

City of Long Beach 2023 Digital Inclusion Week

Social Media Engagement Campaign Plan
Technology and Innovation Commission Meeting

September 27, 2023



CITY OF
LONG BEACH
Digital Inclusion
Initiative

Digital Inclusion Initiative



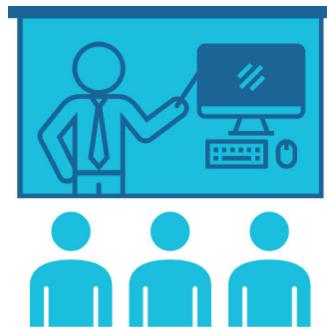
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Digital Inclusion Initiative Vision

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

2023 Theme: Building Connected Communities

- 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 and action around solutions addressing home internet access, personal devices, and local technology training and support programs to bridge the digital divide



2023 Digital Inclusion Week Social Media Engagement Campaign Plan



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Social Media Engagement Campaign Plan Overview

Campaign Dates

Monday, September 25, 2023 (Save the date)

Monday, October 2, 2023 to Friday, October 6, 2023

Campaign Goals

- Educate the Long Beach social community about the digital inclusion services and resources available in Long Beach
- Inform the Long Beach social community about the digital equity and inclusion efforts that were implemented by highlighting the Long Beach Recovery Act community partners

Campaign Outreach Groups

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

Campaign Hashtags

#DIW2023 #LBRecovers #LBDigitalInclusion #digitalequityNOW #BuildingConnectedCommunities

Social Media Platforms

@LongBeachCity (City of Long Beach)

Facebook – 61.1k followers

Instagram – 51k followers

Twitter – 100.3k followers



Performance Indicators

Facebook Performance Indicators

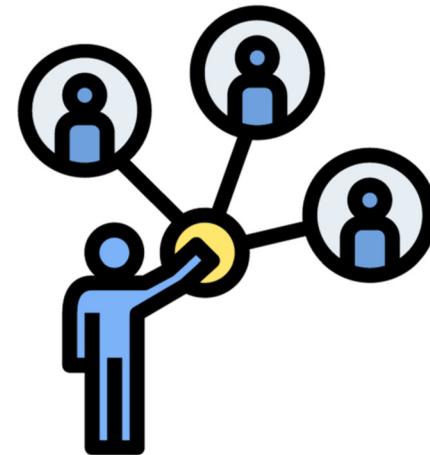
- Engagement
- Impressions
- People reached

Instagram Performance Indicators

- Engagement
- Impressions
- People reached

Twitter Performance Indicators

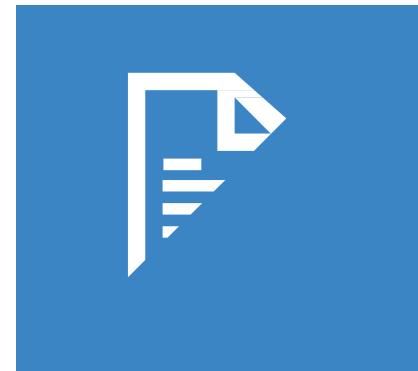
- Engagement
- Impressions



Campaign Activity #1 Press Release

Focus areas for the press release:

- Digital Inclusion Week overview and activities
- Highlight Recovery Act digital inclusion community partners and accomplishments
- Digital Inclusion Roadmap implementation



Campaign Activity #2 Spotlighting Digital Inclusion Resources and Services

Post daily social media content spotlighting digital inclusion resources and services.

- Affordable Connectivity Program (ACP)
- Long Beach Public Library: Tech To-Go Program
- Human-IT: Digital Literacy Training, low-cost devices and broadband internet services, and tech support
- Long Beach City College – Free Computer Courses
- Pacific Gateway (job preparedness services)
- Digital Inclusion Resources Hotline



Campaign Activity #3 Spotlighting Recovery Act Community Partners

Post daily social media content spotlighting the Recovery Act digital inclusion community partners who implemented in-person outreach and device distribution.

- Centro CHA
- 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)



Ask of Technology & Inclusion Commission

Please look out for our posts and share them with your networks.

Use the following hashtags:

#DIW2023 #LBRecovers #LBDigitalInclusion #digitalequityNOW
#BuildingConnectedCommunities



Thank You!

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