



SOCIAL MEDIA TOOLKIT

FOR COMMUNITY PARTNERS



Social Media Tips

1. Frequency

Try posting 2-3 times a week. This helps establish social media channels as a reliable source for the latest news and information on the Affordable Connectivity Program..

2. Platforms

Post from your official social accounts. If your communication department typically handles all social media, work with them to ensure your posts go out around the time of your community awareness activities.

3. Influencers

Ask local leaders, trusted messengers, and community partners to share the posts on their personal or organization accounts to help spread the word.

4. Content Mix

Use hashtags (#GetInternet #GetACP) to maximize the number of people who see your posts, retweet appropriate content, and tag other users where applicable.

5. Multimedia

Visuals, videos, GIFs, and images are all effective ways to increase engagement and visibility with your audiences. Add images (such as the ones below) to your posts.

6. Channels

- **Instagram:** A great way to promote visual storytelling by posting both photos and videos that relate to your community and/or audience.
- **Twitter:** A great way to share updates and announcements. Perfect for quick posts about outreach beginning or updates along the way!
- **Facebook:** Posts can be a bit longer and allows for sharing more than one photo (if you choose). Use this platform to share updates and celebrate successes.
- **LinkedIn:** A great space to add information on lessons learned, solicit volunteer involvement, and request community support.

Key Messages

- The Affordable Connectivity Program (ACP) is a **long-term \$14 billion program** of the Federal Communications Commission (FCC), funded by the Infrastructure Investment and Jobs Act.
- The ACP provides eligible households with a **\$30/month discount toward high-speed internet** and a **one-time discount of \$100 toward the purchase of a connected device**.
- Eligible **households located on Tribal lands can receive up to \$75/month** toward high-speed internet access.
- A household can qualify for the ACP benefit if they **meet at least one of the following criteria**: a member of the household participates in a government assistance program, such as Medicaid or SNAP, if a dependent within the household attends a Community Eligibility Provision (CEP) school or receives free or reduced-price meals at school, or if the household income is at 200% of the federal poverty level.
- With the ACP benefit of \$30/month, **some home internet plans are free**.
- Applicants can visit EducationSuperHighway's pre-enrollment tool, [GetACP.org](https://www.getacp.org), to learn if they qualify, what documents they'll need to apply, and how to connect to home internet plans that are free with ACP.
- Using [GetACP.org](https://www.getacp.org), applicants can **answer a few simple questions and receive a personalized checklist** that saves time when applying for the benefit. **It takes about 5 minutes.**

TAG EDUCATIONSUPERHIGHWAY



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Sample Posts

- The Affordable Connectivity Program (ACP) is a federal government program that offers eligible households \$30/month toward home internet services.
- The Affordable Connectivity Program helps eligible households afford the broadband they need for work, school, and healthcare by offering \$30/month toward home internet services.
- Did you know that the Affordable Connectivity Program provides eligible households with \$30/month toward home internet services? The ACP benefit makes internet free with some plans.
- Did you know that you may qualify for \$30/month off home internet service? You may be eligible if you participate in a government assistance program, such as Medicaid or SNAP, you are a household with a dependent who is part of a Community Eligibility Provision (CEP) school or who receives free or reduced-price meals at school, or if your household income is at 200% of the federal poverty level.
- Visit [GetACP.org](https://www.getacp.org) to learn if you qualify for the Affordable Connectivity Program, what documents you'll need to apply, and how to connect to home internet plans that are free with ACP.
- Did you know that you may need to provide proof of eligibility when applying for the Affordable Connectivity Program? Visit [GetACP.org](https://www.getacp.org) and answer a few simple questions to receive a personalized checklist of the documents you will need when applying.
- Need help getting started in applying for the Affordable Connectivity Program? Visit [GetACP.org](https://www.getacp.org) and answer a few simple questions to determine if your household qualifies, what documents you will need to apply, and connect to home internet plans that are free with the ACP in your area.
- The Affordable Connectivity Program offers eligible households \$30/month toward home internet service, making some plans free. To find out if you qualify and to sign up for the ACP benefit, follow these 4 steps:
Step 1: See if you qualify at [GetACP.org](https://www.getacp.org)
Step 2: Apply
Step 3: Receive confirmation
Step 4: Select internet plan
- Did you know that you may be able to connect to home internet service at a free or reduced cost? The Affordable Connectivity Program provides eligible households with \$30/month toward a new or existing home internet plan.

