

NCLC 5-Day Lifeline Social Media Toolkit (10/29-11/2)

([Downloadable Graphics](#))

Monday 10/29: Disaster Survivors

Link to NCLC Fact Sheet: <https://bit.ly/2CHcK9B>

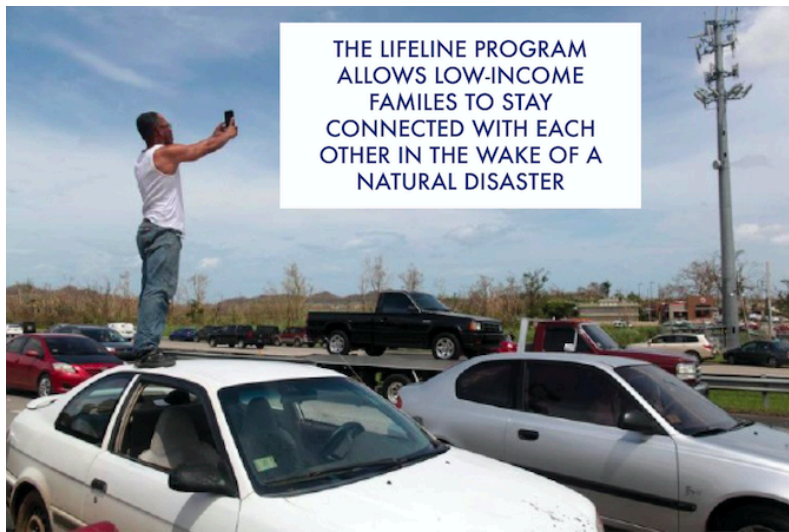
Link to NCLC Puerto Rico-specific Fact Sheet: <https://bit.ly/2RglTKj>

- Affordable voice service is still an essential post-disaster resource, enabling contact with distress helplines, emergency alerts, and low-income legal services. Learn how the #Lifeline program can continue to provide vulnerable subscribers with just that--a lifeline. #LifelineAwarenessWeek
- Robust and resilient communication services are especially critical to public safety and emergency services during and after natural disasters. #Lifeline connects people to those vital services. #LifelineAwarenessWeek
- Americans caught in the path of wildfires can use #Lifeline enabled voice and #broadband services to connect to financial assistance, temporary housing services, rebuilding programs, debris removal, and low-cost legal services. We can't leave them without a lifeline. #LifelineAwarenessWeek
- The #Lifeline program proved its worth to disaster survivors after it was expanded to better serve those displaced by Hurricane Katrina in 2005 and again when it helped keep 500k Puerto Ricans connected after #HurricaneMaria in 2017. #LifelineAwarenessWeek
-
- The @FCC's current suite of proposals would drastically reduce the number of eligible service providers and limit the reach of #Lifeline, risking disruption of service to Puerto Rico's 500k+ Lifeline households. #HurricaneMaria #SaveLifeline <https://bit.ly/2RglTKj>
- After #HurricaneMaria, NewYorkPresbyterian hospital connected Puerto Ricans with specialists at mainland universities via broadband. As the island rebuilds, patients with #Lifeline access can use #telemedicine to address medical needs at home. #SaveLifeline <https://healthmatters.nyp.org/newyork-presbyterian-used-telemedicine-to-expand-care-in-puerto-rico/>



TELEMEDICINE SAVES LIVES

Telemedicine through Lifeline-enabled broadband service connects survivors to the medical help they desperately need



THE LIFELINE PROGRAM
ALLOWS LOW-INCOME
FAMILIES TO STAY
CONNECTED WITH EACH
OTHER IN THE WAKE OF A
NATURAL DISASTER



THE #LIFELINE PROGRAM HELPS
LOW-INCOME CALIFORNIANS
TO STAY-UP-TO-DATE ON
FAST-MOVING WILDFIRES



The Lifeline Program allows
survivors of natural
disasters the opportunity
to stay connected to their
families

