



# Social media toolkit

Published August 2026



# About this social media toolkit

This toolkit provides ready-to-use content to share information about the World Trade Center (WTC) Health Program, including sample posts, suggested messaging, and supporting visuals.

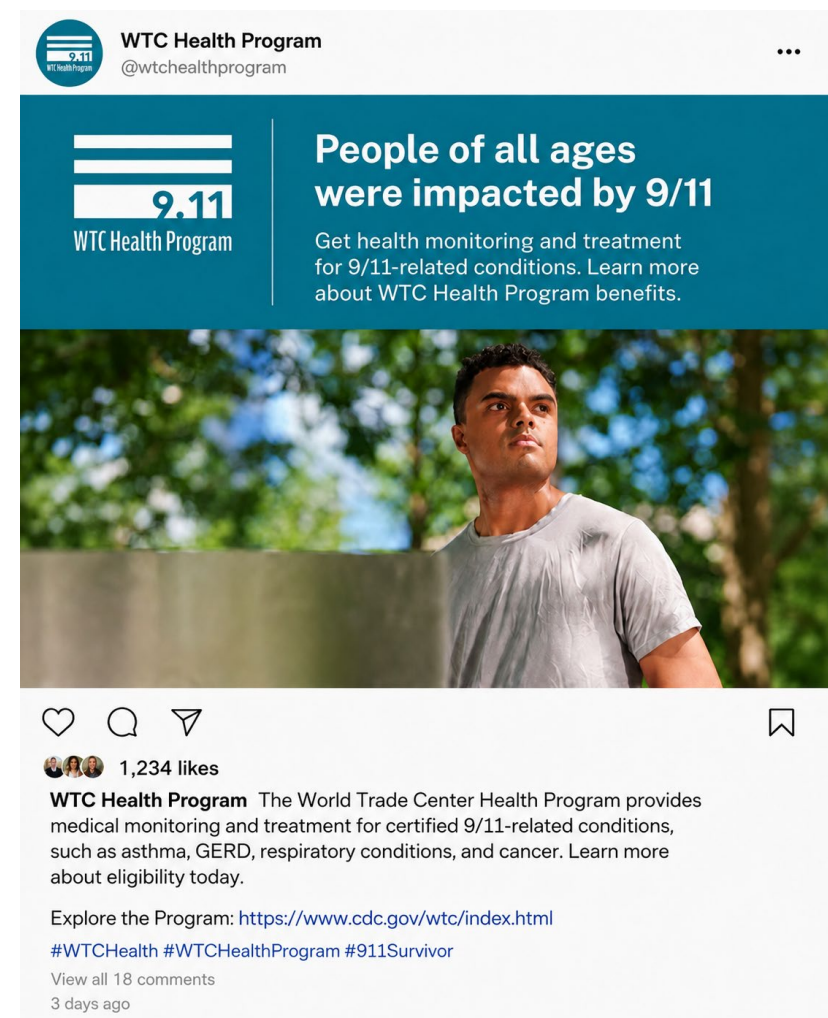
The WTC Health Program offers medical monitoring and treatment at no out-of-pocket cost for eligible 9/11 Responders and Survivors, yet *many who may qualify remain unaware of the benefits or how to apply*. **Those who were children, teens, or young adults during 9/11 may be less aware of their eligibility**, making early outreach especially important.

This toolkit is designed to raise awareness of the Program. By sharing these messages through trusted networks, we can connect those affected by 9/11 to the care they need.



