

# EBB Social Media Toolkit

**Disclaimer:** *This toolkit was developed by partners of the Lifeline Coalition and includes a compilation of various resources, graphics, and other materials from a variety of sources including the FCC and groups such as LCCHR, NHMC, Media Justice, and more. These resources should be used for C3 purposes only.*

As advocates and supporters, we know you understand the need for greater digital access in our communities. Help us connect those who need access to the internet the most by using this toolkit to help eligible households everywhere learn about the Emergency Broadband Benefit (EBB) program and how to enroll. Use this toolkit -- which includes sample social posts, graphics, emails, flyers, posters, a PSA video, a template press release, a sample op-ed, and more -- to spread the word!

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## I. OVERVIEW + WHY THIS MATTERS

In May 2021, the Federal Communications Commission launched the Emergency Broadband Benefit (EBB) program that offers a discount of up to \$50 on eligible consumers' monthly internet bills across the country. More than five million households have already enrolled in the program,

which highlights its critical importance, as well as the positive impact discounted internet access can have on marginalized people recovering from the COVID-19 pandemic.

**To maximize the program's impact, we must ensure all at-need communities are aware of the discount and how to apply for the benefit.** We need trusted messengers, like you and your organization, to help us spread the word and encourage eligible households to enroll in the program.

**The Emergency Broadband Benefit provides:**

- Up to \$50/month discount for broadband service;
- Up to \$75/month discount for households on qualifying tribal lands; and
- A one-time discount of up to \$100 for a laptop, desktop computer, or tablet purchased through a participating Internet Service Provider (ISP) if the household contributes more than \$10 but less than \$50 toward the purchase price.

## **II. HOW TO USE THIS TOOLKIT**

This toolkit was created to help you easily spread the word about the EBB program to your community and network and ensure eligible households know how to enroll. Within this toolkit you will find sample messaging, social media content (Instagram, Twitter, Facebook), sample emails, and talking points to post on all social media. Please feel free to personalize any of this toolkit to fit your unique voice, style, and needs.

**Remember to include these hashtags after your posts:** #GetConnectedEBB (*primary hashtag*) #EBBforStudents #EBBParaMi #EBB #EmergencyBroadbandBenefit #BroadbandAccess #InternetAccess #Broadband4All #EBBKeepsKidsLearning

**Additional Resources**

- Learn about the EBB and how to apply: [GetEmergencyBroadband.org](https://www.getconnectedebb.org)
- Additional information about the EBB and who is eligible: [EBBHelp.org](https://www.ebbhelp.org)
- Live tracker of who has enrolled in the EBB thus far: [Emergency Broadband Benefit Enrollment and Claims Tracker](https://www.ebbhelp.org/enrollment)
- Frequently asked questions from the FCC: [FCC Emergency Broadband FAQ](https://www.fcc.gov/ebbfrequentlyaskedquestions)
- Back to School Focused Outreach Materials from the FCC: [FCC EBB Program Resources for Schools and Districts](https://www.fcc.gov/back-to-school)
- National Urban League EBB one-pager: [National Urban League EBB Explainer](https://www.nul.org/ebbfactsheet)
- Additional outreach materials:
  - [FCC Outreach Toolkit](https://www.fcc.gov/ebboutreach)
  - AAJC Social Media Template: [Square](#) | [Wide](#)

- [AAJC Blog Series](#)
- [NHMC Latinx Outreach Toolkit](#)
- [EBB Para Mi Website](#)
- [#Pelligible4Broadband Shareable Assets](#)

### III. GRAPHICS

[\[Civil Rights Partners Graphics -- Download links in English here\]](#)

[\[Civil Rights Partners Graphics -- Download links in Spanish here\]](#)

[\[NHMC Latinx Outreach Graphics\]](#)

