



SOCIAL MEDIA TOOLKIT FOR **HIGH-SPEED INTERNET & BROADBAND ACCESS**

In support of Color Of Change's campaign for high-speed internet and broadband access, please post the following content on your social accounts:

- Click here for **5 options for [tweets](#)**.
- Click here for **5 options for [Instagram or Facebook posts](#)**.
- Click here to browse all of our graphics [at this link](#).
- Click here for [additional messaging](#).

Tweets

Black households are 2x as likely to not have a high-speed internet subscription compared to white households in dense, urban areas like Baltimore and Chicago.

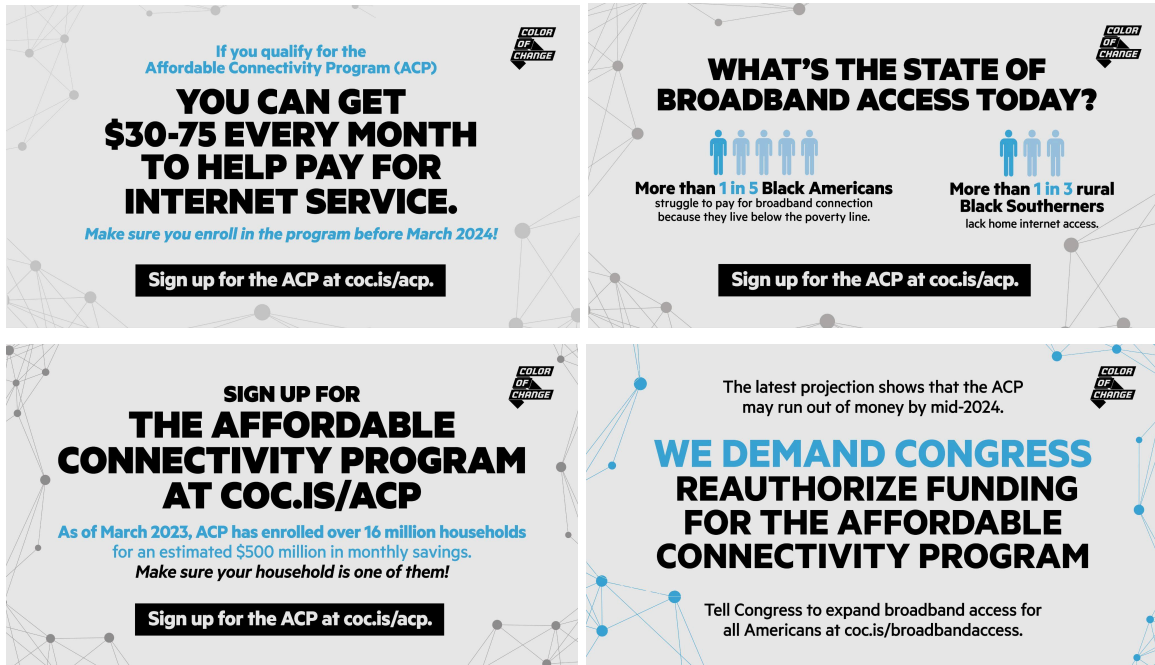
Internet access is crucial for economic justice.

Tell Congress to expand internet access: coc.is/broadbandaccess

Tweet #2

Today, everything is online. Without reliable internet access, Black people are being left behind.

That's why lawmakers should enact legislation that ensures internet access for all. Tell Congress to expand access to high-speed internet for all Americans: coc.is/broadbandaccess



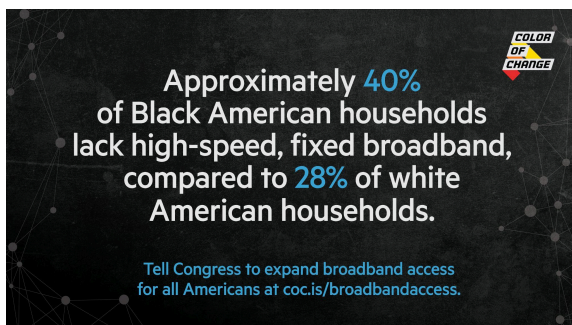
[Insert the graphics above; [download all graphics at this link.](#)]

Tweet #3

Lack of access to high-speed internet is holding Black people back.

As of March '23, the Affordable Connectivity Program (ACP) has helped 16 million families pay for internet. Unfortunately, ACP funds may run out in 2024.

Tell Congress to fund the ACP: coc.is/broadbandaccess



[Insert the graphic above; [download the graphic at this link.](#)]



Tweet #4

In today's world, everything is online — educational resources, job opportunities, even small businesses.

If you qualify for the Affordable Connectivity Program (ACP), YOU CAN GET \$30-75 A MONTH TO HELP PAY FOR INTERNET.

Sign up for the program at coc.is/acp.



[Insert the graphic above; [download the graphic at this link.](#)]

Tweet #5

If you qualify for the Affordable Connectivity Program (ACP), YOU CAN GET \$30-75 A MONTH TO HELP PAY FOR INTERNET.

As of March '23, the ACP has enrolled over 16 million households for an estimated \$500 million in savings.

Sign up for the program at coc.is/acp.