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- Use these links to move quickly to each section of the toolkit
- Select a platform (Facebook, X / Twitter, Instagram, or LinkedIn) and a post number to open ready-to-use posts and assets
- [How to use this toolkit](#)
- [Sample Facebook Posts](#)
- [Sample X / Twitter Posts](#)
- [Sample Instagram Posts](#)
- [Sample LinkedIn Posts](#)



# How to use this toolkit

## What you will find in this toolkit

- Sample posts
- Recommended images and videos

## Tips for using the content:

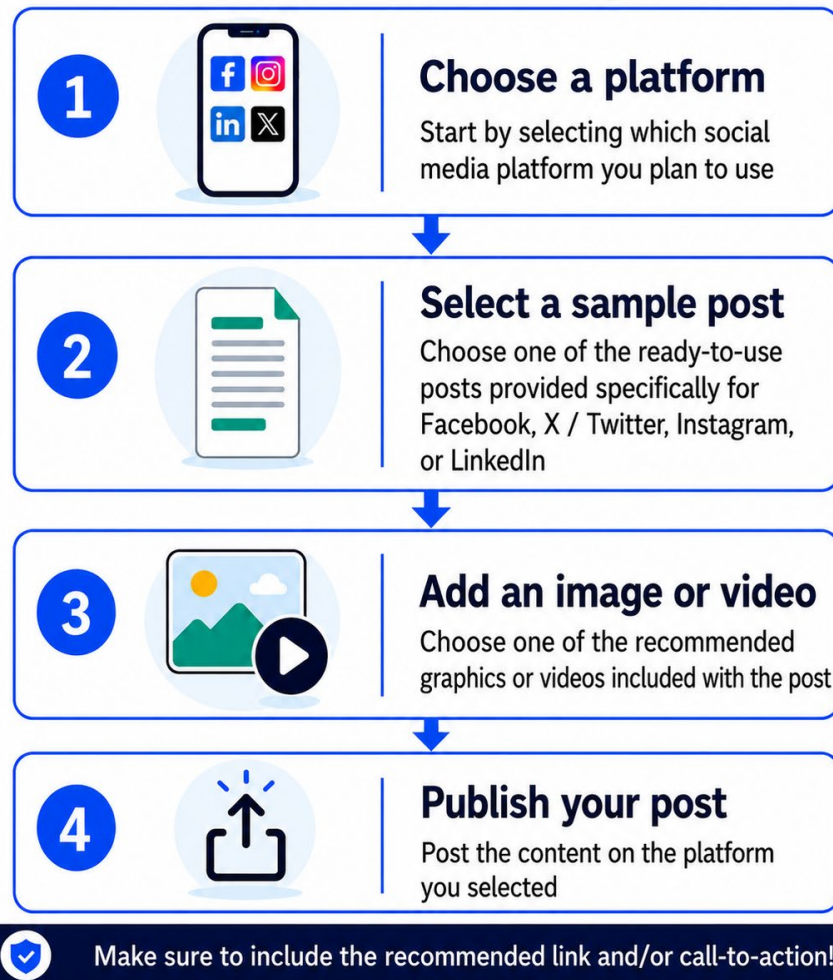
- Keep the message clear and simple
- Do not change key facts, links, or calls to action
- Pair posts with visuals
- Select the graphics, images, or videos provided with the sample text to download them for your post

### A note about changing content:

You may make light edits to match your voice, but keep the main message, link, and call to action unchanged

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## Creating your social media post



# Sample Facebook Posts

# Sample Facebook Post 1

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

| Use This Text                                                                                                                                                                                                                                                                                                                                      | Download & Save Graphic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The World Trade Center Health Program provides medical monitoring and treatment for those impacted by 9/11. Learn more about services offered and start your application now. Apply today: <a href="https://www.cdc.gov/wtc/interest_ya.html">https://www.cdc.gov/wtc/interest_ya.html</a></p> <p><a href="#">Back to Table of Contents</a></p> | <div><div><div>Spread the word</div></div><div><p>If you or someone you know lived, worked, or studied in the NYC Disaster Area on or after 9/11, share this message with them so they can learn more.</p></div><div><div><div>People of all ages were impacted by 9/11</div></div><div><p>Get health monitoring and treatment for 9/11 related conditions. Learn more about WTC Health Program benefits.</p></div></div></div> |

# Sample Facebook Post 2

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text

Your health matters. If you lived, worked or went to school in the New York City Disaster Area on 9/11, learn more about the World Trade Center Health Program. Hear from survivors, check your eligibility, and access the care you deserve.