Tuesday 10/30: Veterans

Link to NCLC Fact Sheet: <http://bit.ly/2o6qra4>

Sample tweets

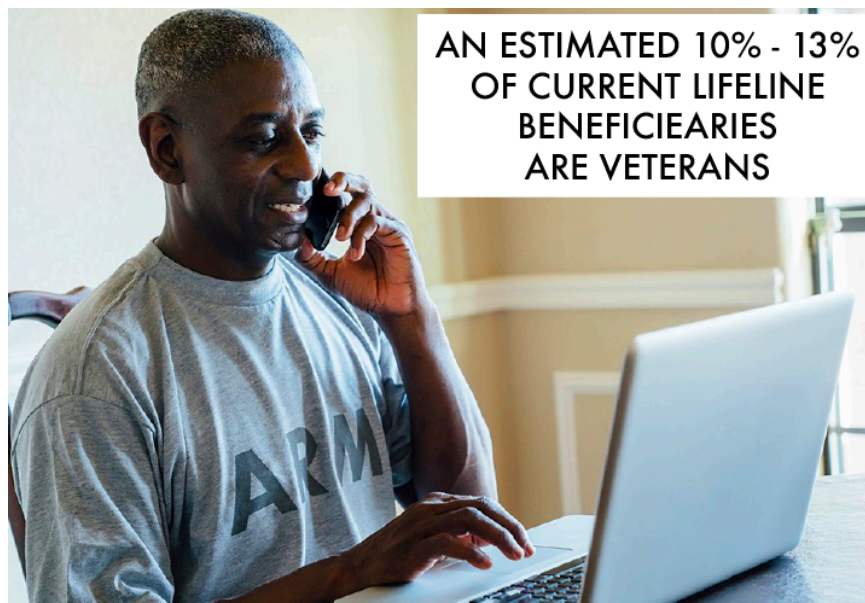
- 1/5 of veterans are eligible for #Lifeline. The @FCC should focus on keeping #vets connected! #SaveLifeline <http://bit.ly/2o6qra4>
- Affordable voice and #broadband internet service through the #Lifeline program open the door to employment opportunities for #veterans. Learn more: <http://bit.ly/2o6qra4> #SaveLifeline
- From job searching to phone interviews to getting the call that they got the job, #veterans need affordable voice and #broadband services through #Lifeline #SaveLifeline <http://bit.ly/2o6qra4>

- The #Lifeline program helps low-income Americans access #telemedicine solutions to chronic conditions and manage symptoms and medications from the comfort of their homes. During #COVID19 and beyond, #Lifeline is a lifesaver. #LifelineAwarenessWeek
-
- With affordable voice and #broadband service through the #Lifeline program, low-income Americans, including struggling #veterans and servicemembers, can access treatments for depression and post-traumatic stress 24/7. #LifelineAwarenessWeek
-
- #COVID19 and related stress and anxiety can take a toll on us all, but especially those with mental health concerns. With affordable voice and #broadband through the #Lifeline program, mental health help is just a call, or click, away. #LifelineAwarenessWeek
-
- The @FCC proposal to limit and ration #Lifeline benefits will harm our nation's #veterans and their families. Learn more: <http://bit.ly/2o6qra4> #SaveLifeline

Facebook

- The @FCC proposed changes to the #Lifeline program could hurt low-income #veterans, active-duty #servicemembers, and their families. Rather than ration and limit the program, the FCC should keep Lifeline focused on people and keep the men & women who serve our country connected here at home. Learn more: <http://bit.ly/2o6qra4>

