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## DEPARTMENT OF CONSUMER AFFAIRS (DCA) LAUNCHES OFFICIAL INSTAGRAM PAGE

*Find DCA on Facebook, Twitter, YouTube and Instagram Under the NYCDCA Handle*

Department of Consumer Affairs Commissioner Jonathan Mintz today announced the launch of the Agency's official [Instagram](#) page. The Agency's newest social media channel will use photos and videos to provide information on programs, services, events and tips on how to be an educated consumer and business owner. For its inaugural posting, the Department uploaded its first #tbt (throwback Thursdays) image of a mobile unit used forty years ago to provide information about markets, consumer services, weights and measures, and "kosher law enforcement."

"Through our current social media sites, we reach thousands of New Yorkers daily and we are excited to connect with the millions of New Yorkers who use [Instagram](#) every day," said Commissioner Mintz. "Increasing our social media presence gives us yet another outlet to better educate both consumers and businesses about their rights and responsibilities and the many resources available to them."

DCA now maintains four digital media channels—[Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#)—under the NYCDCA handle. Facebook and Twitter were launched in February 2011 followed by YouTube in January 2012. All channels aim to educate consumers about their rights as consumers and business owners about how to comply with the law and do right by their customers. DCA's YouTube channel features 26 multilingual videos that offer tips and information about the Agency's programs and services to help New Yorkers protect their hard-earned dollars.

DCA enforces the Consumer Protection Law and other related business laws throughout New York City. Empowering consumers and businesses to ensure a fair and vibrant marketplace, DCA licenses about 79,000 businesses in 55 different industries. Through targeted outreach, partnerships with community and trade organizations, and informational materials, DCA educates consumers and businesses alike about their rights and responsibilities. The DCA Office of Financial Empowerment (OFE) was launched by Mayor Michael R. Bloomberg at the end of 2006 as the first local government initiative in the country with the specific mission to educate, empower, and protect individuals and families with low incomes. OFE creates innovative programs, products, and services for New Yorkers so they can build assets and make the most of their financial resources. Our goal is to increase access to high-quality, low-cost financial education and counseling; connect individuals to safe and affordable mainstream banking and products and services; improve access to income-boosting tax credits, savings, and other asset building opportunities; and enforce and improve consumer financial protections to safeguard financial stability. For more information, call 311 or visit DCA online at [nyc.gov/consumers](http://nyc.gov/consumers).