Southwestern Pennsylvania
Connected
Equitable Broadband Access

CONNECTIVITY ROADMAP
VIDEO TOOL KIT

Post It. Share it. #Hashtag it.

SOUTHWESTERN PENNSYLVANIA COMMISSION **SPC**

ALLIES
FOR CHILDREN
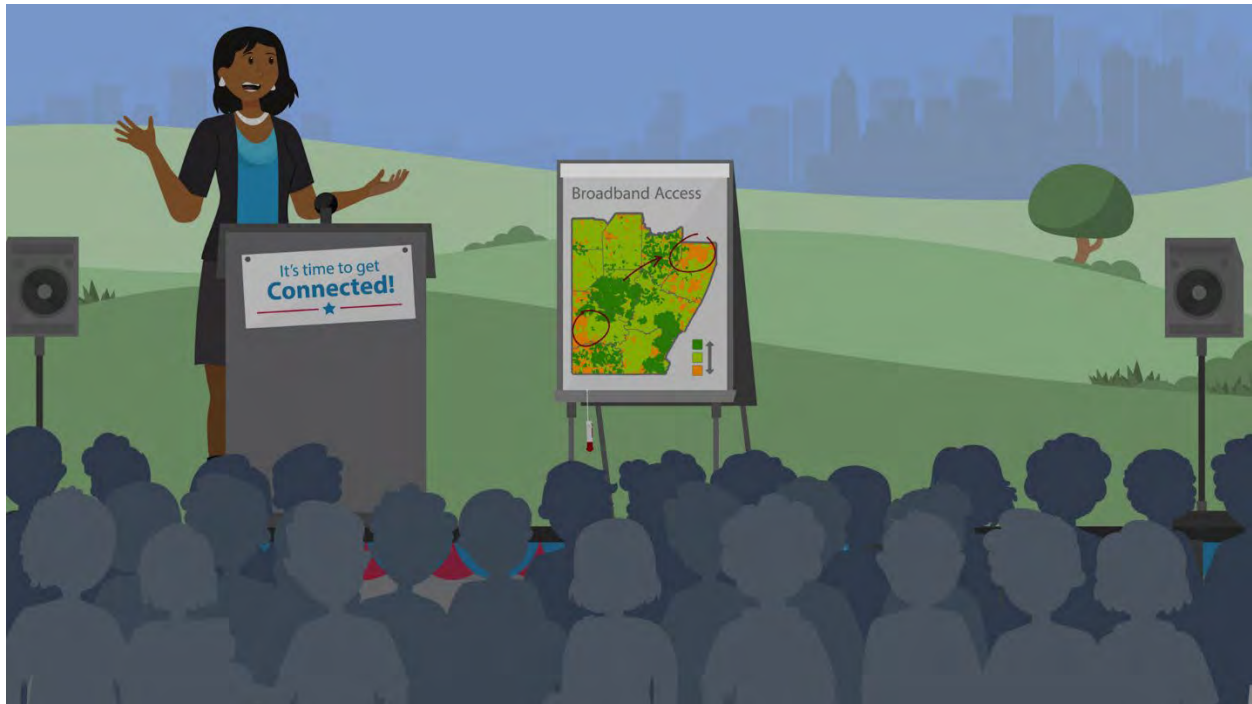
Carnegie Mellon University

Video Launch Tool Kit

This tool kit aims to encourage partners, stakeholders and communities across the southwest Pennsylvania region in sharing the Connectivity Roadmap Video to raise awareness about the SWPA Connected initiative and to encourage action recommended in the Roadmap among the various stakeholder groups to continue taking steps to provide high-speed internet access to all in the southwestern Pennsylvania Region.

Below you will find direct links to the video for sharing followed various post to use as a guide in framing up posts directly from you. SPC will also be sharing the video through their channels. Feel free to follow and share their posts as well. Simply scroll down to review the content available to you for your use.

To learn more about the SWPA Connected initiative, visit www.spcregion.org/connected/.

Connectivity Roadmap Video

YouTube Link to share: https://youtu.be/PwzzqWmBxAE

YouTube Embed code for website:

<iframe width="560" height="315" src="https://www.youtube.com/embed/PwzzqWmBxAE" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Social Campaign - Hashtags

In all posts, please include the hashtag **#SWPAconnected.** The appropriate secondary hashtag is #Internet4all.

Hashtag: #SWPAconnected
Secondary Hashtags: #Internet4all, #ConnectivityRoadmap, #Broadband

Follow us & share our posts: **@spcregion**

https://www.facebook.com/spcregion

https://twitter.com/spcregion

https://www.instagram.com/spcregion/

About the Connectivity Roadmap

The Southwestern Pennsylvania Commission (SPC), in collaboration with Allies for Children, Metro21 and Traffic21 at Carnegie Mellon University, and a diverse, regional coalition of stakeholders, recognized the need for a regional Connectivity Roadmap to identify and guide the deployment of high-speed connectivity programs and projects throughout the southwestern Pennsylvania region.

Currently, many areas within the region lack adequate high-speed internet access and equipment that are essential for residents to better connect to jobs, education, health care, and to attract new business. This regional Connectivity Roadmap provides a guide for building a more comprehensive and equitable broadband network that will help people connect to opportunities.

The Connectivity Roadmap not only identifies regional goals, and how to identify projects, but also provides recommendations and next steps for the SPC, county and city leadership, and other partners to improve broadband infrastructure, tools, and skills across southwestern Pennsylvania.

Video Share Social Posts

Target: Resident/Community
POST TEXT:

#SWPAconnected developed a plan to enable affordable, reliable internet access for the communities in the region that need it most. This video talks about how.

Learn more about the Connectivity Roadmap @ www.spcregion.org/connected.
#Internet4All

Target: County/Local Government
POST TEXT:

#Attn: PA Counties & Local Gov't in SW PA - there is funding on the table to provide access to high-speed internet for your communities. The Connectivity Roadmap provides data to help you go for it.

Check out the Connectivity Roadmap video @ www.spcregion.org/connected.

Target: SWPA Region
POST TEXT:

We have an opportunity to work together to ensure high-speed internet gets to those that need it most. Let's start today, we have a Roadmap to lead the way.

Follow the #ConnectivityRoadmap @ www.spcregion.org/connected and let's get #Internet4All

Target: County/Local Gov Leaders
POST TEXT:

Local Gov leader in SW PA? There's a Roadmap to help you get funding for internet in your community. The steps are easy!
Step 1: Check out the data already available to you.
Step 2: Conduct a broadband needs assessment in your community.
Step 3: Apply for funding.

Follow the Connectivity Roadmap @ www.spcregion.org/connected.

Target: Private Sector/Nonprofit
POST TEXT:

Organizations like ours have a voice in the broadband discussion. We can work together to support service standards, digital equity and help in securing funding for the communities we serve that need it most.

Let's leverage the Connectivity Roadmap @ www.spcregion.org/connected to support #Internet4all