**Press & Social Media Guide**

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**How to Leverage Press & Social Media**

Dear CompTIA DC Fly-In Participant:

An important part of CompTIA’s annual DC Fly-In is informing your local community about your advocacy efforts on key issues. After all, policymaking and advocacy takes place in communities around the country, not just in Washington, D.C. To that end, we have prepared the following draft and template materials that you can use as a guide for your own efforts.

* **Local Press Release** to announce to local or regional business and technology reporters your participation and recap key issues affecting the tech sector in the local economy.
* **Sample Letter to the Editor** that you can submit to your local newspaper and business journal to express your advocacy of key policy issues affecting the tech sector and your local economy.
* **Sample Blog Post** that you can publish to your company website or submit as a guest post to local newspapers, online publications and blogs.
* **Sample Social Media Posts** for you to post to your corporate or individual Twitter, Facebook and LinkedIn accounts or groups to let others in your networks know about your activities and views. These can link to CompTIA white papers, blog posts and other information explaining policy positions in more detail.

Both Congress and the White House have prioritized passing an “infrastructure package” to help modernize outdated infrastructure in a wide variety of sectors, including transportation, telecommunications, rural America, and energy. At the DC Fly-In, we’ll discuss how any infrastructure package should include funding for core emerging technologies that will help to build, secure, and advance our communities.

**If you are interested in active media outreach and need more assistance, please contact Roger Hughlett at rhughlett@comptia.org**. We will be happy to talk more with you about how you can leverage the CompTIA DC Fly-In for more press coverage.

Thank you for being an advocate for the tech sector.

See you at the 2019 CompTIA DC Fly-In!

**Sample Press Release**

# **[BUSINESS NAME] Meets with Members of Congress to Discuss Important Role Tech Companies Play in U.S. Economy**

## Emerging Tech Needs to Be Part of Federal Infrastructure Package

CITY, STATE, February 3, 2019 – This week, [BUSINESS LEADER] from [COMPANY: hyperlink company name to company website] joined other technology leaders from around the country at the CompTIA DC Fly-In to advocate on behalf of the nation’s technology sector through a series of meetings with Members of Congress on Capitol Hill.

CompTIA, the Computing Technology Industry Association, through its advocacy arm, champions member-driven business and IT priorities that impact all information technology companies – from small managed solutions providers and software developers to large Internet companies, equipment manufacturers, and communications service providers.

As a CompTIA DC Fly-In participant, [LEADER] will meet with [If more than one meeting, Congressional representatives including [NAMES OF LOCAL REPRESENTATIVES or if only one meeting, NAME OF LOCAL REPRESENTATIVE] to focus their attention on the creation of an infrastructure package that would help to modernize outdated infrastructure in a wide variety of sectors, including transportation, telecommunications, rural America, and energy.

“Innovative emerging technologies can help to increase efficiencies and effectiveness within existing infrastructure and set the foundation for future innovation and advancement, said [LEADER]. “We believe that any infrastructure package should include funding for core emerging technologies that will help to build, secure, and advance our communities. We urge Congress to include specific funding for technologies that will complement and enhance any physical infrastructure investments.”

“We look forward to a productive 2019 and remain encouraged by the conversations on Capitol Hill about the critical issues facing our industry in the United States,” said Todd Thibodeaux, president and CEO of CompTIA. “We will continue to work closely with congressional leaders to push legislation that boosts the digital economy and fosters American innovation.”

The CompTIA DC Fly-In runs February 5-6, 2019. For more information on CompTIA’s advocacy efforts, visit <https://www.comptia.org/advocacy>.

**About [YOUR COMPANY]**

[Insert short summary of the company]

**About CompTIA: Advancing the Global Technology Industry**

The Computing Technology Industry Association (CompTIA) is the leading voice and advocate for the $1.5 trillion U.S. information technology ecosystem; and the more than 35 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world’s economy. Through education, training, certifications, advocacy, philanthropy, and market research, CompTIA is the hub for advancing the tech industry and its workforce.

**About CompTIA Public Sector & Advocacy: Bridging the Tech Ecosystem and Government**

Through our Public Sector and Advocacy arm, CompTIA champions industry innovation, a skilled workforce and solutions that drive business. We advocate on behalf of a diverse technology sector through public affairs efforts at the federal, state, local and international levels and through exclusive public sector councils. We bridge the tech ecosystem and government impacting all technology companies — from small solution providers and software developers to the world’s largest manufacturers and communications service providers. CompTIA gives eyes, ears and a voice to technology companies, informing them of policy developments – and providing the means to do something about it.

