

# BROADBAND RELIEF

## AFFORDABLE CONNECTIVITY PROGRAM



IN PARTNERSHIP WITH:





## WHAT IS THE BROADBAND RELIEF PROGRAM?



Most people, if not all, relied on Internet access during the height of the pandemic to complete daily tasks such as school and work. Internet access hasn't always been affordable for all Americans, as the creators of ACP (Affordable Connectivity Program) discovered. FCC's Affordable Connectivity Program lets households afford the broadband they need for work, school, healthcare, and more. This benefit provides a discount of

up to \$30 per month toward Internet service for eligible households and up to \$75 per month for households on qualifying Tribal lands. Eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or tablet from participating providers if they contribute more than \$10 and less than \$50 toward the purchase price.

### WHAT'S IN THIS KIT?

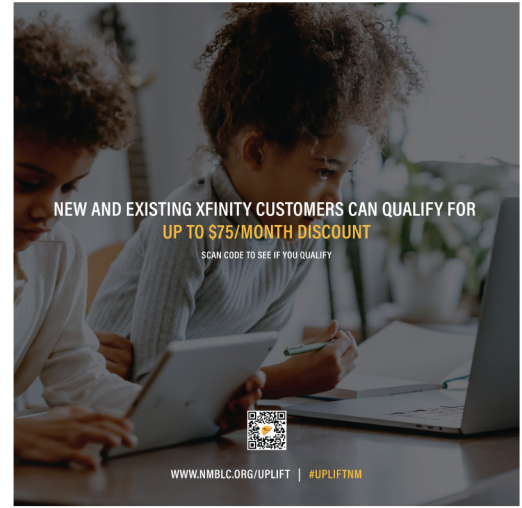
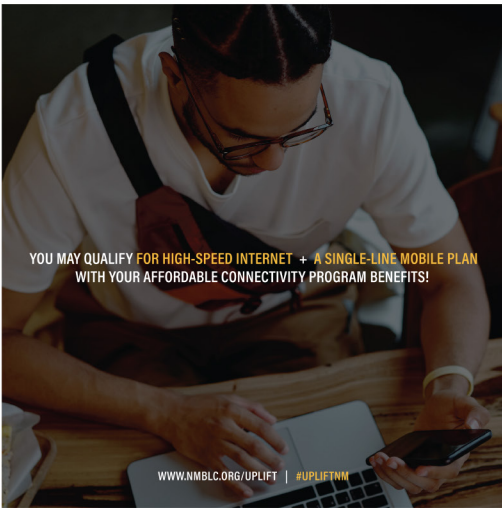
- How to use this kit
- Social Assets
- Post Examples

# HOW TO USE THIS TOOL KIT

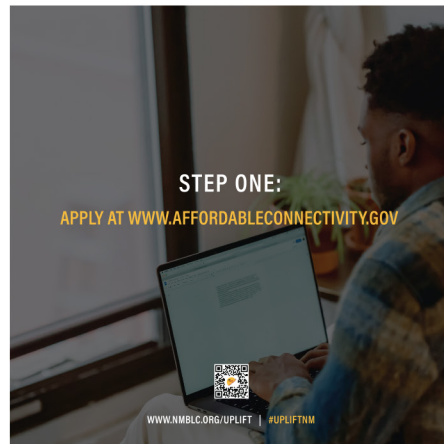
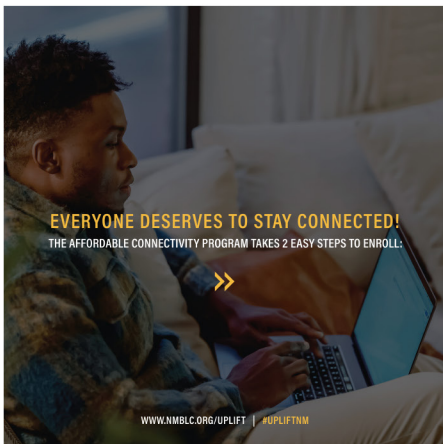
We have tailored our campaign for use on social media platforms like Facebook and Instagram. This kit will give you access to the graphic assets and videos that will be used throughout the campaign. Review the information below for post examples.

## SOCIAL MEDIA ASSETS

### SINGLE POST(S)



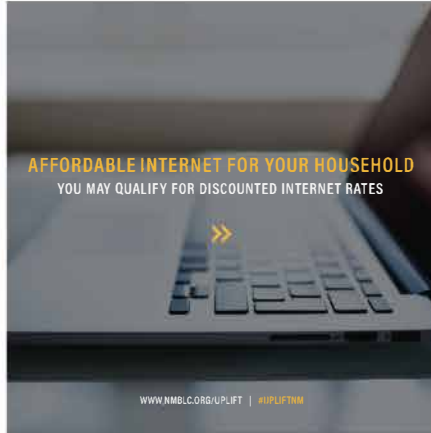
### CAROSSEL (MULITPLE IMAGES) POST



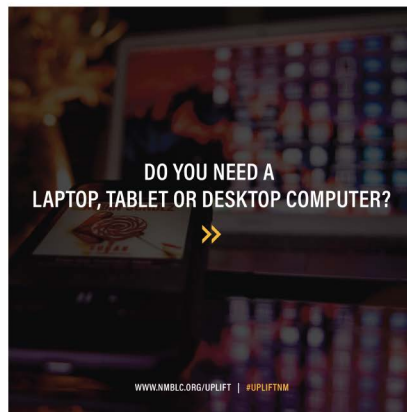


# SOCIAL MEDIA ASSETS

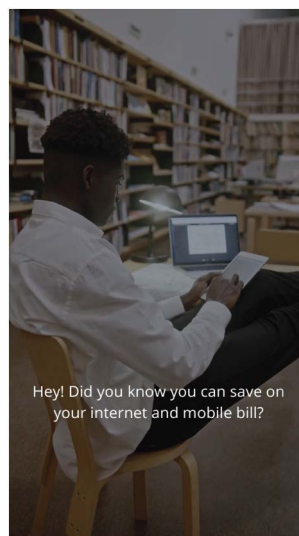
## CAROUSEL (MULTIPLE IMAGES) POST



## CAROUSEL (MULTIPLE IMAGES) POST



## REELS / TIK-TOK / SHORTS



GO TO ASSETS FOLDER





# TIPS & RESOURCES

## TIP 1: YOU MUST USE THE #UPLIFTNM IN YOUR POST DESCRIPTION

By using the hashtag **#UpLiftNM** we can collect and monitor each post and engagement activity for everything published for the campaign. Make sure you include it in all of your posts.

## TIP 2: VIDEOS ARE SHARED, NOT POSTED

Videos for the **#UpLiftNM** campaign will be first posted and boosted from the **New Mexico Black Leadership Council** page. Make sure you share the post from the page in order to increase engagement with the video. You'll receive email correspondence with an update on when the videos will be published.

## TIP 3: SHARE, TAG, AND COLLABORATE

Lots of programs have similar services and some share the same resources. Feel free to tag other organizations and share content from the campaign onto your Facebook page in order to increase engagement.

## CANVA - FREE ONLINE DESIGN SOFTWARE

Website: <https://www.canva.com/>

Training: <https://designschool.canva.com/tutorials/>

## FACEBOOK PUBLISHING TOOLS

Help Center: <https://www.facebook.com/help/1533298140275888>