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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## Download & Save Graphic



# Sample Facebook Post 3

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

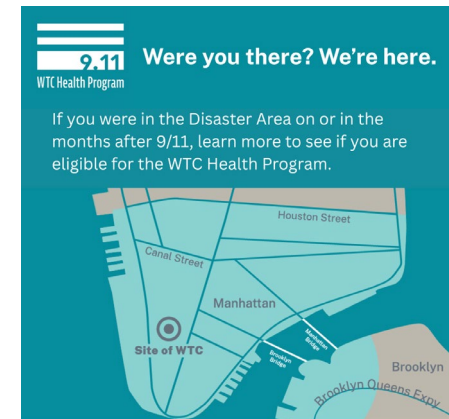
## Use This Text

If you lived, worked, or went to school in the New York City Disaster Area on 9/11, you may be eligible for World Trade Center Health Program services. Share this information with your community and connect with the Program:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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## Download & Save Graphic



# Sample Facebook Post 4

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

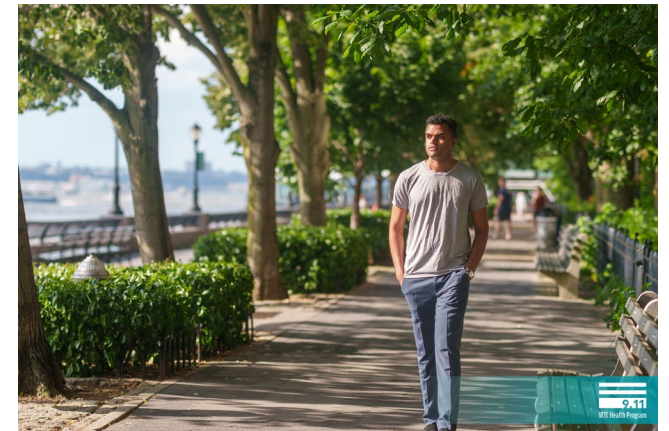
## Use This Text

Some 9/11-related health conditions, such as respiratory and gastric diseases, take years to develop. The World Trade Center offers ongoing support for those impacted, at no out-of-pocket cost. Find help here:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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# Sample X / Twitter posts

# Sample X / Twitter Post 1

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

| Use This Text                                                                                                                                                                                                                                                                                                                 | Download & Save Graphic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The World Trade Center Health Program supports those impacted by 9/11 with medical monitoring and treatment for certified conditions. See if you are eligible.</p> <p><a href="https://www.cdc.gov/wtc/interest_ya.html">https://www.cdc.gov/wtc/interest_ya.html</a></p> <p><a href="#">Back to Table of Contents</a></p> | <div><div><div>Spread the word</div></div><div><p>If you or someone you know lived, worked, or studied in the NYC Disaster Area on or after 9/11, share this message with them so they can learn more.</p></div><div></div></div> <div><div><div>People of all ages were impacted by 9/11</div></div><div><p>Get health monitoring and treatment for 9/11 related conditions. Learn more about WTC Health Program benefits.</p></div><div></div></div> |

# Sample X / Twitter Post 2

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text

Were you there on 9/11? Health conditions — such as airway or digestive issues, or cancer — can appear years or decades later. Explore the World Trade Center Health Program, hear member stories, and learn more about covered conditions:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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# Sample X / Twitter Post 3

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

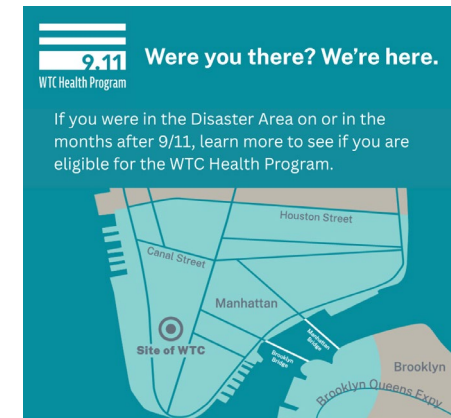
## Use This Text

The World Trade Center Health Program offers health care for those impacted by 9/11 at no out-of-pocket cost. Discover what conditions are covered. Learn more now:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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## Download & Save Graphic