Graphics



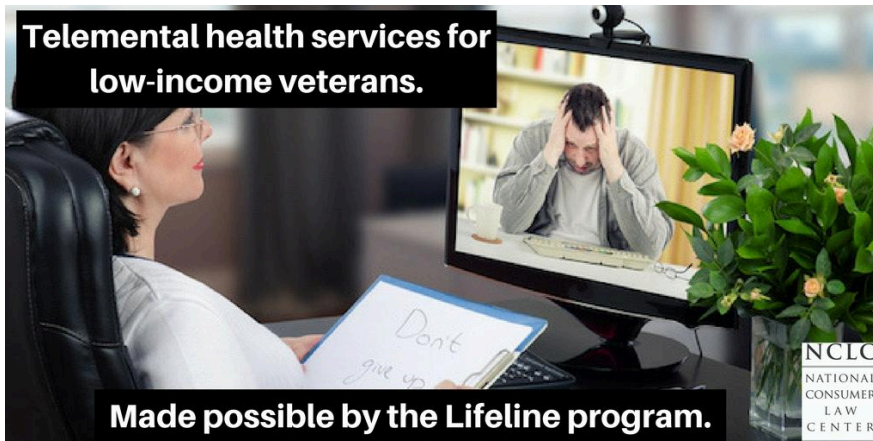
**LIFELINE ALLOWS VETERANS TO GET
THE EMOTIONAL HELP THEY NEED**

Male veterans are at a
19% higher risk for
suicide than non-veteran
men

Female veterans are at a
2.5 times higher risk for
suicide than non-veteran
females



**Telemental health services for
low-income veterans.**



Made possible by the Lifeline program.

Counseling for veterans is just a phone call away



**the #Lifeline program helps make sure
veterans have a phone to make the call.**

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Wednesday 10/31: Domestic Violence Survivors

Link to NCLC Fact Sheet: <http://bit.ly/DV-LLfactsheet>

- In cases of #domesticviolence, one phone call can make the difference. Without the @FCC Lifeline program that call might be out of reach for low-income #Americans. No

survivor should be without a lifeline. #LifelineForSurvivors #SaveLifeline

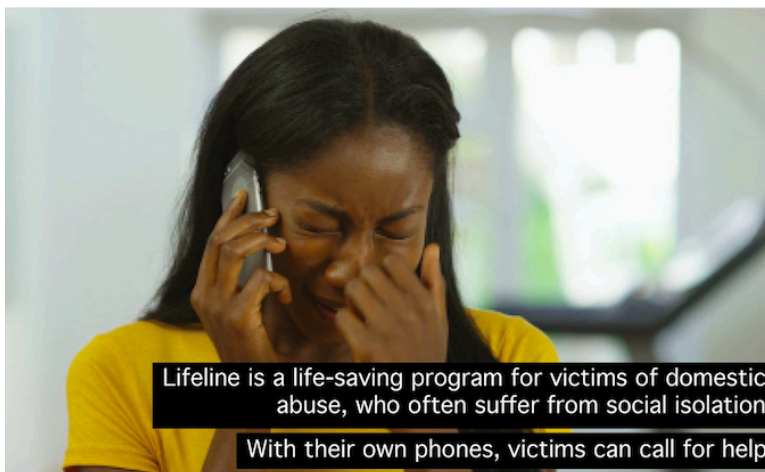
<http://bit.ly/DV-LLfactsheet>

- The @FCC Lifeline program helped 10 million #Americans last year alone. Affordable wireless service, especially for survivors of domestic violence and #sexualassault, must be protected. No one should be without a lifeline. #LifelineForSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- A majority of #domesticviolence prevention programs distribute phones so that vulnerable individuals can access emergency assistance. If the @FCC slashes the Lifeline phone program, countless survivors will be left without a lifeline. #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- For the 20,000 women, men and children who call a domestic violence hotline each day, a phone is more than just a device – it's a lifeline to services, assistance, and help. #LifelineforSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- Cell phones enable vulnerable individuals to contact emergency services, family members, health care, and social service providers. No victim of domestic violence should be denied access to these lifesaving resources. #LifelineforSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- A cell phone enabled #domesticviolencesurvivors to contact emergency services, family members, health care and social service providers. In short, a cell phone makes them feel less alone and safer. #SaveLifeline #LifelineForSurvivors <http://bit.ly/DV-LLfactsheet>
- Before the @FCC cuts the cord on Lifeline, it should think hard and recognize the women, men & children #domesticviolencesurvivors who rely on this program. We can't hang up on those who need this program the most! #LifelineForSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- .@nnedv, The National Network to End Domestic Violence, reports that domestic violence hotlines nationwide typically receive over 21,300 calls a day. Survivors need access to a phone to get that help. #LifelineForSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>
- The Lifeline program offers a bridge to support systems that are out of reach for domestic violence survivors without reliable voice and broadband services. The @FCC mustn't increase the cost of life-saving access. #LifelineForSurvivors #SaveLifeline <http://bit.ly/DV-LLfactsheet>



