

DIGITAL & MEDIA TOOLKIT INTERNET FOR ALL LAUNCH

The National Telecommunications and Information Administration (NTIA) is pleased to share the good news of today's Internet for All launch! This document provides some potential strategies and background materials for those interested in amplifying this critical milestone for delivering affordable, reliable internet to every American.

If you need further assistance, please reach out to Phil LaRue, NTIA Office of Public Affairs, at plarue@ntia.gov or (202) 441.5127.

» This digital & media toolkit includes:

- Social Media
- Video Assets
- Visual Assets

SOCIAL MEDIA

Interested coalition partners and stakeholders are welcome to amplify the U.S. Department of Commerce and NTIA's national content. Partners can coordinate their social media efforts to ensure their messages are aligned as well as to engage with each other's posts.

Find NTIA's announcement day social media posts here (account links below)

Tips:

- Attach a shareable graphic to posts (see links in document)
- Tag NTIA on Facebook, Twitter, and LinkedIn
- Use the official hashtags #BuildBackBetter and #InternetForAll
- Consider other trending hashtags relevant to your industry, business, or stakeholder community (limit to 4)
- Link to InternetForAll.gov where appropriate

U.S. Department of Commerce

- Twitter: twitter.com/commercegov
- Instagram: [instagram.com/commercegov](https://www.instagram.com/commercegov)
- Facebook: [facebook.com/commercegov](https://www.facebook.com/commercegov)
- LinkedIn: [linkedin.com/company/u-s--department-of-commerce](https://www.linkedin.com/company/u-s--department-of-commerce)

Secretary Gina Raimondo

- Twitter: twitter.com/SecRaimondo
- Facebook: [facebook.com/SecRaimondo](https://www.facebook.com/SecRaimondo)
- Instagram: [instagram.com/secraimondo](https://www.instagram.com/secraimondo)

Deputy Secretary Don Graves, Jr

- Twitter: twitter.com/DepSecGraves

National Telecommunications and Information Administration

- Twitter: www.twitter.com/NTIAgov
- Facebook: www.facebook.com/ntiagov
- LinkedIn: www.linkedin.com/company/us-department-of-commerce-ntia

Assistant Secretary Alan Davidson

- Twitter: www.twitter.com/DavidsonNTIA

Special Representative for Broadband Andy Berke

- Twitter: www.twitter.com/andyberke

White House

- Twitter: www.twitter.com/whitehouse
- Instagram: www.instagram.com/whitehouse/
- Facebook: www.facebook.com/WhiteHouse/

VIDEO GUIDANCE

Consider developing one or more video assets to tell the story of why Internet for All matters to you. A short video – even one recorded on your phone or computer – telling a personal story of what internet connectivity means to you, your family, your business, or your community is a powerful message that provides meaningful context to the importance of affordable, reliable internet all over the country.

Video content could serve as the centerpiece of a social media campaign and provides another opportunity to highlight multiple leading voices.

Remember to use #InternetForAll and #BuildBackBetter so others can find and amplify your post.

VISUAL ASSETS

The following graphics can be used across communications channels.


Access to the internet
isn't a luxury.

IT'S A NECESSITY.




THE INTERNET IS THE BACKBONE OF

**TODAY'S
WORLD.**



Improving
Education.



HIGH-SPEED INTERNET

helps our country.



HIGH-SPEED INTERNET

for ALL Americans.



HIGH-SPEED INTERNET

saves time AND money.



HIGH-SPEED INTERNET

creates jobs.





Changing
Lives.



Powering the
Economy.



Saving
Lives.

