



Department of Social Services
Human Resources Administration
Department of Homeless Services
Steven Banks, Commissioner

SNAP and Cash Assistance Recertification Social Media Toolkit

Dear Partners,

As you may know, to help stop the spread of COVID-19, we have consolidated many HRA offices and made more services available online through ACCESS HRA. All in-person appointments have been canceled, and no negative actions will be taken on a client's case related to those appointments. For the safety of clients and staff, we are asking all New Yorkers who need our services to do as much as they can through ACCESS HRA and by calling 311. Please consult the [HRA Locations page](#) for more information on the consolidated HRA office locations.

Clients whose SNAP or Cash Assistance benefits expire on or after August 31 will need to recertify to keep receiving benefits. Letters are being sent notifying clients of when their benefits will expire, and how to recertify. It's easy to recertify online through ACCESS HRA and upload required documents through the ACCESS HRA mobile app!

We need your help to ensure this message reaches as many New Yorkers as possible. In this toolkit, please find images and suggested language you can use to help spread the word on social media. You can also help us by reposting our retweeting @NYCHRA on Facebook, Twitter, and Instagram.

Thank you for all that you do, and please stay safe in this difficult time.

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:

If your SNAP or Cash Assistance benefits are set to expire on August 31 or later, you'll need to recertify. It's easy to do online with #ACCESSHRA! Go to nyc.gov/accesshra or download the mobile app and #SkiptheTrip.

Post 2:

[Spanish translation]

Si sus beneficios de SNAP o Asistencia en Efectivo expiran en o después del 31 de agosto, usted necesita completar el proceso de recertificación. ¡Es muy fácil hacerlo en línea con #ACCESSHRA! Visite nyc.gov/accesshra o descargue la aplicación móvil y #Ahórreseelviaje.

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

#SkipTheTrip Ads



COVID-19 Center Messaging



Creating Your Own Posts

Feel free to create your own posts, however, we ask that you help amplify our key messages about ACCESS HRA 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
- **Where relevant, use the hashtag:**
 - #SkipTheTrip
 - #AccessHRA
- **Encourage folks to visit nyc.gov/accesshra to see if they are eligible.**

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



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If you need assistance, you don't need to come to an HRA Office. You can:

- NEW: Apply for Cash Assistance or Emergency One Time Assistance with the ACCESS HRA website (www.nyc.gov/accesshra) and mobile app. An HRA staff member will call you to complete your eligibility interview.
- Apply for SNAP online at www.nyc.gov/accesshra or by smart phone with the ACCESS HRA app. An eligibility interview may not be necessary. If additional information is needed, an HRA employee will contact you by phone.
- Clients whose SNAP or Cash Assistance benefits expire on or after August 31 will need to recertify to keep receiving benefits. Letters are being sent notifying clients of when their benefits will expire, and how to recertify. Clients can recertify online through ACCESS HRA.
- Apply for a Special Grant online through ACCESS HRA if you are a Cash Assistance client.
- Get food assistance at a food pantry near you. Call 311 for locations.
- Use ACCESS HRA online or download the ACCESS HRA app to view your case information.
- Apply for child support services by downloading an application at childsupport.ny.gov OR calling the NYS child support helpline at 888-208-4485 to have an application mailed to you.
- Many HRA locations are now consolidated. Call 311 or consult the [HRA Locations page](#) for more information.

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