

DIGITAL OPPORTUNITY SURVEY PROMOTIONAL TOOLKIT

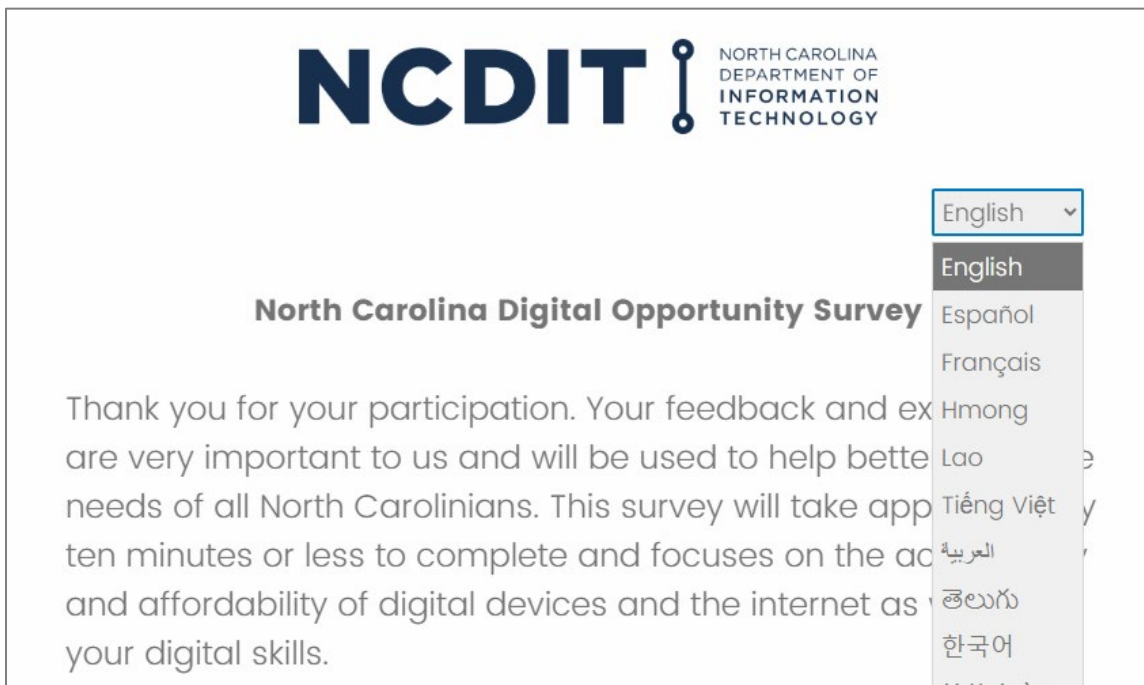
Thank you for helping the N.C. Department of Information Technology's Division of Broadband and Digital Opportunity collect feedback on individuals' needs by inviting residents in your community to take the state's Digital Opportunity Survey. We are partnering with NC State University's William & Ida Friday Institute for Educational Innovation on the survey which focuses on the accessibility and affordability of digital devices and the internet as well as digital skills needed for safe internet usage, workforce development, economic development, and Artificial Intelligence. Responses will help inform state plans to meet the needs of all North Carolinians.

The survey will take approximately 10 minutes to complete, and 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.

Languages Available

The survey is available in 10 languages - - to help reach as many North Carolinians as possible. You can set the language for the survey on the first page by clicking the dropdown as shown below.



Graphics

Graphics for newsletters, social media, website banners and emails are attached separately, along with a flyer that can be printed and posted.

Statement for Newsletters/Emails/Website

Help the state make plans to address North Carolinians' needs for computers, digital skills and affordable internet. Please take the state's Digital Opportunity Survey to share feedback that will help the state meet the needs of all North Carolinians. Start the 10-minute survey now at go.ncsu.edu/digitalsurvey.

Script for Calls

Our partners at the N.C. Department of Information Technology would love your feedback on your specific needs for access to an affordable computer, high-speed internet, and digital skills. Can you take 10 minutes for a survey that will help the state meet the needs of all North Carolinians?

Great! Go to go.ncsu.edu/digitalsurvey. *(Or offer to send them the link)*

Social Media

Sample Twitter Posts

1. Take the [@NCBroadband](https://go.ncsu.edu/digitalsurvey) Digital Opportunity Survey to share your feedback on the accessibility and affordability of computers, internet and digital skills resources to help inform state plans to meet the needs of all North Carolinians.

go.ncsu.edu/digitalsurvey

#ConnectNC

2. Help [@NCBroadband](https://go.ncsu.edu/digitalsurvey) collect information on the accessibility and affordability of computers, high-speed internet and digital skills resources. Your input will help inform state plans.

[Take the survey at go.ncsu.edu/digitalsurvey.](https://go.ncsu.edu/digitalsurvey)

#ConnectNC #DigitalOpportunity

3. There's still time to take the [@NCBroadband](https://go.ncsu.edu/digitalsurvey) Digital Opportunity Survey to share input on the accessibility and affordability of computers, internet and digital skills resources to help inform state plans to close the digital divide.

[Take the survey at go.ncsu.edu/digitalsurvey.](https://go.ncsu.edu/digitalsurvey)

Sample Facebook/Nextdoor/LinkedIn Posts

1. Your input matters in closing the digital divide! Share your feedback on the accessibility and affordability of computers, high-speed internet, and digital skills resources with the N.C. Department of Information Technology. Your input will inform state plans to meet the needs of all North Carolinians.

 Take the 10-min survey at go.ncsu.edu/digitalsurvey.

2. Tell the N.C. Department of Information Technology about your feedback on the accessibility and affordability of computers, high-speed internet, and digital skills resources with the N.C. Department of Information Technology. Your input will inform state plans to meet the needs of all North Carolinians.

 go.ncsu.edu/digitalsurvey

3. There's still time to take the N.C. Department of Information Technology's Digital Opportunity Survey to share input on the accessibility and affordability of computers, high-speed internet and digital skills resources to help inform state plans to close the digital divide and meet the needs of all North Carolinians.

 go.ncsu.edu/digitalsurvey

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: go.ncsu.edu/digitalsurvey.

Email Signature

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

Help the state address accessibility and affordability of computers, high-speed internet and digital skills for all. Take the Digital Opportunity Survey: go.ncsu.edu/digitalsurvey.

Printed Survey Options

- We can send paper copies of the survey that may be collected, scanned, and emailed back to us.
- We may also be able to provide paper surveys with self-addressed, stamped envelopes. Please send requests for either of these options to peer-team-fi@ncsu.edu.