#### Sample Graphics



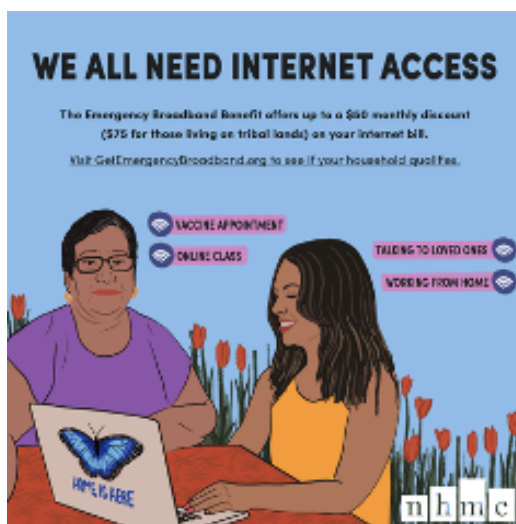
**Graphic Description:** Illustration displaying three people accessing the internet on laptops and tablets, surrounded by a blue and purple background and floral imagery. The text reads: "Connect your community: The Emergency Broadband Benefit program is offering up to \$50 (\$75 for those living on tribal lands) off your internet bill each month. Visit Get Emergency Broadband dot org to learn more!"



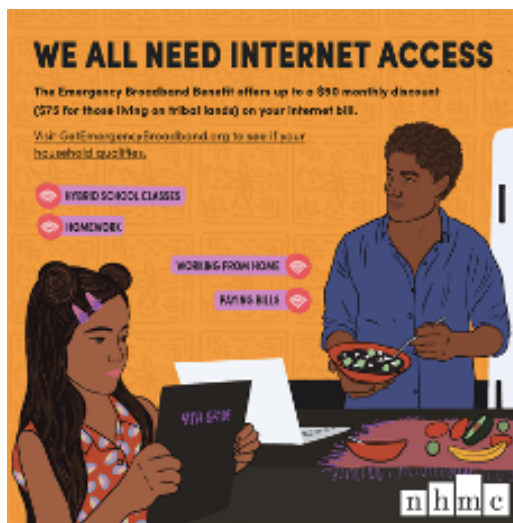
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**Graphic Description:** Illustration displaying the words “\$50 off your internet bill” and the Spanish version “\$50 Descuento Para Tu Internet” on a yellow background with blue and black lettering.



**Graphic Description:** This is an illustration of two women sitting with a computer with the text “The Emergency Broadband Benefit offers up to a \$50 monthly discount (\$75 for those living on tribal lands) for your internet bill. It also gives ways that connecting to the internet is useful including 1) scheduling a vaccine appointment 2) online classes 3) talking to your loved ones 4) working from home.




**Graphic Description:** Illustration depicting two people sitting down at a dinner table with food with an orange background. The text reads “We all need internet access” and a Spanish version that reads “Todos necesitamos acceso a internet”




#### IV. SAMPLE SOCIAL MEDIA POSTS

The following sample content includes language tailored to the daily campaign theme, spanish-language content, and examples from several partner organizations. Posts should generally be posted during business hours, preferably in the morning if possible in order to maximize engagement during the corresponding day.

##### Sample Posts:

- **[From NHMC] Do you want a discount on your internet bill?** The Emergency Broadband Benefit is a new program offering up to a \$50 (\$75 for those living on tribal lands) monthly discount on your internet bill. Head to [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) to find out if you qualify! #GetConnectedEBB #EBBParaMi
- **Spanish [from NHMC]** El Beneficio de Emergencia para Internet es un nuevo programa federal ofreciendo hasta \$50 de descuento al mes (\$75 para los que viven en territorios tribales) para tu factura de internet. Dirígete a [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) para ver si calificas! #GetConnectedEBB #EBBParaMi
- **[From LCCHR]** The Emergency Broadband Benefit program provides a discount on  of up to \$50 (up to \$75 on tribal lands) to make sure your family can get

access and stay connected to the internet when you need it most. Visit [EBBHelp.org](http://EBBHelp.org) to see if you qualify! **#GetConnectedEBB**

