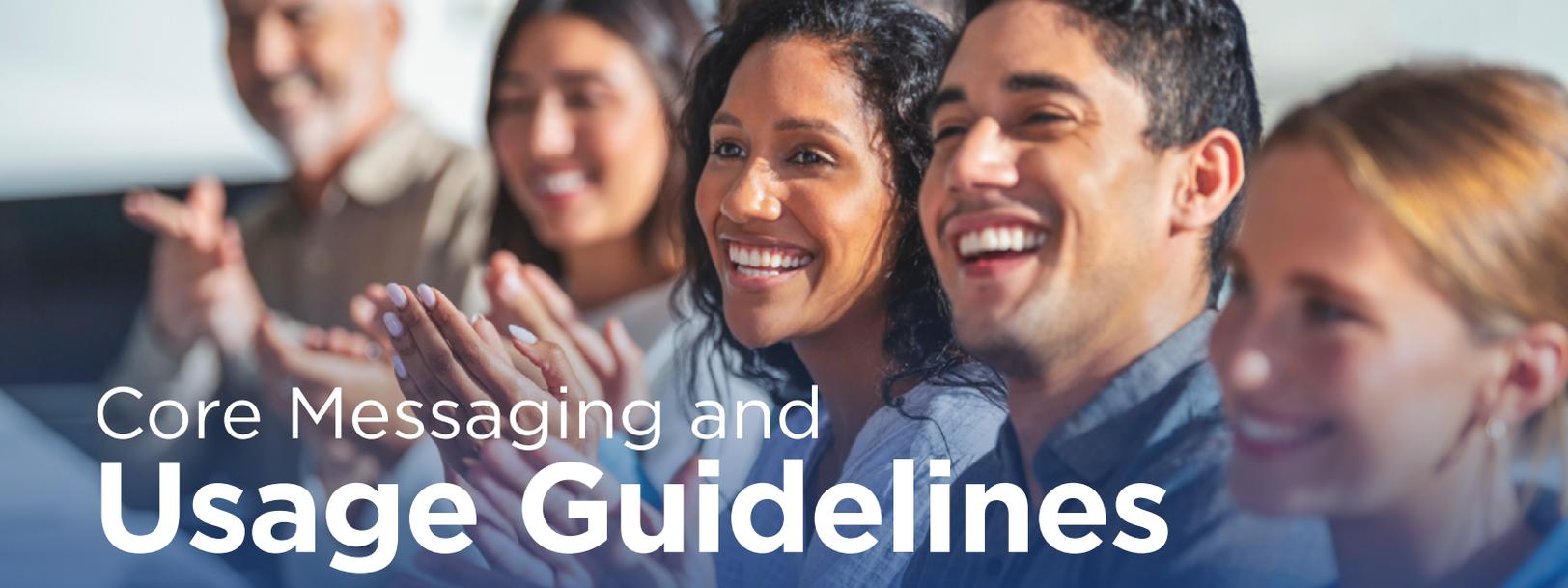
Core Messaging and
Usage Guidelines

Tagline

Caring for You and Your Health

Social Media Objectives

- Inform followers of events, resources, and important issues
- Engage with members, policymakers, community partners, and providers through post sharing, post collaboration, and tagging.

Platform-tailored Messaging

- Facebook/Instagram: storytelling tone, targeted towards members
- LinkedIn: professional tone, targeted towards partners and providers
- X: political content, targeted towards policymakers

Platform-specific Specs

- Image sizes
  - **Instagram:** 1080 x 1080 (square post), 1080 x 1350 (portrait post), 1080 x 1920 (stories, reels)
  - **Facebook/LinkedIn:** 630 x 1200 posts
- Character limits
  - **X:** 280 characters for free users
  - **Instagram:** 2,200 characters
  - **Facebook:** 63,206 characters
  - **LinkedIn:** 3,000 characters
- Video specifications
  - **Facebook reels:**
    - Recommended resolution: 1080 or less
    - Max length: 240 minutes
  - **Instagram reels:**
    - Recommended resolution: 1080 x 1080
    - Max length: 120 seconds
  - **Instagram stories:**
    - Recommended resolution: 1080 x 1920
    - Max length: 15 seconds

Photo Release

Note: We require employees or members of the public that are appearing in photos that we are sharing publicly on our social media to sign a photo release form. Send to **social@coaccess.com** when completed.

