



Education
SUPERHIGHWAY

Advocating for a Permanent Broadband Benefit

SOCIAL MEDIA TOOLKIT



MAKE YOUR VOICE HEARD

Over 23 million U.S. households relied on the Affordable Connectivity Program to get and stay connected to reliable, affordable home broadband. Now that the ACP has lapsed, these households are at risk of falling out of connectivity due to not being able to afford their monthly bill. Congress must act to fund a permanent benefit solution to keep these households connected.

Members of Congress and their staff are online and respond to outreach from constituents via social media. **Use the sample social media posts and tag your members of Congress to let them know your organization supports a permanent broadband benefit.**

SOCIAL MEDIA POST WITHOUT IMAGES

1. Did you know that the #ACP ended on June 1? Without the monthly benefit, 23M households may be forced back into the digital divide. Congress must act to fund a permanent benefit solution to keep these households connected.
2. The digital divide impacts households on both sides of the party lines, with 64% of Republicans and 95% of Democrats supporting the need for a broadband benefit. Now that the #ACP has lapsed, it is more important than ever to find permanent funding to connect these households.
3. Millions of U.S. households enrolled in the #ACP to get and stay connected to home internet, including 3.9M in rural areas and 18.6M in urban areas. The digital divide continues to impact these households and the millions more that remain unconnected due to affordability.
4. 1.3M veteran households enrolled in the #ACP to get and stay connected to home internet. Another 1M were eligible but remain unconnected. Now that the ACP has ended, we must push Congress to fund a broadband benefit to ensure these households are able to connect.
5. 4.7M senior households were able to get and stay online thanks to the #ACP. Now that the benefit has lapsed, these households are at risk of falling out of connectivity because they cannot afford their monthly bill. We must continue to advocate for funding of a broadband benefit.

6. In a recent FCC survey, 75% of ACP enrolled households reported using their home internet to complete school work. Now that the benefit has lapsed, these families are at risk of falling out of connectivity because they cannot afford their monthly bill. <https://bit.ly/4bugc53>
7. With home internet, households are able to access the critical online resources, such as telehealth and remote learning, that they need to thrive in today's digital world. Connected low-income households even report a \$2,000 increase in their annual income. <https://bit.ly/3xBdWdJ>
8. The digital divide disproportionately impacts Black and Latinx households and is concentrated in our poorest communities. A permanent benefit like the #ACP is needed to ensure all households can thrive in our digital world and access vital online resources, like telehealth.

SAMPLE SOCIAL MEDIA IMAGES

SOCIAL MEDIA POST 1

Did you know that the #ACP ended on June 1? Without the monthly benefit, 23M households may be forced back into the digital divide. Congress must act to fund a permanent benefit solution to keep these households connected.



SOCIAL MEDIA POST 2

The digital divide impacts households on both sides of the party lines, with 64% of Republicans and 95% of Democrats supporting the need for a broadband benefit.

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SOCIAL MEDIA POST 3

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SOCIAL MEDIA POST 4

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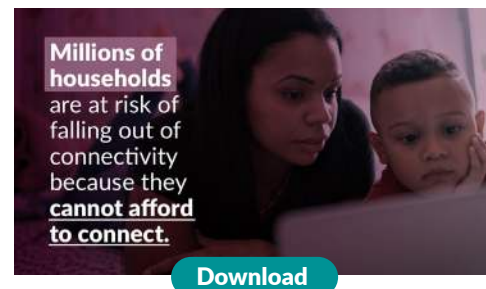
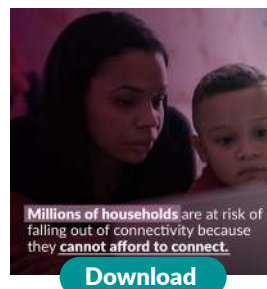
SOCIAL MEDIA POST 5

4.7M senior households were able to get and stay online thanks to the #ACP. Now that the benefit has lapsed, these households are at risk of falling out of connectivity because they cannot afford their monthly bill. We must continue to advocate for funding of a broadband benefit.



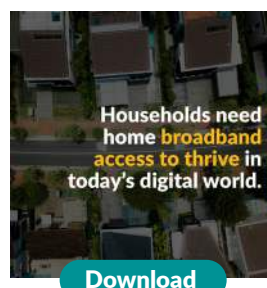
SOCIAL MEDIA POST 6

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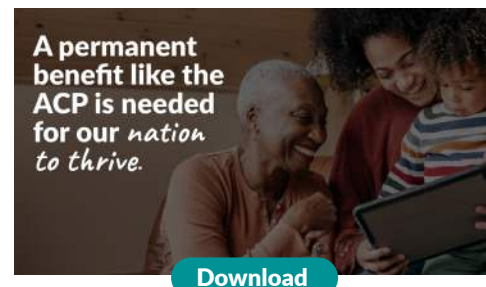
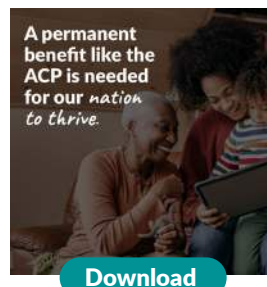
SOCIAL MEDIA POST 7

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SOCIAL MEDIA POST 8

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About EducationSuperHighway

EducationSuperHighway is a national non-profit with the mission to close the digital divide for the 17 million households that have access to the internet but can't afford to connect. We focus on America's most unconnected communities, where more than 25% of people don't have internet.

From 2012 to 2020, we led the effort that closed the classroom connectivity gap. In 2013, only 10% of students had access to digital learning in their classrooms. Today, thanks to an unprecedented bipartisan effort by federal, state, and school district leaders, supported by K-12 advocacy organizations, the classroom connectivity gap is closed – 47 million students are connected, and 99.3% of America's schools have a high-speed broadband connection.