**Objective**

The role of King County and partner organizations is to increase regional awareness about the Emergency Broadband Benefit via social media, connect residents with locally available resources, and increase participation in the program among King County residents.

**Key Social Media Accounts**

**Facebook:** [King County](https://www.facebook.com/KingCountyWA) | [Condado de King](https://www.facebook.com/CondadodeKing/) | [Federal Communications Commission](https://www.facebook.com/FCC/)

**Twitter:** [@KingCountyWA](https://twitter.com/KingCountyWA) | [@FCC](https://twitter.com/fcc)

**Instagram:** [@FCC](https://www.instagram.com/fcc/)

**Hashtag: #BroadbandForAll**

The FCC has chosen the hashtag #BroadbandForAll for the Emergency Broadband Benefit campaign.

Capitalize the first letter of each word in the hashtag, a style referred to as camel case. Using camel case makes the hashtag easier for users to read and more accessible, including individuals for using a screen reader.

**Sample Social Content (English)**

**Twitter**

* You may qualify for a temporary discount on monthly high-speed Internet bills. The federal Emergency Broadband Benefit Program is now open. Find out more, including if you're eligible and how to apply: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) #BroadbandForAll
* Nationwide, more than 2 million households have signed up for the @FCC's Emergency Broadband Benefit. You may qualify for a temporary discount on high-speed Internet bills. Find out more, including if you're eligible and how to apply: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) #BroadbandForAll
* The Emergency Broadband Benefit provides discounts for households struggling to afford broadband service during the COVID-19 pandemic. Find out if you qualify and how to apply: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) #BroadbandForAll
* We’re spreading the word about @FCC’s Emergency Broadband Benefit, which provides discounts for broadband service and devices to families struggling to stay connected during the pandemic. Learn more about the program: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) #BroadbandForAll
* Enrollment for the Emergency Broadband Benefit is now open. You may be eligible for a discount of up to $50 per month on your broadband service, or up to $75 per month if you live on qualifying Tribal lands. Details: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) #BroadbandForAll
  + **(Second tweet in a thread)** Eligible households can also receive a onetime discount of up to $100 for a laptop, desktop computer, or tablet purchased through a participating provider. #BroadbandForAll

**Facebook**

* The Emergency Broadband Benefit will provide a discount of up to $50 per month toward broadband service for eligible families and households who are struggling to stay connected during the COVID-19 pandemic. Qualifying households on Tribal lands can receive a discount of up to $75 per month for service. Eligible households can also receive a discount of up to $100 for the purchase of a laptop, desktop computer, or tablet from participating providers. For more info, please visit: [fcc.gov/broadbandbenefit](https://www.fcc.gov/broadbandbenefit)
* The Federal Communications is asking for help to spread the word about the Emergency Broadband Benefit. This temporary program helps families struggling to afford Internet service during the COVID-19 pandemic. Having a broadband connection is essential for households gain access to jobs, healthcare services, virtual classrooms, and much more. Visit [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit) to learn more.
* Enrollment for the Emergency Broadband Benefit is now open. The temporary benefit provides a discount of up to $50 per month toward broadband service for eligible consumers who are struggling to stay connected during the pandemic. Qualifying households on Tribal lands can receive a discount of up to $75 per month for service. See if you qualify: [fcc.gov/broadbandbenefit](http://www.fcc.gov/broadbandbenefit)

**Sample Social Content (Spanish)**

**Twitter**

* El Beneficio De Emergencia Para Internet descuenta el servicio de Internet a hogares elegibles por la pandemia de COVID-19. Revisa tu elegibilidad e inscríbete: [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion) #BroadbandForAll
* Estamos difundiendo el Beneficio de Emergencia Para Internet de la @FCC que descuenta un servicio de Internet y un equipo a hogares con problemas para pagar servicio de Internet durante la pandemia. Visita [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion) #BroadbandForAll
* Ya se abrió la inscripción de hogares elegibles al Beneficio De Emergencia Para Internet. Un descuento máximo de $50 en Internet o de $75 en Tierras Tribales. Hay más información en: [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion) #BroadbandForAll
  + **(Second tweet in a thread)** Los hogares elegibles también pueden obtener un descuento único de hasta $100 por una computadora portátil, computadora de escritorio o una tableta electrónica a través de un proveedor participante. #BroadbandForAll

**Facebook**

* El Beneficio De Emergencia Para Internet es un programa temporal de la FCC que ofrece ayuda a los hogares con problemas para pagar sus servicios de Internet durante la pandemia de COVID-19. Te proporciona máximo $50 de descuento al mes para tu servicio de Internet; máximo $75 de descuento al mes para hogares elegibles en Territorios Tribales y un descuento único de hasta $100 por una computadora portátil, computadora de escritorio o una tableta electrónica a través de un proveedor participante. Para obtener más información, llama al 833-511-0311 o visita [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion).
* La Comisión Federal de Comunicaciones busca ayuda para difundir el programa de Beneficio De Emergencia Para Internet. Este programa temporal de la FCC ofrece ayuda a los hogares con problemas para pagar sus servicios de Internet durante la pandemia de COVID-19. Contar con una conexión a Internet es esencial para que las familias obtengan acceso a su trabajo, a servicios de atención de salud, a salas de clase virtuales y mucho más. Para obtener más información, llama al 833-511-0311 o visita [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion).
* Está abierto el periodo de inscripciones en el programa de Beneficio De Emergencia Para Internet. Este beneficio es un programa temporal que ofrece ayuda a los hogares con problemas para pagar sus servicios de Internet durante la pandemia. Te proporciona: máximo $50 de descuento al mes para tu servicio de Internet; máximo $75 de descuento al mes para hogares elegibles en Territorios Tribales. Y un descuento único de hasta $100 por una computadora portátil, computadora de escritorio o una tableta electrónica a través de un proveedor participante. Para saber si eres elegible, llama al 833-511-0311 o visita [fcc.gov/bandaanchaprestacion](https://www.fcc.gov/bandaanchaprestacion).