

ALL IN

NEW YORK CITYSM

NYC / EDC

SOCIAL MEDIA TOOLKIT

CAMPAIGN OVERVIEW

In early March, New York City was the epicenter of a global pandemic. After making it through the immediate health crisis, we are now on the road to recovery, but questions remain: Can New York City ever fully bounce back? The answer is a resounding: Yes.

All In NYC will reaffirm our belief in the strength of this city, its ability to meet any challenge, and the resilience of its people.

This campaign will share stories about local entrepreneurs that strengthen and enrich our communities, highlight industries that make this city a global hub for business and amplify the voices of those who are committed to stay.

Join us. Let's be All In on NYC.

SHARE OUR OPEN LETTER

This open letter reinforces our message that there is no better place to be and no place else that has the drive and grit of NYC. Add your company's logo at the lower right of the open letter and share on your social media accounts on September 14 at 11:00 am.

Graphics for Instagram, Twitter, LinkedIn, and Facebook are available for [download here](#).

Use the #AllInNYC hashtag for your posts, and tag @nycedc & @nycgo when possible.

I'M ALL IN ON NYC.

There's no place on Earth quite like it. It's the passionate people, the infinite energy and the unwavering desire to always push forward that make this city unstoppable.

That is why there is no place I would rather be.

I'm All In on...

New Yorkers, who are this city's character and strength. Small businesses that uplift, define, and enrich communities. Theaters, museums, libraries and historical treasures that give us a different view of the world while connecting, inspiring, and bringing us to our feet. Making this city a better place than we found it. The city that makes the impossible...possible.

I'm All In on NYC. Are you?

**ALL IN
NYC**

NYC/EDC

OPEN LETTER: LINKEDIN

Suggested Posts:

Option 1

New York is the city that makes the impossible, possible. When faced with a challenge, the city rallies and comes together in extraordinary ways. It's why we're #AllInNYC. Are you?

Option 2

If history has taught us anything, it's that you can't count out New York City. And now is no different. There's no better place to be and no place else that has the drive and grit of NYC. We're #AllInNYC. Are you?

Option 3

There's no place quite like New York City. Its people, diversity, creativity, and grit set it apart. It's what has made this city a global hub of business and culture, and a beacon for the dreamers and the doers. It's why we're #AllInNYC and you should be too.

OPEN LETTER: TWITTER

Suggested Posts:

Option 1

The passionate people, the infinite energy, and the unwavering desire to push forward make NYC unstoppable. It's why we're #AllInNYC and you should be too!

Option 2

You can't count out NYC. We've faced challenges before and, each time, this city came back stronger than before. And we'll do it again because we're #AllInNYC.

OPEN LETTER: FACEBOOK

Suggested Posts:

Option 1

If history has taught us anything, it's that you can't count out New York City. And now is no different. There's no better place to be and no place else that has the drive and grit of NYC. So, let's remember that and reaffirm our commitment to this city. We're #AllInNYC and you should be too!

Option 2

This city is and always will be the place that attracts the dreamers and the doers. It will always innovate and create. It will always act and inspire. It will never accept what is said to be impossible. It will always rise to meet any challenge. We're #AllInNYC, today, tomorrow, and always.

OPEN LETTER: INSTAGRAM

Suggested Posts:

Option 1

There's no place quite like New York City. Its people, diversity, creativity, and grit set it apart. It's truly a place that makes the impossible, possible. And when faced with what seemed an insurmountable challenge, New York City came together in extraordinary ways. It's why we will always be #AllInNYC.

Option 2

There's no place in the world like New York City. Our city is full of creators and innovators, who work to face any challenge head on. That's why we're #AllInNYC. Are you?

SHARE OUR CAMPAIGN LOGO

Our campaign logo boldly expresses our support and belief in the resiliency of NYC. Share our campaign logo on your social media accounts.

Graphics for Instagram, Twitter, LinkedIn, and Facebook are available for [download here](#).

Use the #AllInNYC hashtag for your posts, and tag @nycedc & @nycgo when possible.



QUESTIONS?

Contact:

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THANK YOU