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I _____, hereby grant permission to Colorado Access ("Colorado Access" or the "Company") to take and use my name and likeness, including my image, voice, appearance, and statements, in photographs/digital images, video recording, audio recording or quoted remarks, and/or educational or other PowerPoint presentation materials. These materials may be used for electronic communications.

I agree to the following:
1. To hold Colorado Access harmless from all claims arising from the use of the above-referenced materials.
2. To allow the use of the above-referenced materials by Colorado Access indefinitely and without compensation to me.
3. I authorize Colorado Access to allow the use of the above-referenced materials for the limited use by Company authorized external parties only, and for only those purposes which respect, maintain and follow the core values of the Company.
4. All negatives, positives, prints, digital reproductions and video and audio recordings shall be and remain the property of Colorado Access.

_____
Printed name

_____
Signature

_____
Department

_____
(date)

800-511-5010
coaccess.com

11100 E. Bethany Dr., Aurora, CO 80014

Brand Dos and Don'ts

- Do not refer to Colorado Access as anything besides "Colorado Access" in a post. Specifically, do not use Colo Access, Co Access, or COA.
- Do use "health care" instead of "healthcare" if it does not conflict with your style guide.
- Per the Department of Health Care Policy & Financing (HCPF) guidelines, do refer to:
  - Health First Colorado as "Health First Colorado (Colorado's Medicaid program) on first reference
  - CHP+ as "Child Health Plan *Plus* (CHP+)" on first reference with the "Plus" italicized. We understand this is not always possible on social media channels, but this is the proper name.

Commonly Used Hashtags and Sample Posts

Common/Suggested Hashtags

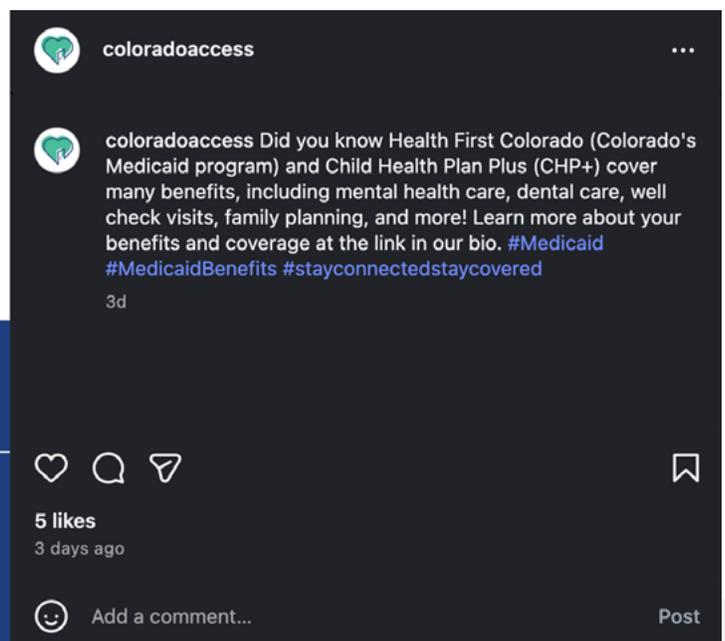**#ColoradoLocal**   **#MedicaidMatters**   **#HealthEquity**

Sample posts:

- For more than 30 years, we have been working at the local level to ensure effective community engagement that directly benefits the communities in which we live and serve. We are committed to empowering our members and communities to take an active role in their own health. Learn more at coaccess.com.

- Thank you @coloradoaccess for (**insert involvement here**). We're proud to partner to ensure our members have the resources and support they need to thrive.

- Do you know what benefits are covered under your health plan? Health First Colorado members can get physical health, dental, vision, and behavioral health services with little to no copays. This includes allergy shots, family planning services, eye exams, dental exams, and so much more! For a full list of benefits, check out the member handbook here: coaccess.com/members/care/ If you need help understanding your benefits or finding a doctor, we can help! Call us at 800-511-5010 or visit coaccess.com.

- We appreciate the partnership with @coloradoaccess in (**insert details on partnership here**). Together, we are helping to expand community support and deepen connections to essential resources.

know your
MEDICAID BENEFITS

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coloradoaccess Did you know Health First Colorado (Colorado's Medicaid program) and Child Health Plan Plus (CHP+) cover many benefits, including mental health care, dental care, well check visits, family planning, and more! Learn more about your benefits and coverage at the link in our bio. #Medicaid #MedicaidBenefits #stayconnectedstaycovered

3d

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Colorado Access Foundation

in [Linkedin](#)

For any questions, or additional guidance,
email the social media team at:
social@coaccess.com