



## #SpeedTestKY Social Media Toolkit

Note: the following examples are suggestions. Feel free to personalize for your community's or organization's needs. We recommend weekly posts, then an increase in frequency in the run-up to the Feb. 18 deadline. Add pictures, relevant articles, and use the hashtags #TeamKentucky, #TogetherKY, and #SpeedTestKY to broaden and diversify our reach. Thank you for helping us expand broadband access in Kentucky!

- With countless Kentuckians working and learning from home, internet access is more important than ever. We need your help to build better broadband infrastructure with #SpeedTestKY. Expand access and test your internet speed at [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx).
- Many students will be distance learning this spring, and we know that thousands don't have internet in their homes. The Kentucky Broadband Speed Test will help find gaps in coverage so that our kids don't fall behind in school. Take the #SpeedTestKY at [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx).
- There is a digital divide in households across Kentucky - about 13,000 Kentucky students lack internet access at home. We have to do better by them. You can help us build a stronger network by taking the 30-second #SpeedTestKY at [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx).
- Internet access is now vital infrastructure in providing our students with a world-class education, no matter their zip code. To get broadband into every home across our state, we need your help. Expand access and test your internet speed at [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx). #SpeedTestKY
- With telework and telehealth now vital parts of our local economies, Kentucky is in urgent need of an update to its broadband maps. Help us by taking 30 seconds to complete the #SpeedTestKY by February 18. Expand access, test your speed at [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx).
- Kentuckians have until February 18 to take the Kentucky Broadband Speed Test. Doing so helps bring internet to families across the commonwealth, creating stronger economies and healthier communities. Expand access, test your speed. Visit [ewdc.ky.gov/Initiatives/Pages/KBI.aspx](http://ewdc.ky.gov/Initiatives/Pages/KBI.aspx). #SpeedTestKY