- **[From NHMC]** ¡Existen muchas razones por las cuales necesitamos acceso a internet en nuestros hogares! Tu familia podría calificar para un descuento temporal de \$50 mensual en tu factura de internet. Obtén más información en [GetEmergencyBroadband.org](http://GetEmergencyBroadband.org) **#GetConnectedEBB #EBBParaMi**
- **[From LCCHR]** In our ever-changing digitized society, internet access is not  a luxury, but a necessity — just like electricity  and clean  water. But home internet access isn't always affordable. Visit [GetEmergencyBroadband.org](http://GetEmergencyBroadband.org) to apply for an up to \$50 (up to \$75 for tribal lands) discount on your internet bill each month! **#GetConnectedEBB**

## V. SAMPLE EMAILS

### Sample Blurb

Hi friends!

We're working to make sure everyone is connected to the internet ahead of this upcoming school year! And good news, there's a new program called the "Emergency Broadband Benefit" that offers a \$50 discount (or \$75 if you're on tribal lands) AND a one-time discount of up to \$100 for a laptop, desktop computer, or tablet. Interested in more information on the Emergency Broadband Benefit? To enroll visit [EBBhelp.org](http://EBBhelp.org) OR call (833) 511-0311.

### From LCCHR

Friends,

**We all want our families and communities to thrive, and to do so we need access to the internet at home.** Having internet access at home is not a luxury anymore; it's a necessity just like electricity and clean water. Despite this critical need, access to the internet at home isn't always affordable, particularly for marginalized communities.

When the pandemic hit last year, civil rights advocates called on Congress to provide monetary assistance to families struggling to pay their internet bills during lockdown. As a result, Congress designed a new federal program, the **Emergency Broadband Benefit (EBB)**, to make sure everyone has the internet access necessary to live, work, and thrive in today's America.

The Emergency Broadband Benefit provides:

- Up to \$50/month discount for broadband service;
- Up to \$75/month discount for households on qualifying tribal lands; and
- A one-time discount of up to \$100 for a laptop, desktop computer, or tablet purchased through a participating Internet Service Provider (ISP) if the household contributes more than \$10 but less than \$50 toward the purchase price.

**To make sure that our communities get connected using the EBB monthly internet bill discount, we need your help to spread the word! We need your support as a trusted voice to amplify our [#GetConnectedEBB](#) campaign.**

As advocates and supporters, we know you understand the need for greater digital access in our communities. Help us connect those who need access to the internet the most by using our [toolkit](#) to spread the word to your network.

### **From LCCHR**

Amigos:

**Todos queremos que nuestras familias y comunidades prosperen y para lograrlo necesitamos acceso a internet en el hogar.**

Tener acceso a internet en el hogar ya no es un lujo; es una necesidad como la electricidad y agua limpia. A pesar de esta necesidad crítica, el acceso a internet no es siempre accesible, particularmente en las comunidades marginadas.

Cuando la pandemia nos golpeó el año pasado, los defensores de los derechos civiles le pidieron al Congreso que brindara asistencia monetaria a las familias que luchan para pagar sus facturas de Internet durante el cierre. Como resultado el Congreso diseñó un nuevo programa federal, El Beneficio de Emergencia para Internet (EBB por sus siglas en Inglés), para asegurarnos que todos tengan acceso a las herramientas necesarias para vivir, trabajar y prosperar en los Estados Unidos de hoy — como el acceso al internet.

El programa Beneficio de Emergencia para Internet proporciona:

- Hasta \$50/mensual de descuento por servicio a internet;
- Hasta \$75/mensual de descuento en territorios tribales para hogares que califiquen y
- Un descuento único de hasta \$100 para una computadora portátil, computadora de escritorio o una tableta, comprada a través de un proveedor participante de servicios de internet, si el hogar contribuye más de \$10 pero menos de \$50 hacia el precio de compra.



¡Para asegurarnos que nuestras comunidades se conecten usando el descuento mensual EBB en la factura de internet, necesitamos su ayuda para correr la voz! Necesitamos su apoyo como voz de confianza para amplificar nuestra campaña #GetConnectedEBB.

