



NYC Care ‘Doctor Public Service Announcement’ Social Media Toolkit

NYC Health + Hospitals’ NYC Care program is committed to helping you live your healthiest life. Don’t just take it from us, hear from our doctors! With our new public service announcement videos, our NYC Care doctors urge you to seek the care you are entitled to - regardless of your immigration status or ability to pay.

The multilingual videos are available in English, Spanish, Mandarin (with subtitles in Simplified Chinese), and Bengali. They aim to encourage eligible New Yorkers to enroll in NYC Care and remind NYC Care members to renew their membership and make an annual primary care appointment with their physician.

Below, please find a link to our videos and sample copy for social media posts. The sample copy is available in over 10 languages. Thank you for helping us spread the word about this important program. Together, we can stay healthy!

[Download the videos here.](#)

[Find translated social media copy here.](#)

Sample Social Media Posts

Encouraging New Yorkers to Enroll in NYC Care:

- At #NYCCare from @NYCHealthSystem, we care about your health - not your immigration status. Visit nyccare.nyc today and stay healthy!
- With #NYCCare, access low and no-cost healthcare with no hidden fees. Find out if you are eligible by visiting nyccare.nyc today and stay healthy!
- .@NYCHealthSystem's doctors have a message for you: Enroll in #NYCCare because regular check-ups are essential to good health. Signing up is easy! Visit nyccare.nyc and stay healthy!
- If you're a New Yorker, you are entitled to world class health care at little or no cost. It's that simple! Visit nyccare.nyc today and find out if you are eligible.
- #NYCCare makes staying healthy easy. Choose your own doctor, save on prescriptions and access care in your language. Learn more: nyccare.nyc
- Access primary and specialty care, mental health services, affordable medications, eye care, dental care and more at low- or no-cost. Visit nyccare.nyc and find out if you are eligible.

Encouraging NYC Care members to renew:

- Renew your #NYCCare membership today and don't miss out on the @NYCHealthSystem benefits you are entitled to. Visit nyccare.nyc today or call 646-692-2273 and stay healthy!
- Calling all #NYCCare members! Don't lose your benefits. If your membership is expiring, call 646-692-2273 today.
- .@NYCHealthSystem doctors are here to keep you healthy! If your #NYCCare membership is set to expire, call 646-692-2273 today.

Encouraging NYC Care members to make a primary care appointment:

- Being your healthiest is a lifelong journey. Let #NYCCare from @NYCHealthSystem help. Call 646-692-2273 today and schedule a primary care appointment.
- We have appointments that fit your busy schedule, including nights and weekends, with a full wellness team helping you from your very first visit. Schedule an appointment with #NYCCare today and call 646-692-2273.
- Be proactive about your health and schedule a primary care appointment today. New #NYCCare members are guaranteed an appointment within two weeks. Call 646-692-2273 today!