



Social Media Toolkit

Dear Partners,

Fair Fares NYC is a City program created to help New Yorkers with low incomes manage their transportation costs. Using the Fair Fares NYC MetroCard, eligible New York City residents receive a 50% discount on subway and eligible bus fares. Pay-per-Ride, weekly unlimited, and monthly unlimited options are all available. Fair Fares can also provide 50% off MTA Access-A-Ride paratransit trips.

Fair Fares is open to eligible low-income New Yorkers who don't have discounted transportation from the MTA or the City.

All Fair Fares NYC MetroCards come ready to add time and/or value. When you add time to your Fair Fares NYC MetroCard, you will be charged half the current price for the unlimited weekly or monthly option. When you add value, you will add the amount you choose to your card and the turnstile will deduct half the current fare when you swipe.

We need your help promoting Fair Fares in the months ahead. Let's make sure we can notify as many New Yorkers as possible about this program to help low-income New Yorkers move ahead.



Department of Social Services
Human Resources Administration
Department of Homeless Services



Help Us Spread the Word on Social Media

Engage with Us

One of the most important ways you can help amplify our messages is to engage with us on social media. Below you will find sample social media posts you can share on your channels.

Post 1:

Eligible low-income New York City residents may qualify for a half-priced transit fare using a Fair Fares MetroCard.

Check your eligibility at nyc.gov/fairfares or call 311 for more information.

ALT-TEXT:

A giant hand swipes a metro card through the NYC skyline against a blue background. The words “Ride for Half Price” is written in the sky above. Underneath the words are the logos for the Mayor’s Office, the NYC Council, and FairFares.

Post 2:

Residentes de la Ciudad de NY con ingresos en, o por debajo, del nivel de pobreza federal, pueden cualificar por una tarifa de transportación a mitad de precio con la MetroCard de Fair Fares. Verifique su elegibilidad en nyc.gov/fairfares o llame al 311 para más información

Post 3:

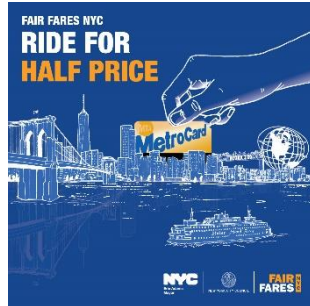
达到或低于联邦贫困线的低收入纽约市居民可能有资格使用 Fair Fares MetroCard 获享半价交通费。请访问 nyc.gov/fairfares 核实您的资格，或致电 311 以了解更多信息。



Department of Social Services
Human Resources Administration
Department of Homeless Services



[Download](#) and share **Fair Fares campaign social media** images along with the posts above.



English Graphic for Facebook/Instagram



English Graphic for Twitter



Spanish Graphic for Facebook/Instagram



Spanish Graphic for Twitter



Chinese Graphic for Facebook/Instagram



Chinese Graphic for Twitter



Department of Social Services
Human Resources Administration
Department of Homeless Services



Creating Your Own Posts

Feel free to create your own posts, however, we ask that you help amplify our key messages about Fair Fares in your posts.

The following suggestions explain some of the best ways to engage:

- ***Like, follow and share*** us on Facebook, Twitter, and Instagram @NYCHRA
- ***Use the hashtag:***
 - #FairFares
 - #FairestCity
- ***Encourage folks to visit*** nyc.gov/fairfares **to see if they are eligible.**

Below are some talking points you can incorporate into your posts:

- What is Fair Fares? Fair Fares is a program to help New Yorkers with low incomes manage their transportation costs.
- Using the Fair Fares NYC Metrocard, NYC residents at or eligible low-income NYC residents receive a half-price discount on subway and eligible bus fares.
- More than 150,000 New Yorkers enrolled in the program in the first year.
- Low-income New Yorkers can apply through a new online platform.

Thank you for your support. For questions about the social media toolkit, please contact jonesjm@dss.nyc.gov or lucianoj@dss.nyc.gov.