



# DIGITAL & MEDIA TOOLKIT

## INTERNET FOR ALL

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The National Telecommunications and Information Administration (NTIA) is pleased to announce that **every single state and territory in America is "signed on" to the Biden-Harris Administration's Internet for All initiative.** These new federal programs will ensure that we connect all of the unconnected and give Americans the tools they need to make the most of affordable, reliable high-speed internet. We encourage you to share this good news on your social media channels.

If you need further assistance, contact Phil LaRue, NTIA Office of Public Affairs, at [plarue@ntia.gov](mailto:plarue@ntia.gov) or (202) 441.5127.

### » This digital & media toolkit includes:

- **Social Media**
- **Video Assets**
- **Visual Assets**

## SOCIAL MEDIA

Lawmakers, 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 engage with each other's posts.

Visit NTIA's social media pages by clicking the links below.

### Tips:

- Attach a shareable graphic to posts (see links in document)
- Tag NTIA on Facebook, Twitter, and LinkedIn
- Use the official hashtags #InternetForAll and #DigitalEquity
- 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](https://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](https://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](https://twitter.com/DepSecGraves)

## National Telecommunications and Information Administration

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

## Assistant Secretary Alan Davidson

- Twitter: [www.twitter.com/DavidsonNTIA](https://www.twitter.com/DavidsonNTIA)

## Special Representative for Broadband Andy Berke

- Twitter: [www.twitter.com/andyberke](https://www.twitter.com/andyberke)

## White House

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

## VIDEO GUIDANCE

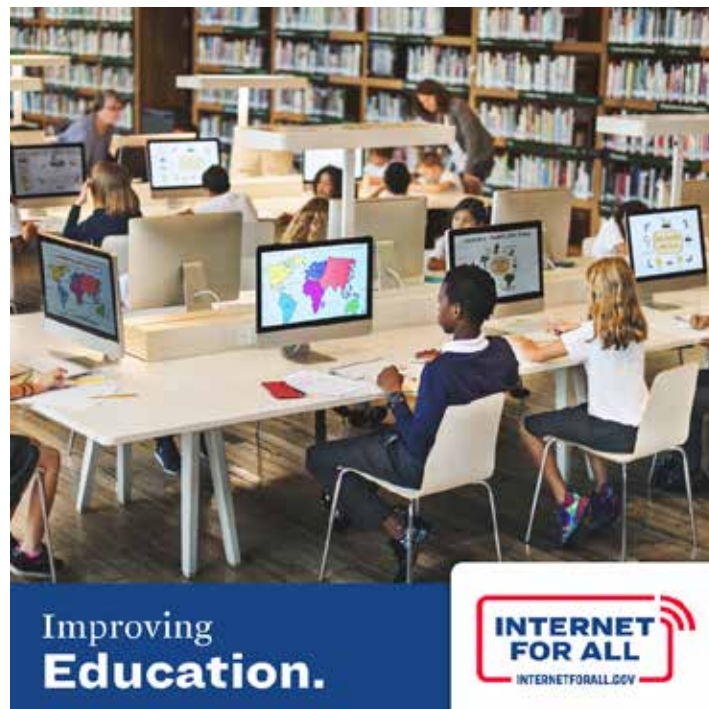
Consider developing one or more video assets to tell the story of why Internet for All matters to you. A short video - even one recorded on your phone or computer - telling a personal story of what internet connectivity means to you, your family, your business, or your community is a powerful message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

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 #DigitalEquity so others can find and amplify your post.

## VISUAL ASSETS

The following graphics can be used across communications channels.



# HIGH-SPEED INTERNET

helps our country.



# HIGH-SPEED INTERNET

for ALL Americans.



# HIGH-SPEED INTERNET

saves time AND money.



# HIGH-SPEED INTERNET

creates jobs.