**Sample Letter to the Editor**

**TOPIC: FEDERAL INFRASTRUCTURE PACKAGE**

Dear Editor,

As Congress considers an infrastructure package, it is critical that [YOUR MEMBERS OF CONGRESS] keep the IT industry’s needs in mind. Next week I will be in Washington, D.C. for an exclusive two-day event organized by CompTIA, which advocates on behalf of the tech community. I will have the opportunity to meet with our elected members of Congress to make sure our leaders understand that it is important to address the availability and delivery of broadband communications.

We will urge Congress to include specific funding for technologies that will complement and  
enhance any physical infrastructure investments.

We support policies that improve broadband competition by encouraging and removing barriers to the deployment of high-speed broadband networks.

We promote policies to wire more American communities and to increase broadband adoption and advocate for policies to make more spectrum available for both licensed and unlicensed use. Specifically, we advocate for implementing incentives to encourage government spectrum users to share, sell or lease their spectrum.

The bottom line is that any modern infrastructure should focus on improving and expanding broadband connectivity, using smart technologies to enhance public utilities, promoting cyber solutions to secure the nation’s energy grid, and supporting smart transportation solutions to maximize efficiency and safety of our roads, bridges, railways and airports.

As we deploy smart infrastructure technology across the transportation, water, and energy ecosystems,  
we should not do so in a siloed fashion.

Congress should work to create an infrastructure funding package that supports core emerging technologies that will help to build, secure, and advance our communities.

Sincerely,

[NAME]

**Sample Social Media Posts**

Hashtag: #CompTIADCFlyIn

**Before Fly-In**

• I’ll be at the @CompTIAAdvocacy #CompTIADCFlyIn Feb 5-6 to talk #tech policy priorities. Stay tuned for updates from #DC.

• Heading to #DC tomorrow to the @CompTIAAdvocacy #CompTIADCFlyIn to advocate for better tech #infrastructure, #cybersecurity, #privacy, among other key tech issues.

• Excited to meet with @CONGRESSIONAL LEADER to discuss #broadband, #smartcities #ITSkillsGap, #workforcedevelopment, #cybersecurity, #globaltrade, #CompTIADCFlyIn

**At Fly-In**

*Please post photos on Twitter while you are taking part in the DC Fly-In.*

• Just kicked off the #CompTIADCFlyIn. Excited to champion vital #tech policy priorities like #infrastructure #smartcities #cybersecurity #workforce.

• Working with @CONGRESSIONAL LEADER @CompTIAAdvocacy #CompTIADCFlyIn to advocate for #technology and better #infrastructure using #tech.

• I’m at the @CompTIAAdvocacy #CompTIADCFlyIn with @CONGRESSIONAL LEADER advocating on behalf of #tech for #infrastructure #funding.

• At the @CompTIAAdvocacy #CompTIADCFlyIn meeting with other #tech advocates and Congressional lawmakers.

• At the @CompTIAAdvocacy #CompTIADCFlyIn. Great opportunity to chat with fellow colleagues about #tech policy issues.

**After Fly-In**

• Back from #DC after the @CompTIAAdvocacy #CompTIADCFlyIn. Great conversations about issues affecting #tech and #infrastructure.

• Appreciate the time taken by @CONGRESSIONAL LEADER last week to meet with us on key #tech policy issues. #CompTIADCFlyIn

**Sample Blog Post**

**My Message to Washington: Technology Is Key to Nation’s Success**

I recently joined forces with other tech leaders from around the country in Washington, D.C., to speak with Members of Congress about issues that are critical to the future of my business and the overall tech industry.

We were in the nation’s capital as part of CompTIA’s annual DC Fly-In. CompTIA, the Computing Technology Industry Association, represents technology companies of all sizes and is committed to expanding market opportunities, helping companies create jobs, and enhancing the competitiveness of the U.S. technology industry around the world.

While in Washington I visited [CONGRESSIONAL LEADER]’s office to advocate for the inclusion of emerging technologies into any federal funding package for improving the nation’s infrastructure.

Both Congress and the White House have prioritized passing an “infrastructure package,” which would help to modernize outdated infrastructure in a wide variety of sectors, including transportation, telecommunications, rural America, and energy. Innovative emerging technologies  
can help to increase efficiencies and effectiveness within existing infrastructure and set the foundation  
for future innovation and advancement.

We believe that any infrastructure package should include funding for core emerging technologies that will help to build, secure, and advance our communities.

An infrastructure package should focus on improving and expanding broadband connectivity, using smart technologies to enhance public utilities, promoting cyber solutions to secure the nation’s energy grid, and supporting smart transportation solutions to maximize efficiency and safety of our roads, bridges, railways and airports.

As we deploy smart infrastructure technology across the transportation, water, and energy ecosystems,  
we should not do so in a siloed fashion.

Congress should work to create an infrastructure funding package that supports core emerging technologies that will help to build, secure, and advance our communities.