Social Media Toolkit

Dear Partners,

Fair Fares NYC is a city program created to help New Yorkers with low incomes manage their transportation costs. 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.

Fair Fares has expanded access by increasing the income threshold to qualify for the program.

Now eligible New York City residents ages 18 to 64 with incomes up to 145% of federal poverty levels may enroll.

Starting mid-February 2025, all Fair Fares NYC participants will be transitioned from Fair Fares NYC MetroCard to using the FFNYC discount with OMNY. FFNYC will no longer issue Fair Fares MetroCards. FFNYC will begin issuing Fair Fares NYC OMNY cards to use with the discount at enrollment, renewal, or replacement. Current participants can use their FFNYC MetroCards until one of the following occurs: the card expires, no longer works, gets deactivated, or is no longer enrolled in the Fair Fares program. Participants may switch from MetroCard to OMNY at any time via ACCESS HRA.

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.

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:

Fair Fares NYC eligibility has expanded! See if you qualify today!

Visit nyc.gov/fairfares or call 311 for more information.

Post 2:

Fair Fares NYC half-price transit fares are now available on OMNY! Visit nyc.gov/fairfares or

call 311 for more information.

ALT-TEXT:

Various forms of transportation, trains, buses and ferry are featured in front of 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 NYC, the NYC Council, and Fair Fares NYC.

Spanish:

¡La elegibilidad de Fair Fares NYC se amplió! ¡Vea si califica hoy mismo!

Visite nyc.gov/fairfares o llame al 311 para obtener más información.

Chinese:

Fair Fares NYC 资格条件已放宽！立即查看您是否符合资格！

请访问 nyc.gov/fairfares 或致电 311 以获取更多信息。

Department of Social Services
Human Resources Administration
Department of Homeless Services

FAIR FARES NYC

Download and share **Fair Fares campaign social media** images along with the posts above.

English Graphics for Facebook/Instagram

English Graphic for Twitter/X

English Graphic for Facebook/Instagram/Twitter/X

Spanish Graphic for Facebook/Instagram

Spanish Graphic for Twitter/X

Chinese Graphic for Facebook/Instagram

Chinese Graphic for Twitter/X

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/X, and Instagram @NYCHRA
- *Use the hashtag:*
  - #FairFares
- *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.

- Eligible low-income NYC residents receive a half-price discount on subway and eligible bus fares.

- More than 360,000 New Yorkers are currently enrolled in the program.

- Low-income New Yorkers can apply through AccessHRA.

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