



NYC Care Social Media Toolkit Summer 2022

The NYC Health + Hospitals NYC Care program has become a national health care model that guarantees low- and no-cost primary and specialty care services at the municipal health system's hospitals and health centers across all five boroughs.

Recently, we announced that we have [eliminated the six-month residency eligibility requirement](#) for NYC Care. As Mayor Eric Adams said, "Diabetes doesn't wait for six months, why should you wait to get health care."

The purpose of this digital toolkit is twofold. First, we want to reinforce the message that NYC Care is available to all New Yorkers regardless of their immigration status and ability to pay. Second, we want to emphasize how language access is a major part of NYC Care and the communities served by NYC Health + Hospitals.

Below please find social media creative images and sample copy for social media posts. Eventually, creatives and copy will be translated into the local law 30 languages.

Thank you for spreading the word about this important program. Everyone has the right to high-quality health care, and through NYC Care, we've made this right a reality for more than 110,000 New Yorkers.

[Download creative graphics here.](#)

[Find translated materials here.](#)

Sample Social Media Posts

General

Immigrants no longer have to live in NYC for six months to be eligible for #NYCCare! 🎉 It's now easier than ever to enroll! Learn more about the @NYCHealthSystem program that guarantees care for all New Yorkers: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/39P8g>

As @NYCMayor Eric Adams said, "You're a New Yorker from the first day you move here." That's why @NYCHealthSystem has eliminated the six-month residency requirement for its #NYCCare program. Enroll today: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/aK3vF>

Whether you have been in NYC for a year or a day, #NYCCare is here for you! The @NYCHealthSystem program connects you with your own doctor who speaks your language. You'll also get low-cost prescription medications. Learn more: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/bH2rf>

"Lifting the six-month residency requirement for #NYCCare will allow more New Yorkers who live in the five boroughs to get the care they deserve," said @NYCHealthSystem President and CEO @DrKatzNYCHH. Learn more and enroll today: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/2Pn5O>

Immigrant-specific

Trusted community-based partners from across the city are here to help you unlock health care with dignity and respect through #NYCCare! The @NYCHealthSystem program lets you access quality health care in your language. More info: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/0hpx>

.@NYCHealthSystem can help you stay healthy, regardless of your immigration status or ability to pay. These health care experts speak your language and serve your community. Enroll in #NYCCare today: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/x0ZCh>

Everyone has a right to quality health care at little or no cost – no matter your immigration status. The @NYCHealthSystem #NYCCare program guarantees you just that! Enroll today: [NYCCare.NYC](https://nycare.nyc.gov)

Click to tweet: <https://ctt.ac/7cG28>

#NYCCare remains the best way for all New Yorkers to unlock their right to the health care services they deserve. The @NYCHealthSystem program connects you to your own doctor and low-cost prescription medications. Enroll now: [NYCCare.NYC](https://nyc.gov/nycare)

Click to tweet: <https://ctt.ac/8OdHI>

Over 110,000 #NYCCare members rely on @NYCHealthSystem to get the high-quality health care services they deserve, regardless of their income or immigration status.

Learn how to enroll today: [NYCCare.NYC](https://nyc.gov/nycare)

Click to tweet: <https://ctt.ac/yraA2>