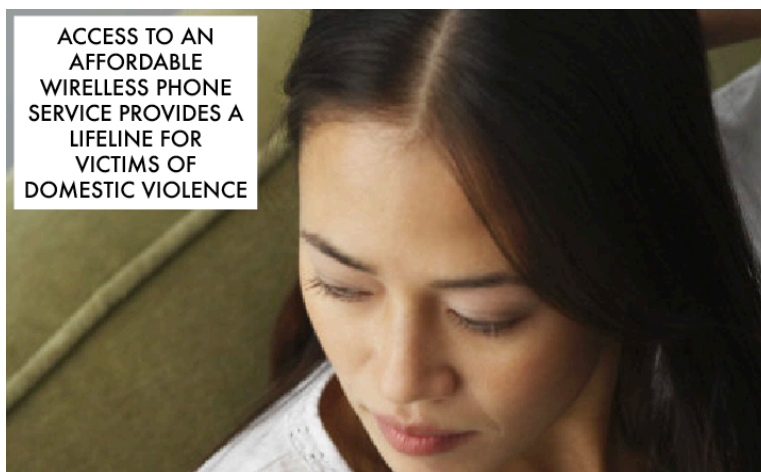
WIRELESS RESELLERS
PARTICIPATING IN THE
LIFELINE PROGRAM PROVIDE
A SAFE AND AFFORDABLE
OPTION FOR WOMEN
TRAUMATIZED BY DOMESTIC
VIOLENCE

AT LEAST 1/2
OF EMPLOYED
VICTIMS LOSE
THEIR JOBS AS
A RESULT OF
ABUSE. THEY
USE BROAD-
BAND ACCESS
TO OBTAIN
INTERVIEW
COACHING
AND SKILLS
WORKSHOPS
#LIFELINE



Lifeline is a life-saving program for victims of domestic
abuse, who often suffer from social isolation

With their own phones, victims can call for help



Thursday 11/1: Students

Link to NCLC Fact Sheet: <http://bit.ly/2C1BI4j>

Sample tweets

- More than 5 million households with children do not have high-speed internet access! The #Lifeline program addresses affordability, the most significant barrier to access. #DigitalDivide #SaveLifeline <http://bit.ly/2C1BI4j>
- While 70% of teachers assign homework that requires home internet access, more than 5 million households with school-age children aren't connected! The #Lifeline program is poised to make internet affordable and help close the #HomeworkGap #SaveLifeline <http://bit.ly/2C1BI4j>
- The @FCC proposed changes to the #Lifeline program could leave too many #students in the dark. Affordable broadband access is critical to closing the #HomeworkGap and the #DigitalDivide #SaveLifeline <http://bit.ly/2C1BI4j>

- Affordable #broadband access through the #Lifeline program can make higher education a reality for low-income families by providing access to online scholarship, grant, and financial aid applications. #HigherEdNotDebt #SaveLifeline <http://bit.ly/2C1BI4j>
- When #students reach working age, they need affordable phone service through the #Lifeline program to stay connected with their employers and stay on top of “just-in-time” scheduling. #SaveLifeline <http://bit.ly/2C1BI4j>
- Affordable wireless and broadband access through the #Lifeline program keeps parents in touch with teachers and support staff and allows them to stay engaged in their children’s #education. #SaveLifeline <http://bit.ly/2C1BI4j>
- Parent-teacher conferences can be tough to fit into a busy schedule, but it's even harder for #parents without phone and broadband internet access. The #Lifeline program makes access affordable. #SaveLifeLine <http://bit.ly/2C1BI4j>
- After graduation, #students need access to online job boards and resources made affordable by the #Lifeline program. #SaveLifeline <http://bit.ly/2C1BI4j>
- Family income shouldn’t determine a child’s success in school. The #Lifeline program bridges the #DigitalDivide and helps low-income #students keep up with their peers. #SaveLifeline

Facebook

- Without the #Lifeline program, children in low-income households that cannot afford #broadband internet access on their own risk falling behind their peers and miss out on cost-saving opportunities to continue their education. The FCC’s proposed changes to the Lifeline program could disrupt access to school-age children and impact their future success. Learn more: <http://bit.ly/2C1BI4j>

