

NO HOME LEFT  OFFLINE

SOCIAL MEDIA TOOLKIT



Key Messages

- Affordability has emerged as the **number one barrier to closing the digital divide.**
- **18.1 million unconnected households (46.9 million people) have access to Internet service but cannot afford to connect.**
- This **broadband affordability gap is two-thirds of America's digital divide.** In 43 states, the broadband affordability gap is the largest portion of the digital divide, making up 58% of the digital divide in states with rural populations that exceed the national average.
- The broadband affordability gap **disproportionately impacts low-income, Black, and Latinx Americans** and those with less than a high school education.
- The federal government is stepping up, investing **\$20 billion in the nation's largest-ever broadband affordability programs.**
- However, previous efforts to provide the resources households need to connect have fallen short. As few as **17% of Americans eligible for federal broadband affordability programs have enrolled** due to awareness, trust, and enrollment barriers.
- Action in response to the pandemic and previous attempts to tackle America's broadband affordability gap provides a **blueprint for a broad public-private partnership** to close the broadband affordability gap.
- To seize this moment, we must **remove the barriers that keep low-income families from connecting** by:
 - **Leveraging data** to identify unconnected households
 - **Launching adoption programs** to help households sign-up for federal broadband programs and home broadband service
 - **Deploying free Wi-Fi** to low-income apartment buildings
- EducationSuperHighway's new report provides blueprints based on best practices for closing the broadband affordability gap that has emerged during the pandemic and makes **key recommendations to inform efforts by federal policymakers; state leaders; city and county leaders; internet service providers; housing authorities, and apartment building owners; school districts; community health centers; community-based organizations and corporations.**

Sample Posts

@EdSuperHighway has announced a bold new mission to close the digital divide for 18 million American households that have access to the Internet but can't afford to connect.

#nohomeleftoffline <https://www.educationsuperhighway.org>

A new report from @EdSuperHighway says #broadbandaffordability is the number one barrier to closing the #digitaldivide. 18 million households have access to the Internet but can't afford to connect. <http://www.nohomeleftoffline.org>

"We have a historic opportunity to close two-thirds of the #digital divide by connecting 18 million households that have access to the Internet but can't afford to connect." Founder and CEO @emarwell @EdSuperHighway <http://www.nohomeleftoffline.org>

A new report from @EdSuperHighway says action in response to the pandemic provides a blueprint for a broad public-private partnership to close the #broadbandaffordability gap. <http://www.nohomeleftoffline.org>

@EdSuperHighway's #nohomeleftoffline report finds that the #broadbandaffordability gap is two-thirds of America's #digitaldivide. See how it impacts your state <http://www.nohomeleftoffline.org>

We must now remove the barriers that keep low-income families from connecting or risk wasting the opportunity to leave #nohomeleftoffline. Read @EdSuperHighway's latest report: <http://www.nohomeleftoffline.org>

Explore @EdSuperHighway's new programs to remove the barriers that keep low-income families from connecting. <https://www.educationsuperhighway.org/programs>

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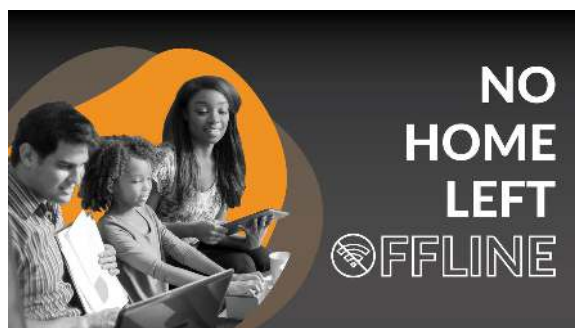
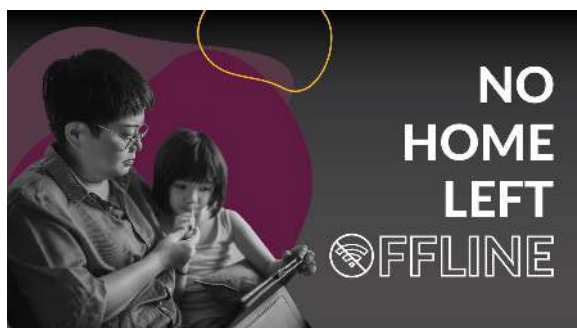
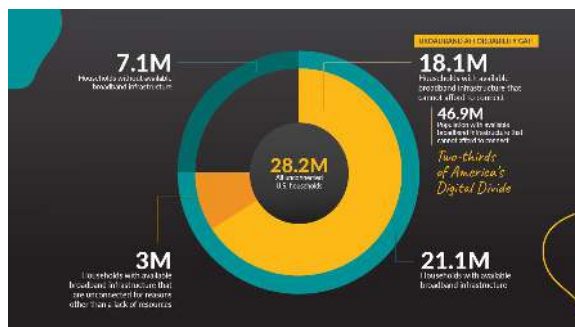
HASHTAGS

#nohomeleftoffline

#broadbandaffordability

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Sample Images



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