Como defensores y promotores, sabemos que comprenden la necesidad de un mayor acceso digital en nuestras comunidades. Ayúdenos a conectar a aquellos quemás necesitan acceso a internet utilizando nuestro kit de herramientas para correr la voz en sus redes sociales.

[firma]

### **From LCCHR**

Amigos,

Nadie debería tener que escoger entre poner comida en la mesa o pagar su factura de internet. Esta pandemia ha sido desproporcionadamente dura en la comunidad Latina ya que en más de un tercio de los hogares Latinos no tienen acceso a internet, esta elección difícil es una realidad. Es por esto que estamos formando un equipo con nuestros amigos en la Coalición Nacional de Medios Hispanos para promover una nueva solución que ayude a las familias a conectarse y mantenerse conectadas al internet en sus hogares: el programa Beneficio de Emergencia para Internet.

El programa Beneficio de Emergencia para Internet (EBB por sus siglas en Inglés) es un nuevo programa federal que ofrece hasta \$50 de descuento al mes en la factura de internet para familias elegibles (\$75 para los que viven en territorios tribales). El programa EBB también ofrece un descuento único de hasta \$100 para computadoras y tabletas cuando son compradas a través de un proveedor participante. La financiación del EBB es limitada y este programa proporcionará descuentos solo mientras existan fondos.

Hay muchas formas en que los hogares pueden calificar para el descuento mensual del EBB independientemente de su estado de ciudadanía. Los hogares que ya están participando en algún programa de descuento de internet existente como Lifeline o Internet Essentials son automáticamente elegibles para el descuento del EBB. Los hogares también son elegibles si califican para ingresos suplementarios del Seguro Social (SSI), Medicaid, Pensión para Veteranos y beneficios para sobrevivientes, Asistencia Federal para Vivienda Pública, Programa Nutricional de Asistencia Pública (SNAP) y más. Puedes encontrar una lista completa de quienes son elegibles para el EBB en [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) o [EBBHelp.org](https://www.ebbhelp.org).

**Nuestra comunidad se beneficiaría inmensamente del Beneficio de Emergencia para Internet- pero tenemos que asegurarnos de que se enteren primero!**

Únete a nosotros para correr la voz a la comunidad Latina con el kit promocional de NHMC, que incluye contenido de redes sociales, mensajes de muestra, y correos electrónicos para compartir.

## **SAMPLE BLURB**

### ***English***

Do you need help connecting to the internet? Good news! There's a new program that offers up to a \$50 monthly discount (\$75 for those living on tribal lands) on internet bills for eligible families called the Emergency Broadband Benefit. You can qualify for this discount regardless of your immigration status. Find out if you qualify by calling (833) 511-0311 or visiting [GetEmergencyBroadband.org](https://www.getconnectedebb.org).

### ***Spanish***

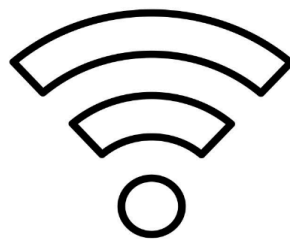
¿Necesitas una conexión al internet? ¡Tenemos buenas noticias! Hay un nuevo programa que está ofreciendo hasta \$50 de descuento al mes en la factura de internet para familias elegibles (y hasta \$75 para los que viven en territorios tribales) se llama el Beneficio Emergencia de Banda Ancha (EBB). Puedes calificar para el descuento mensual independientemente de su estado de inmigración. Llame al (833) 511-0311 o visite [GetEmergencyBroadband.org](https://www.getconnectedebb.org) para descubrir si puedes calificar.