# Sample X / Twitter Post 4

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text

Health conditions related to 9/11 can appear years or decades later, such as airway or digestive issues, or cancer. The World Trade Center Health Program is here to provide care and support. Hear stories and learn more:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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## Download & Save Graphic



# Sample Instagram Posts

# Sample Instagram Post 1

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text (including hashtags)

The World Trade Center Health Program provides medical monitoring and treatment for certified 9/11-conditions, such as asthma, GERD, respiratory conditions and cancer. Learn more about eligibility today. Explore the Program:

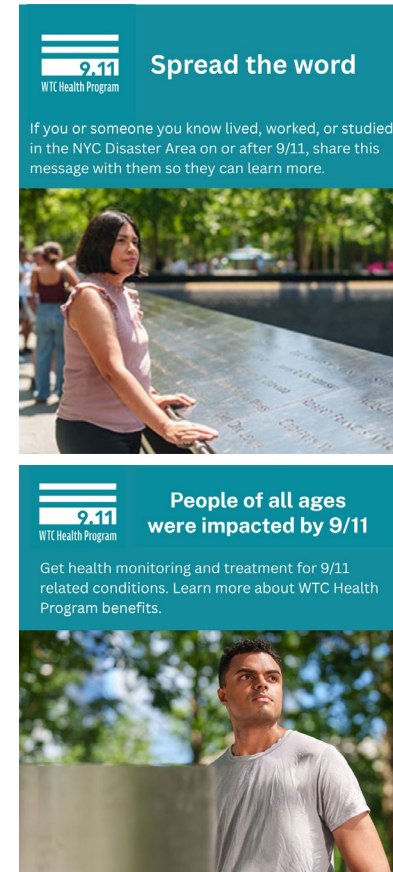
[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

#WTCHealth #WTCHealthProgram #911Survivor

#SurvivorSupport #HealthBenefits

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## Download & Save Graphic



# Sample Instagram Post 2

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text (including hashtags)

Don't wait to take care of your health. If you were in the New York City Disaster area, worked at rescue or recovery sites, or may have been exposed to 9/11-related toxins, you may be eligible for the World Trade Center Health Program. Hear member stories and learn more:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

#WTCHealth #WTCHealthProgram #911Survivor

#SurvivorSupport #HealthBenefits

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## Download & Save Graphic



# Sample Instagram Post 3

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text (including hashtags)

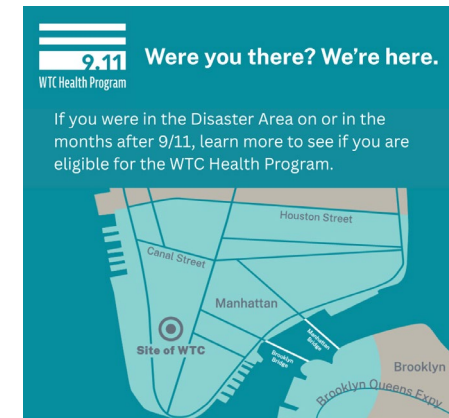
The World Trade Center Health Program provides health care for those impacted by 9/11 — including Responders and Survivors at no out-of-pocket cost. Learn what conditions are covered and get support:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

#WTCHealth #WTCHealthProgram #911Survivor  
#SurvivorSupport #HealthBenefits

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# Sample Instagram Post 4

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text (including hashtags)