[Insert the graphic above; [download the graphic at this link.](#)]

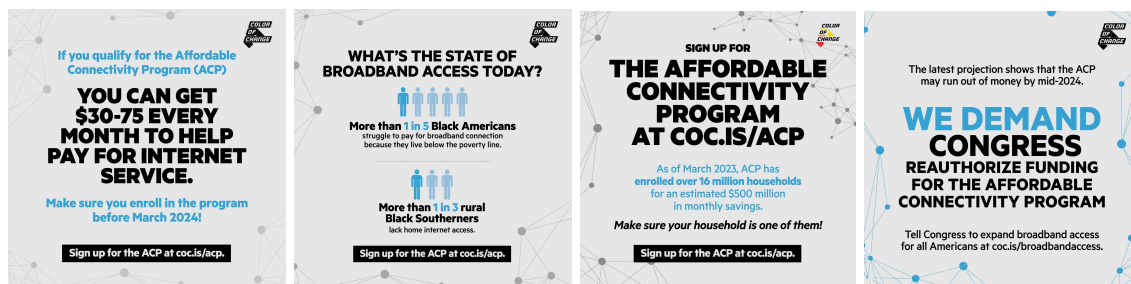
Instagram or Facebook posts

Internet access isn't a luxury — it's a necessity in today's digital world.

As of March 2023, the Affordable Connectivity Program (ACP) has enrolled over 16 million households for an estimated \$500 million in monthly savings.

Tell Congress to reauthorize funding for the ACP and expand internet access for all Americans: coc.is/broadbandaccess

IG/FB post #2



[Insert the graphics above; [download all graphics at this link.](#)]

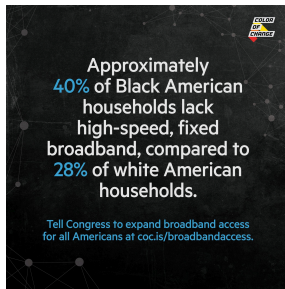
In today's world, everything is online. Without adequate access to the internet, Black communities are being left behind.

That's why it's crucial for lawmakers to enact broadband legislation that ensures all communities have access to high-speed internet — for educational resources, job opportunities, and connecting with loved ones across the world.

An investment in the Affordable Connectivity Program (ACP), a program that gives qualifying households \$30-75 a month to help pay for internet service, is an investment in Black futures. Tell Congress to expand access to high-speed internet for all Americans: coc.is/broadbandaccess



IG/FB post #3



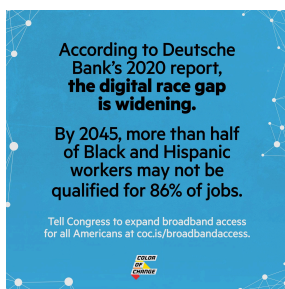
[Insert the graphic above; [download the graphic at this link.](#)]

With reliable access to high-speed internet, Black communities will also be able to access educational resources, job opportunities, and forms of communication with loved ones across the globe.

As of March 2023, the Affordable Connectivity Program (ACP) has enrolled over 16 million households for an estimated \$500 million in monthly savings. Unfortunately, the latest projection shows that the ACP may run out of money by mid-2024.

An investment in the ACP is an investment in Black futures. Tell Congress to expand access to high-speed internet for all Americans: coc.is/broadbandaccess

IG/FB post #4



[Insert the graphic above; [download the graphic at this link.](#)]

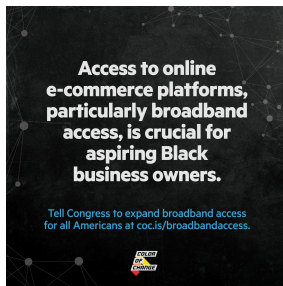
Black people shouldn't be left behind in the digital age.

Lawmakers should enable as many people as possible to have access to high-speed internet. It's a necessity for success these days.



An investment in the Affordable Connectivity Program (ACP), a program that gives qualifying households \$30-75 a month to help pay for internet service, is an investment in Black futures. Tell Congress to expand access to high-speed internet for all Americans: coc.is/broadbandaccess

IG/FB post #5



[Insert the graphic above; [download the graphic at this link.](#)]

In today's world, everything is online — educational resources, job opportunities, even small businesses.

If you qualify for the Affordable Connectivity Program (ACP), YOU CAN GET \$30-75 A MONTH TO HELP PAY FOR INTERNET.

As of March 2023, the ACP has enrolled over 16 million households for an estimated \$500 million in monthly savings. Make sure you sign up for the program too at coc.is/acp.

Additional messaging

Campaign goals:

- Win reauthorization and funding for the Affordable Connectivity Program (ACP) before it ends in Q1 of 2024.
- Make sure people know about ACP.
- Directly influence Black households to enroll for the ACP.

Campaign demand: Congress should reauthorize the funding for the ACP before the program ends in Q1 of 2024 (which is sometime before March 31, 2024).



Value: Black people shouldn't be left behind in the digital age. Legislators should enable as many people as possible to have access to high-speed internet, a necessity for success these days. Access to high-speed internet helps secure a healthier and meaningful future for all.

Problem: Lack of high-speed internet access is holding Black people back when it comes to our careers, healthcare, education and more.

Solution/Demand: Our champions in Congress should reauthorize the Affordable Connectivity Program (ACP) program before the ACP ends in Q1 of 2024.

Action/CTA: We're calling on Congress to expand access to high-speed internet. By recording a video demanding Congress take action, you are making sure legislators are aware of the necessity of high-speed internet access for all Americans in the digital age.