



Digital Inclusion Week 2020 Social Media Engagement Toolkit

Social Media Engagement Toolkit Overview:

Digital Inclusion Week 2020 (DIW2020) is Monday, October 5th - Friday, October 9th, and with your help, we all can move closer to our common goal: that all people have access and use of the Internet and the tools they need to use it. You can join the conversation on social media, with the hashtags **#digitalequityNOW**, **#digitalinclusion**, or **#DIW2020**.

This Social Media Engagement Toolkit includes everything you need to amplify DIW2020 and call attention to the importance of digital equity and inclusion. It includes:

- Sample Hashtags
- Sample Social Media Content/Posts (e.g. Facebook, Instagram, Twitter)
- Sample Social Media Photos
- Sample Facebook Frame
- Best Practices for Filming Videos
- Length Specifications for Submitting Videos/Posting Videos
- Assistance for Elected Officials to Record Social Media Videos

Thank you in advance for your engagement and support for DIW2020!

Sample Hashtags:

#digitalequityNOW #digitalinclusion #DIW2020

Sample Social Media Content/Posts:

[Download these sample social graphics here:](#)



Digital Inclusion Week: Community Pop-Up Event

HOST A DEVICE DONATION DRIVE

Collect and refurbish used desktops and laptops to disseminate to program participants.



Digital Inclusion Week: Community Pop-Up Event

HOST A RESUME RALLY

Help people learn how to create a resume and search online for job openings. This could be virtually or over the phone. If you have space to properly distance everyone, it could even be in person!



MONDAY, OCTOBER 5 - FRIDAY, OCTOBER 9, 2020



Digital Inclusion Week: Organized Activities

ENGAGE ELECTED OFFICIALS

Ask them to get involved by posting a video, photo, or a letter of support for local digital inclusion initiatives to their social media.

FIND A TEMPLATE AT [HTTP://OW.LY/ITWB50B0DZR](http://ow.ly/ITWB50B0DZR)



MONDAY, OCTOBER 5 - FRIDAY, OCTOBER 9, 2020

It's **#DIW2020**! NDIA is sponsoring a national week of events and learning opportunities—more at digitalinclusion.org/diw20.

#digitalequityNOW



How does the internet make
your life easier? Share your
#digitalequityNOW story!
#digitalinclusion #DIW20



Sample Social Media Photos:





Sample Facebook Frame:

Here is a sample Facebook frame.



Best Practices for Filming Videos:

- **Plan your message ahead of filming your social media videos.** Practice your lines a few times before filming... to your friends/family/a mirror, whatever works for you! When you feel like you have your message down, we recommend recording a couple of takes with your full message and taking the best video of the ones you've created.
- **Keep the camera steady.** Filming on a laptop, holding your cell phone or using a cell phone tripod is the easiest. Or have someone film for you.
- **Audio.** Test your microphone before you film. Make sure to speak loud enough so your message is heard.
- **Lighting.** Try to film your video in a brightly lit location. Avoid backlighting and directly overhead spotlights.
- **Background.** Find a simple background for your video. A background that is simple without things/people/movement that are going to distract from the message.
- **Keep your message short and simple.** Ask yourself, "what's the most important message you want to convey to your audience?" We want the audience of videos to be engaged, empowered and interested in digital inclusion and DIW2020.

Length Specifications for Submitting Videos/Posting Videos:

According to [research by Hubspot](#).



- **Instagram: 30 seconds or less.** Videos that received the most comments averaged 26 seconds. Our brains process visuals 60,000 times faster than text, so we scroll faster on it than any other app.
- **Twitter: 45 seconds or less.** Twitter's #VideoOfTheDay averaged 43 seconds. Twitter users are accustomed to short updates, like a 140-character tweet.
- **Facebook: 1 minute or less.** Facebook audiences engage the most with 1 minute videos. Users like watching snappy videos that they can quickly like or share before scrolling down to the next piece of content.
- **YouTube: 2 minutes or less.** Creating longer, more in-depth videos is best for YouTube.

Assistance for Elected Officials to Record Social Media Videos:

DIW2020 volunteers are available by appointment, the week of September 28th to record social media videos via Zoom. General availability is Monday through Friday September 28th through October 2nd 3:00-5:00pm via 30 min slots, and can be arranged by emailing lindsey@litcommunities.net or scheduling through Calendly using this [link](#).