Graphics

**WITHOUT THE LIFELINE PROGRAM
LOW-INCOME CHILDREN
WILL BE LEFT IN THE DARK AGES**



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Friday 11/2: Older Americans

Link to NCLC Fact sheet: <http://bit.ly/2sA4DIK>

Sample tweets

- Loneliness and isolation are major factors in the health and well-being of the more than 11 million elders who live alone. Access to affordable phone and broadband through the #Lifeline program can literally save their lives. #SaveLifeline <http://bit.ly/2EvVhz8>
- Affordable access to phone and #broadband internet through the #Lifeline program keeps elders connected to friends and loved ones. These connections have been found to slow cognitive decline. #SaveLifeline <http://bit.ly/2o25cq8>

- Telephone and broadband access made affordable by the #Lifeline program allows older #consumers to schedule and keep up with doctor's visits and monitor and report symptoms from the comfort of their homes. #SaveLifeline <http://bit.ly/2sA4DIK>
- For low-income elders access to 21st century medical solutions, like in-home #telemedicine, are out of reach. The #Lifeline program addresses the affordability gap and closes the #DigitalDivide for older #consumers. #SaveLifeline <http://bit.ly/2sA4DIK>
- Disabled elders with limited mobility need the affordable access to phone and broadband provided through the #Lifeline program to keep in touch with health care providers and manage their medical needs. #SaveLifeline <http://bit.ly/2sA4DIK>
- The more than 9 million elders still in the workforce rely on affordable wireless telephone access through the #Lifeline program to stay in-touch with employers and monitor last-minute schedule adjustments. #SaveLifeline <http://bit.ly/2sA4DIK>
- The @FCC proposed changes could disrupt service for elders in the #Lifeline program who need to be able to connect to loved ones and health care professionals 24/7. The FCC must keep our older #Americans on the right side of the #DigitalDivide #SaveLifeline <http://bit.ly/2sA4DIK>

Facebook

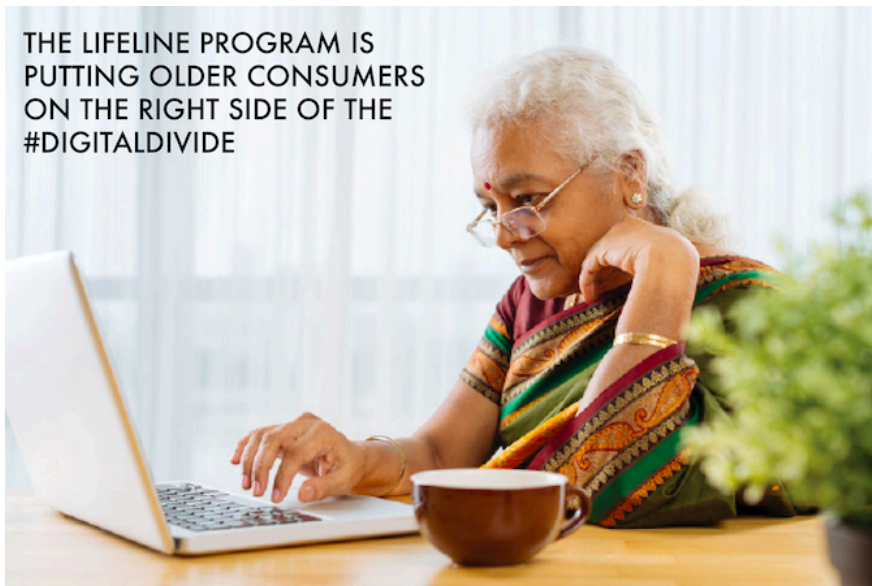
- The FCC's proposed changes to the #Lifeline program could disrupt access to affordable phone and broadband internet services for elders who rely on it to communicate with friends, loved ones, and health care providers. The @FCC should keep the focus of Lifeline on people and keep our elders on the right side of the digital divide. Learn more: <http://bit.ly/2sA4DIK>