## **VI. SAMPLE PRINTABLE POSTERS, POSTCARDS & FLYERS**

*Feel free to print these assets to help spread the word about the Emergency Broadband Benefit in your local community. If you post flyers or hand out materials, please make sure to take photos of your work and post on social media with the hashtag #GetConnectedEBB.*

**< Download posters HERE >**

# Save up to \$50/month on your internet bill



The Emergency Broadband Benefit (EBB) is a federal program that provides eligible households a direct payment of up to \$50 (or \$75 on Tribal Lands) per month toward their internet bill

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## Easy as 1-2-3

### 1. Are you eligible?

A household is eligible if at least one person in the household:

- Receives certain income-based federal benefits like **SNAP** (food stamps), **SSI**, **federal public housing** assistance or **Medicaid**;
- Receives **free and reduced-price school lunch** or breakfast;
- Received a federal **Pell Grant** during the current school year;
- Experienced a substantial loss of income due to job loss or furlough since February 29, 2020;
- **Other programs also qualify, call the FCC at 833-511-0311 or use EBBHelp.org to find out if you are eligible.**

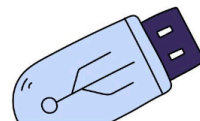
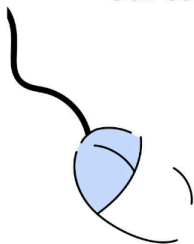
### 2. Apply at the FCC

Call the FCC at 833-511-0311 or go to [GetEmergencyBroadband.org](https://www.fcc.gov/emergencybroadbandbenefit)

### 3. Or contact your internet company

Xfinity, Verizon, Spectrum, AT&T, and other companies participate in this program. Some will help you apply. Pick a company that serves your location and contact it directly. Find participating providers at [FCC.gov/emergency-broadband-benefit-providers](https://www.fcc.gov/emergency-broadband-benefit-providers)

**Call 833-511-0311 or Visit [FCC.gov/BroadbandBenefit](https://www.fcc.gov/BroadbandBenefit) to Learn More**



## **SAMPLE BLURB**

### ***[From NHMC] English***

Good news! There's a new program that helps you connect to the internet and pay your bill.

The Emergency Broadband Benefit is a new program offering up to a \$50 monthly discount (\$75 for those living on tribal lands) on internet bills for eligible families. There are many ways households can qualify for the EBB monthly discount regardless of citizenship status. To see if you're eligible visit [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) or call (833) 511-0311 see if you qualify!

### ***[From NHMC] Spanish***

¡Buenas noticias! Hay un nuevo programa que puede ayudarte a conectar al internet y pagar tus facturas de internet.

El Beneficio de Emergencia para Internet (EBB) es un nuevo programa que te está ofreciendo hasta \$50 de descuento al mes en la factura de internet para familias elegibles (y hasta \$75 para los que viven en territorios tribales). Hay muchas formas en que los hogares pueden calificar para el descuento mensual del EBB independientemente de su estado de ciudadanía. Llame al (833) 511-0311 o visite [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) para descubrir si puedes calificar.

## **VII. MEDIAJUSTICE EBB BACK TO SCHOOL VIDEO**

In addition to print media, MediaJustice has partnered with Linebreak Media to create a short video PSA encouraging parents with children to sign their families up for internet via the EBB benefit. A link to the video on Vimeo can be found [here](https://vimeo.com/linebreakmedia/review/593391156/1af72c1deb).

Please amplify this video via your online media channels to ensure that it is disseminated as widely as possible!

Full link: <https://vimeo.com/linebreakmedia/review/593391156/1af72c1deb>

## **IIX. SAMPLE PRESS RELEASE TEMPLATE**

**\*\*\*Press Release\*\*\***

### **Contact Information:**

[Organization Name]

[Contact Name]

[Phone Number]

[Email Address]



### **FEDERAL GOVERNMENT STILL PROVIDING ELIGIBLE FAMILIES UP TO \$50 A MONTH TO HELP PAY FOR INTERNET**

The Emergency Broadband Benefit (EBB) is Still Available for Eligible Families to Receive Discounted Internet Service and Subsidized Internet-Enabled Devices

[City], [State], [Date] – Over the past year, internet connectivity has become increasingly essential. Children without internet connections were not able to attend virtual school. Families without internet connections had difficulty applying for benefits, working remotely, and staying connected with loved ones.

