

New Women's Shelter Intake Center: **Social Media Toolkit**

Help Us Spread the Word on Social Media!

New York City closed its existing intake center for homeless women and opened a new 60,000-square-foot facility at 114 Snediker Avenue in East New York, Brooklyn. This site is the first in the city designed to provide trauma-informed care for women entering the shelter system.

We need your help spreading the word about this center opening. The 60,000-square-foot site is the city's first intake center designed to address trauma-related needs for women. Key features of the building include:

- **Capacity:** 200 temporary beds for use during the relocation process.
- **Design:** An entryway mural, floor-specific color coding, and increased natural lighting.
- **Accommodations:** A mix of standard rooms and a limited number of private bedrooms.

The facility serves as a primary entry point where individuals are processed before being assigned to long-term shelter locations.

Thank you for your support. For questions about the social media toolkit, please contact Liz Roberts at robertsel@dss.nyc.gov or Joe Luciano at lucianoj@dss.nyc.gov.

How to Spread the Word on the New Women's Shelter Intake Center

One of the most important ways you can help amplify our messages is to engage with us on social media.

- ☐ **Share one of our Social Media Posts on your channels.**
- ☐ **Use one of our Social Media Images.**
- ☐ **Create your own post to amplify our key message.**

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[Download](#) and share these new Women’s Shelter Intake Center campaign social media images along with their posts and the alt-text describing the illustration for people with visual disabilities.

GRAPHIC 1 – entryway mural	POST TEXT 1	ALT-TEXT 1 for visual accessibility
	Loss of stable housing is deeply traumatic, and shelter should be the first step to recovery. The new DHS Women’s Shelter Intake Center is designed to provide a calm, healing environment from the moment you walk in the door.	Photo of the inside mural of NYC’s new anti-trauma, “front door” for homeless women seeking shelter.

GRAPHIC 2 – building exterior	POST TEXT 2	ALT-TEXT 2 for visual accessibility
	The new DHS Women’s Shelter Intake Center opened March 30. It is specially designed to serve survivors of trauma, giving women experiencing homelessness a stable start to recovery and return to permanent housing.	The facade and front entrance of the new Women's Shelter Intake Center at 114 Snediker Avenue in East New York, Brooklyn.

GRAPHIC 3 – shelter intake bed	POST TEXT 3	ALT-TEXT 3 for visual accessibility
	It is easier to return to permanent housing when you have a real opportunity to recover from trauma. The new DHS Women’s Shelter Intake Center is built with that in mind – with greater privacy and services on site.	The shelter rooms inside the new intake facility offer women more privacy with taller dividers.

Create Your Own Posts

Feel free to create your own posts amplifying our key messages about the new Women’s Shelter Intake Center in your posts.

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

- ☐ **Like, follow, and share** us on Facebook, Twitter/X, and Instagram @NYCDHS + @NYCHRA
- ☐ **Encourage folks to visit** nyc.gov/dhs **and learn more or access materials about this new center opening.**

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

- New York City replaced its aging women’s intake center with a new \$89.5 million, 60,000-square-foot facility at 114 Snediker Avenue in East New York, Brooklyn.
- Operated by HELP USA, the site is the city’s first trauma-informed intake center for women, featuring a 200-bed capacity, private bedrooms, and dormitories limited to five residents each.
- The facility includes specialized service areas such as a medical clinic, lactation room, and art therapy space, alongside sustainable features like solar panels and a rooftop greenhouse.
- The center is designed to process approximately 4,000 intake requests annually, with an average resident stay of three weeks before relocation to long-term shelter or permanent housing.