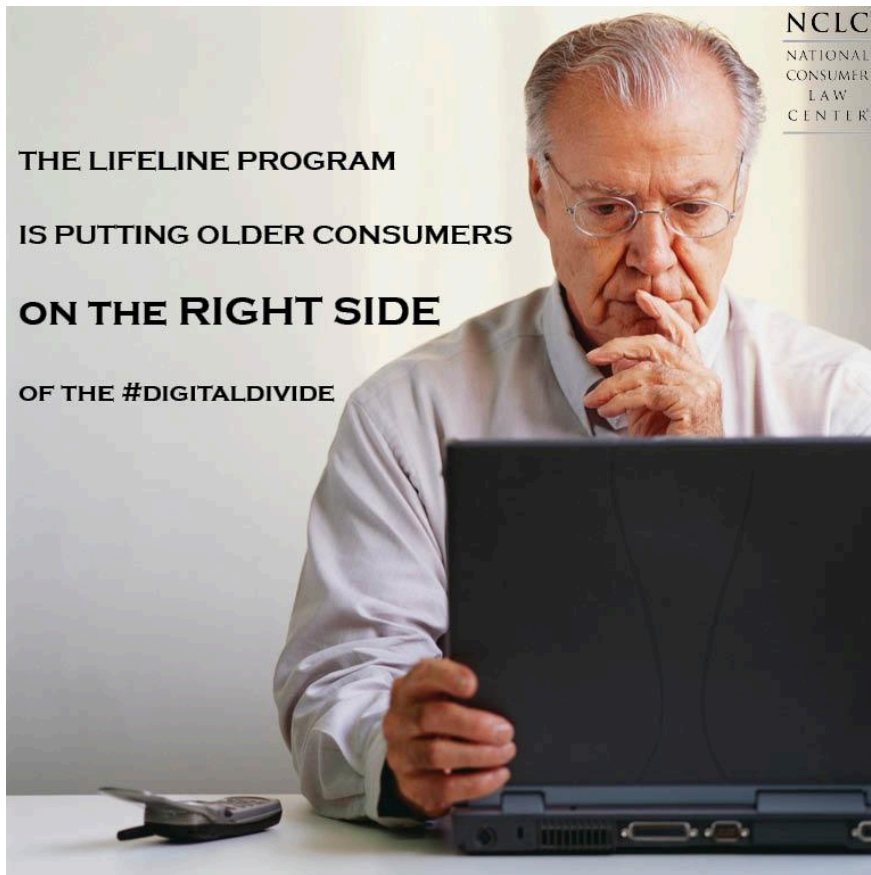
Graphics

THE #LIFELINE
PROGRAM HELPS
ELDERS COMBAT
LONLINESS AND
ISOLATION



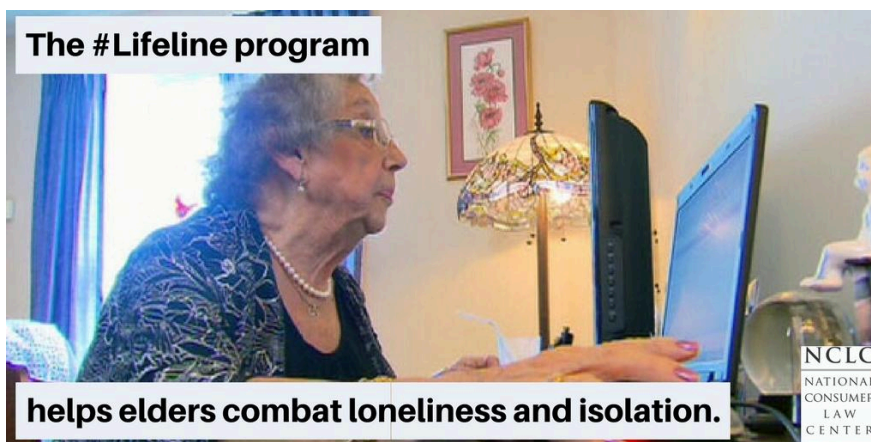
THE LIFELINE PROGRAM IS
PUTTING OLDER CONSUMERS
ON THE RIGHT SIDE OF THE
#DIGITALDIVIDE





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**THE LIFELINE PROGRAM
IS PUTTING OLDER CONSUMERS
ON THE RIGHT SIDE
OF THE #DIGITALDIVIDE**



The #Lifeline program

helps elders combat loneliness and isolation.

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