In light of the connectivity gap that many families experience, Congress authorized the Emergency Broadband Benefit (EBB), a program designed to give eligible and low-income families discounted internet service and subsidized internet-enabled devices, earlier in 2021.

More than 5 million American households have already taken advantage of this important benefit, including over [XX,XXX] in [City]. But recent data show that still less than 20 percent of eligible families nationwide are enrolled, and the rate for many communities here in [City] is lower. With Congress likely to extend the EBB program as part of the upcoming infrastructure package, families who have yet to take advantage should check to see if they might be able to get subsidized internet.

This is especially true this month as [City] students come back to school. Every household should check to see if they are eligible to receive this important benefit and help get connected today.

The EBB can provide eligible families with:

- Up to \$50/month discount for broadband service;
- Up to \$75/month discount for households on qualifying tribal lands; and

- A one-time discount of up to \$100 for a laptop, desktop computer, or tablet purchased through a participating Internet Service Provider (ISP) if the household contributes more than \$10 but less than \$50 toward the purchase price.

Signing up for the program is quick and easy. You can find more information on the program, instructions on how to sign up, and eligibility criteria at [GetEmergencyBroadband.org](https://www.getemergencybroadband.org) or by calling (833) 511-0311.

## **IX. SAMPLE OP-ED/BLOG POST TEMPLATE**

### ***Heading***

Don't Leave [City] Families Unconnected: Why the Emergency Broadband Benefit can Transform [City]'s Communities and Deserves the Support of Government and Local Organizations

### ***Body***

The COVID-19 pandemic has laid bare the unequal access to vital services that plagues many communities within [City] and across the country. While housing access, health insurance, and unemployment benefits have become political flashpoints, the impacts of the transition of services, work, and education to an online format due to the pandemic are unparalleled.

Over the past year, internet connectivity has become truly essential. Children without internet connections were not able to attend virtual school. Families without internet connections had difficulty applying for benefits, working remotely, and staying connected with loved ones. To help close the connectivity gap, Congress authorized the Emergency Broadband Benefit, a program designed to give eligible and low-income families discounted internet service and subsidized internet-enabled devices.

More than 5 million American households have already taken advantage of this important benefit, including over [XX,XXX] in [City]. But recent data show that still less than 20 percent of eligible families nationwide are enrolled, and the rate for many communities here in [City] is even lower. That means [thousands/tens of thousands\*] of families in our community are forgoing assistance to help pay for their internet connections. While many area non-profits have been hard at work helping eligible families sign up for the benefit, the reality is that [City] is leaving money on the table that should be going to families in need.

Some have pointed to the temporality of the program as reason to avoid investing resources to drive sign-ups, but Congress has already extended the program once, and many believe that the program's sunset may be extended indefinitely soon. Investing now in additional sign-ups will

not only show policymakers that this assistance is critical for our families in need but will also pressure our elected officials to make these crucial benefits permanent.

To ensure continued progress in getting more [City] families signed up, we need local government, elected officials, community organizations, and community leaders to step up and help get out the word. This means using both existing official channels like press releases, posts on official social media accounts, and discussion with media, and grassroots channels like community networks, faith-based organizations, and on-the-ground organizing. Only by using every available channel can we ensure that as many eligible families as possible are aware of the program and enroll.

We must work together to avoid leaving money on the table that should be going to [City]'s most in-need families. It is time that all of our community members step up to do what they can to help get the word out and encourage sign ups. If [City] is to truly realize its potential in the interconnected world of the 21<sup>st</sup> century, we must ensure that no child is left unconnected, and that no family must choose between putting food on the table, and paying their internet bill.

For more information on the Emergency Broadband Benefit (EBB), how to sign up, and resources to help spread awareness of the program, please visit [\[link to toolkit landing page\]](#).

[Organization] – [Brief summary of mission and work of organization]