NCDIT | NORTH CAROLINA DEPARTMENT OF INFORMATION TECHNOLOGY

DIGITAL EQUITY SURVEY PROMOTIONAL TOOLKIT

Thank you for helping the N.C. Department of Information Technology's Division of Broadband and Digital Equity collect feedback on individuals' digital equity needs by inviting residents in your community to take the state's first Digital Equity Survey. The survey focuses on the accessibility and affordability of digital devices and the internet as well as digital skills needed to safely access online resources. Responses will help inform the N.C. Digital Equity Plan to better meet the needs of all North Carolinians.

The survey will take approximately 10 minutes to complete. All responses will be automatically captured as participants work through the survey. No data will be released or used that can identify participants. Participation is voluntary; respondents may choose not to answer any or all questions and may stop at any time.

Who should take the survey? We want all North Carolinians to take the survey, so please use the following toolkit to promote it far and wide.

Statement for Newsletters/Emails/Website

Help the state make plans to address accessibility and affordability of digital devices and the internet as well as digital skills for all North Carolinians. Please take the state's first Digital Equity Survey to share feedback that will help inform the N.C. Digital Equity Plan and how federal funds will be used for digital equity programs. Start the 10-minute survey now at https://go.ncsu.edu/DESurvey.

Social Media

Sample Twitter Posts

Take the @NCDIT Digital Equity Survey to share feedback on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Start the 10-min survey now: https://go.ncsu.edu/DESurvey.

Help @NCDIT collect information on the accessibility and affordability of devices and digital skills resources. Your input will help inform state plans to #closethedigitaldivide. Survey: https://go.ncsu.edu/DESurvey.

There's still time to take the @NCDIT Digital Equity Survey to share input on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Take the survey: https://go.ncsu.edu/DESurvey.

Sample Facebook/Nextdoor/LinkedIn Posts

Your input matters in closing the digital divide! Share your feedback on the accessibility

and affordability of devices and digital skills resources with the N.C. Department of Information Technology. Your input will help inform state digital equity plans. Start the 10-min survey now: https://go.ncsu.edu/DESurvey.

Tell the N.C. Department of Information Technology about your feedback on the accessibility and affordability of devices and digital skills resources with the N.C. Department of Information Technology. Your input will help inform state digital equity plans. Start the 10-min survey now: https://go.ncsu.edu/DESurvey.

There's still time to take the N.C. Department of Information Technology's Digital Equity Survey to share input on the accessibility and affordability of devices and digital skills resources to help inform state plans to close the digital divide and how federal funds will be used. Take the 10-minute survey now: https://go.ncsu.edu/DESurvey.

Links

We encourage all organizations that allow patrons or customers to use the internet at their site to set the survey link as the default home page on all available devices.

- Survey: https://go.ncsu.edu/DESurvey
- Details on BEAD and Digital Equity Planning: https://www.ncbroadband.gov/BEAD

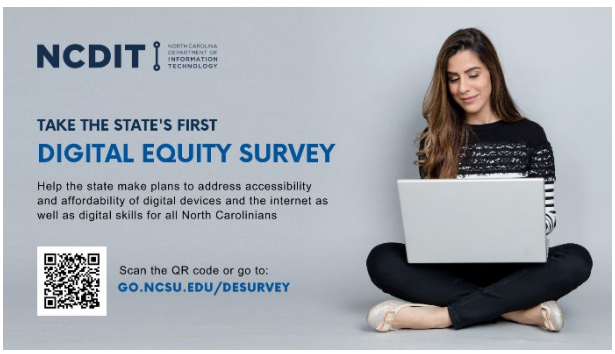
Email Signature

We encourage all organizations to share the survey in their email signatures via the sample text options below:

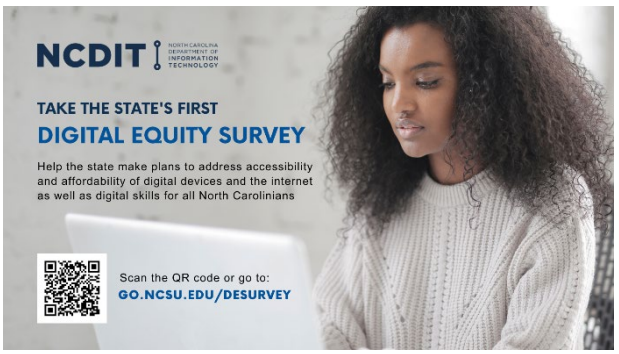
Take the state's first Digital Equity Survey at https://go.ncsu.edu/DESurvey.

Help the state make plans to address accessibility and affordability of digital devices and the internet as well as digital skills for all: https://go.ncsu.edu/DESurvey.

Graphics (Shared in Zip File Separately)



NCDIT | NORTH CAROLINA DEPARTMENT OF INFORMATION TECHNOLOGY



Printed Materials

Digital Equity Survey (Hard Copies Coming Soon)

- If you would like paper surveys with self-addressed, stamped envelopes, please send a requested via email to peer-team-fi@ncsu.edu.
- We can also send paper copies of the survey that may be collected, scanned, and emailed back to us.

Flyer (Electronic or Can Print and Post)

NCDIT NORTH CAROLINA DEPARTMENT OF INFORMATION TECHNOLOGY

TAKE THE STATE'S FIRST

DIGITAL EQUITY SURVEY

- Governor Roy Cooper has developed a comprehensive strategy to build digital equity across North Carolina, and the NCDIT Division of Broadband and Digital Equity is executing that strategy to ensure that all North Carolinians have access to an affordable, high-speed internet connection and have the devices and skills necessary to participate in the modern digital economy.

- The Digital Equity Survey focuses on the accessibility and affordability of digital devices and the internet as well as digital skills needed to safely access online resources. Your response will help ensure that we create an effective and comprehensive state digital equity plan that addresses the digital equity needs of all North Carolinians.

- **The survey will take approximately 10 minutes to complete.** All responses will be automatically captured as you work through the survey. No data will be released or used that can identify participants. Participation is voluntary; you may choose not to answer any or all questions and may stop at any time.

TO START THE SURVEY

Open the camera app on your phone and scan the QR code to the right. Then, click on the link that appears to access the Digital Equity Survey.

or go to **HTTPS://GO.NCSU.EDU/DESURVEY**

NCDIT | NORTH CAROLINA DEPARTMENT OF INFORMATION TECHNOLOGY

Bookmarks for Libraries