Digital Connectivity During the Pandemic: A National Survey of Low- to Lower-Middle Income Households

Final report in a 3-part series: The *State of Digital Equity*

Social Media Toolkit

Overview

This social media toolkit was created to support you in sharing findings from EveryoneOn's third and final national research report. EveryoneOn, in collaboration with Dr. John B. Horrigan, lead digital divide researcher, conducted a national study on broadband adoption among low- and lower-middle income households during the pandemic. The goals of the study were first to understand the barriers to connectivity and efficacy of low-cost internet service options; and second, to use the findings to inform digital inclusion policies, advocacy efforts, and funding initiatives, and to help guide state and local leaders in their digital equity planning as $65 billion are dispersed as part of the Infrastructure Investment and Jobs Act.

We invite you to help us share the findings widely in order to promote digital equity policies, practices and funding to ensure all Americans have the tools, resources and capabilities to get online.

This toolkit includes:
- Social media posts with accompanying graphics for Facebook, Instagram, LinkedIn and Twitter. The text provided can be used on all platforms. You'll find right-sized graphics for each platform here:

https://drive.google.com/drive/folders/14VNb2qOL7wuuEkWDdjix13bLNb0tRgHh?usp=sharing

- Recommended hashtags
  - #digitalinclusion
  - #digitalconnectivity
  - #digitalliteracy
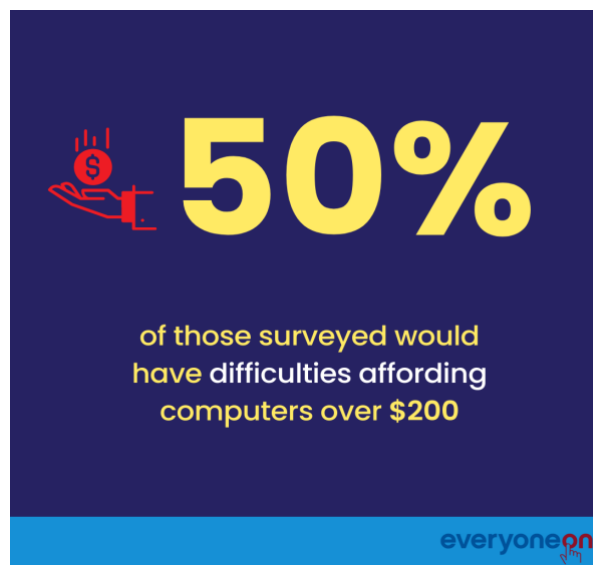 - #digitalequity
  - #digitaldivide
  - #broadbandforall

Please feel free to use the content most relevant to your organization and culture. Thank you in advance for your engagement and support!

Social Media Posts

1. Today @EveryoneOn released their final report in a 3-part series on #digitalconnectivity of low- to lower-middle income households during the pandemic. Read the final report here: www.everyoneon.org/2022-national-research #digitalinclusion #digitaldivide


2. Learn about computer affordability: Half of disconnected houeseholds surveyed in @Everyoneon's latest report said they would have difficulty affording a computer costing more than $200. www.everyoneon.org/2022-national-research #digitalinclusion #digitaldivide

3. @EveryoneOn's new national survey dives into the state of digital equity and provides insights to what #digitalconnectivity looks like in the lives of low-income households. Share the final report: www.everyoneon.org/2022-national-research #digitaldivide #digitalinclusion


4. Computer affordability is a key component to tackling the #digitaldivide. DYK 47% of those surveyed in @EveryoneOn's latest report say the cost of a computer is the reason they don't have internet service? Share the report: www.everyoneon.org/2022-national-research #digitalinclusion
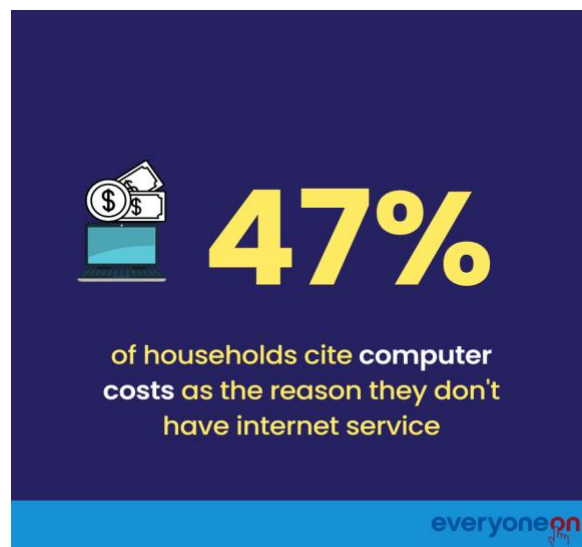
5. Only 25% of eligible households heard of discount #internet programs, according to @EveryoneOn's final report. The lack of awareness about these programs exposes the urgency of reaching out to communities about their existence. Read more: www.everyoneon.org/2022-national-research #digitalequity

6. New release: @EveryoneOn's final report revealed many households find a way to have #internet service even though the bill is a financial strain. Read the report to find out how we can resolve this issue together: www.everyoneon.org/2022-national-research
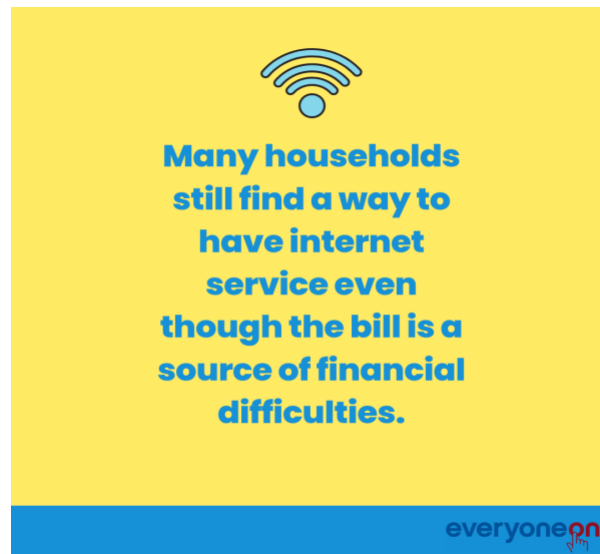
7. Be sure to check out @EveryoneOn's latest and final report, which provides recommendations for #digitalequity planning to ensure #IIJA funds have intended impacts: www.everyoneon.org/2022-national-research #digitalconnectivity #broadbandforall

8. It is essential that policymakers ensure #IIJA funds are used to benefit all communities, especially those disproportionately affected by the #digitaldivide. Read more from @EveryoneOn's report: www.everyoneon.org/2022-national-research

Funding from the Infrastructure Investment and Jobs Act should be used to benefit all communities, especially those disproportionately affected by the digital divide