Sample Images

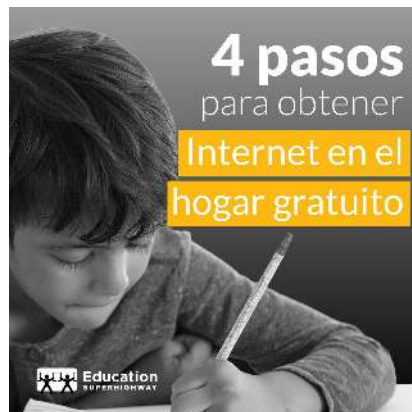


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Sample Posts (Spanish)

- El Programa de Descuentos Para Internet (ACP) es un programa del gobierno federal que ofrece a los hogares elegibles \$30/mes para servicios de Internet en el hogar.
- El Programa de Descuentos Para Internet (ACP) ayuda a los hogares elegibles a pagar la banda ancha que necesitan para el trabajo, la escuela y la atención médica al ofrecer \$30/mes para servicios de Internet en el hogar.
- ¿Sabía que el Programa de Descuentos Para Internet (ACP) proporciona a los hogares elegibles \$30/mes para servicios de Internet en el hogar? El beneficio de ACP hace que Internet sea gratis con algunos planes.
- ¿Sabía que puede calificar para un descuento de \$30/mes en el servicio de Internet en el hogar? Usted puede ser elegible si participa en un programa de asistencia gubernamental, como Medicaid o SNAP, si es un hogar con un dependiente que forma parte de una escuela de la Disposición de Elegibilidad Comunitaria (Community Eligibility Provisión, CEP) o que recibe comidas gratuitas o a precio reducido en la escuela o si su ingreso familiar se encuentra en el 200 % del nivel federal de pobreza.
- Visite GetACP.org para saber si reúne los requisitos para el Programa de Descuentos Para Internet (ACP) qué documentos necesitará para solicitar el servicio y cómo conectarse a planes de Internet en el hogar que son gratuitos con el ACP.
- ¿Sabía que es posible que deba proporcionar una prueba de elegibilidad al solicitar el Programa de Descuentos Para Internet (ACP)? Visite GetACP.org y responda algunas preguntas simples para recibir una lista de verificación personalizada de los documentos que necesitará al presentar la solicitud.
- ¿Necesita ayuda para comenzar a solicitar el Programa de Descuentos Para Internet (ACP)? Visite GetACP.org y responda algunas preguntas simples para determinar si su hogar reúne los requisitos, qué documentos necesitará para solicitar el servicio y conectarse a planes de Internet en el hogar que son gratuitos con el ACP en su área.
- El Programa de Descuentos Para Internet (ACP) ofrece a los hogares elegibles \$30/mes para el servicio de Internet en el hogar, lo que hace que algunos planes sean gratis. Para averiguar si califica e inscribirse para el beneficio de ACP, siga estos 4 pasos:
Paso 1: Vea si usted califica en GetACP.org
Paso 2: Presentar solicitud
Paso 3: Recibir confirmación
Paso 4: Seleccionar plan de Internet
- ¿Sabía que podría conectarse al servicio de Internet en el hogar gratis o a un costo reducido? El Programa de Descuentos Para Internet (ACP) proporciona a los hogares elegibles \$30/mes para planes de Internet en el hogar nuevos o existentes.

Sample Images (Spanish)



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