

City of Long Beach 2022 Digital Inclusion Week

Social Media Engagement Campaign Plan
Technology and Innovation Commission Meeting

September 28, 2022



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Digital Inclusion
Initiative

Digital Inclusion Initiative



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Digital Inclusion Initiative Vision

Every individual in Long Beach, regardless of background, neighborhood, or identity has high-quality, accessible, technology resources and services to be civically engaged and socially and economically empowered



Digital Inclusion Initiative Focus Areas



Free multilingual
computer literacy
training
and technical
support



Free and low-cost high-
speed, quality in-home
broadband internet
services and technical
support



Free and low-cost
quality, internet-
enabled technology
devices
and technical
support

Digital Inclusion Week Overview



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Digital Inclusion Week Overview

2022 Theme: Turning Our Moment into Movement

- Annual week of awareness, recognition, and celebration
- Organizations and individuals across the country host special events and campaigns to promote digital equity in their communities
- Digital Inclusion Week aims to raise awareness of solutions addressing home internet access, personal devices, and local technology training and support programs



2022 Digital Inclusion Week

Social Media Engagement Campaign Plan



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Social Media Engagement Campaign Plan Overview

Campaign Dates

Monday, October 3, 2022 to Friday, October 7, 2022

Campaign Goals

Educate the Long Beach social community about the digital inclusion services and resources that are available in Long Beach

Inform the Long Beach social community about the digital equity and inclusion efforts being implemented by the Long Beach Recovery Act (Recovery Act) community partners

Campaign Outreach Groups

Long Beach social community (e.g., Facebook, Instagram, Twitter)

Campaign Hashtags

#DIW2022; #digitalequityNOW; #LBdigitalinclusion; #LBRecovers

Social Media Platforms

@LongBeachCity (City of Long Beach)

Facebook – 58K followers

Instagram – 43.1K followers

Twitter – 99.9K followers

@LBEconDev (City of Long Beach – Economic Development Department)

Facebook – 1.3K followers

Instagram – 2.1K followers

Twitter – 1.4K followers



Performance Indicators

Facebook Performance Indicators

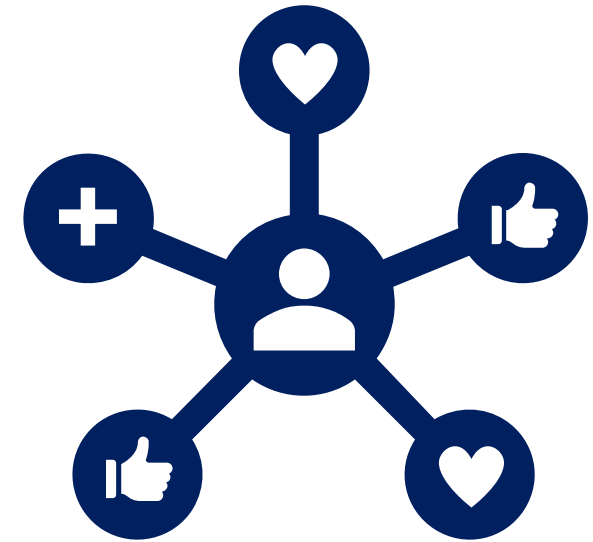
- Engagement
- Impressions
- Reach

Instagram Performance Indicators

- Engagement
- Impressions
- Reach

Twitter Performance Indicators

- Engagement
- Impressions
- Reach



Campaign Activity #1 Press Release

Suggested focus areas for the press release:

- Digital Inclusion Week overview and activities
- Recovery Act digital inclusion programming
- Digital Inclusion Roadmap implementation
- Digital Inclusion Trailblazer award



Campaign Activity #2 Spotighting Recovery Act Community Partners

Post daily social media graphics with quotes from the Recovery Act digital inclusion community partners who are implementing in-person outreach, canvassing, and devices distribution.

- Centro CHA
- Education Equals Opportunity Too (E O2)
- Long Beach Bar Foundation
- Long Beach Center for Economic Inclusion
- Success in Challenges
- The Heart of Ida
- United Cambodian Community
- YMCA of Greater Long Beach (Community Development)



Campaign Activity #3 Spotlighting Digital Inclusion Resources and Services

Post daily social media graphics that spotlight digital inclusion resources and services.

- Affordable Connectivity Program (ACP)
- Include Program (free computer literacy training)
- Equip Program (affordable computer resources)
- Connect Program (low-cost internet services)
- Pacific Gateway (job preparedness services)



Thank You!

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