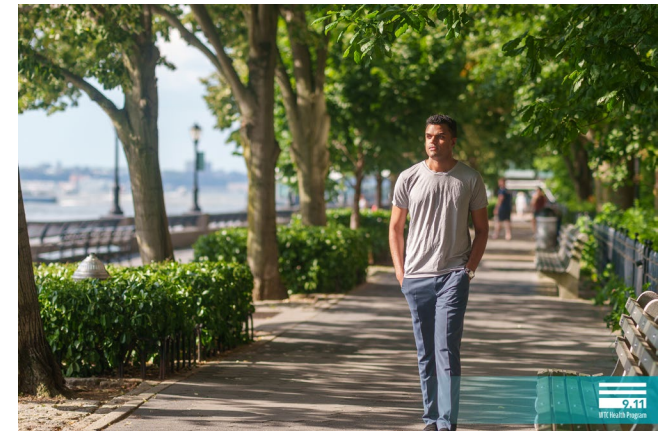
Health impacts from 9/11 can show up years later. Many have long-lasting health issues, such as respiratory diseases, GERD, or cancer. The World Trade Center Health Program is here to support you. Hear stories and check your eligibility:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

#WTCHealth #WTCHealthProgram #911Survivor  
#SurvivorSupport #HealthBenefits

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# Sample LinkedIn Posts

# Sample LinkedIn Post 1

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

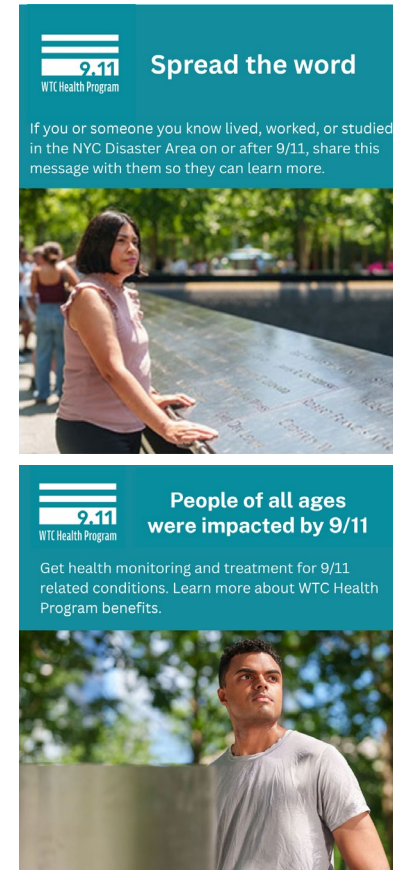
## Use This Text

The World Trade Center Health Program provides medical monitoring and treatment to survivors and responders affected by 9/11. Many may be eligible for care and health services for their 9/11-related conditions, at no cost. Check eligibility requirements today and explore the Program:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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# Sample LinkedIn Post 2

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text

Early action can make a difference. If you or someone in your community lived, studied, or worked in areas affected by 9/11, consider applying to the World Trade Center Health Program. You may be eligible for medical monitoring and treatment at no out-of-pocket cost. Learn more:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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# Sample LinkedIn Post 3

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

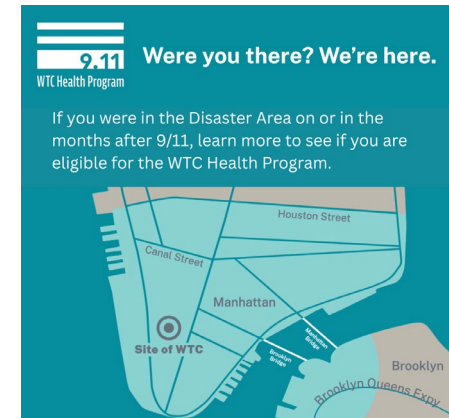
## Use This Text

The effects of 9/11 are still being felt 25 years later. Many first responders and survivors developed long-lasting health issues, such as GERD or cancer. If you lived or worked near the affected area, learn more about the World Trade Center Health Program. Get help now:

[https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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# Sample LinkedIn Post 4

9.11

Match text with the appropriate graphic. **Text + Graphic = Completed Post**

## Use This Text

Decades later, 9/11-related health effects still impact survivors and responders. The World Trade Center Health Program provides critical support and care for those who need it. Explore eligibility requirements and hear from survivors. Apply today: [https://www.cdc.gov/wtc/interest\\_ya.html](https://www.cdc.gov/wtc/interest_ya.html)

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