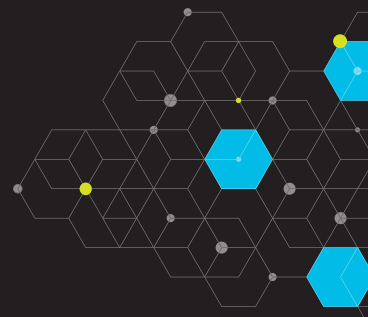# SMART RURAL COMMUNITY SOCIAL MEDIA KIT

Celebrate your success with these assets specifically affiliated with the Smart Communities brand.

Congratulations on being a Smart Community provider! Now that your company is a member of this innovative national program, it's time to spread the word. The following is a social media kit that includes Smart Community graphics along with suggested posts to share across your social media channels. These messages are organized by the branding activities you might take with your designation as a Smart Community provider and our informational messages about how smart communities support health care, education, agriculture, small business economic development and rural broadband advocacy.

Suggested Posts

We encourage you to tailor all social posts about NTCA's Smart Communities to your community audience; however, this social media kit includes several suggested posts to use as evergreen content or as a launch point for more tailored material in conjunction with any of the included graphics or videos.

BRANDING MESSAGES

Use these messages to amplify the Smart Rural Communities brand and share how your community is part of this national network. These can be used in conjunction with the "Proud to be a New Smart Rural/Connected/Tribal Community Provider" graphics.

- Have you heard? **[name of community]** is now a Smart Rural Community—proudly served by **[name of telco]**.
- Extra! Extra! **[name of community]** is now a Smart Rural Community—proudly served by **[name of telco]**.
- Community connections brought to you by **[name of telco]**. Proud to serve a Smart Rural/Connected/Tribal Community. #NTCASmart.
- Smart Rural Communities are where connected classrooms and virtual health clinics become a reality. Proudly served by **[name of telco]**.
- A Smart Community is about connection–neighbors to friends, teachers to students, doctors to patients. Connected by fiber broadband, we can achieve more together.

INFORMATIONAL MESSAGES

Use these messages to inform your audiences about the benefits of connectivity and robust fiber optic networks for a variety of uses. These can be used in conjunction with the themed graphics in the social media kit.

- Health Care
  - **[Company name]** is proud to be a #SmartRuralCommunity provider, enabling state-of-the-art telehealth services throughout **[community name]**. We thank all our local health care heroes who do such great work to keep us healthy! #powerofrural
- Education
  - **[Company name]** is proud to be a #SmartRuralCommunity provider, serving **[x]** schools with robust broadband service. Connected by fiber broadband, students and teachers can achieve more.
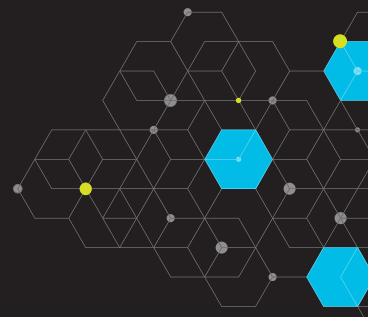
- Agriculture
  - **[Company name]** is proud to be a #SmartRuralCommunity provider, enabling precision agriculture and improving efficiencies and empowering farmers to make better production decisions.
- Small business economic development
  - **[Company name]** is proud to be a #SmartRuralCommunity provider, expanding telework and job opportunities in **[name of community]** and increasing local wage and tax revenues.
- Advocacy

  Smart Communities offers a powerful advocacy brand that you can use to share your story with legislators and policymakers. Set a meeting with local or state elected officials to present them with a Smart Rural Community, Smart Connected Community or Smart Tribal Community certificate recognizing their status and amplify it on social media.

  - **[Company name]** thanks **[name of elected official]** for visiting and helping us celebrate that **[name of community]** is a nationally recognized #SmartRuralCommunity.

Handles and Hashtags

HASHTAGS

The following is a list of common hashtags associated with NTCA's Smart Communities brand, and several consistently trending hashtags to add to posts when appropriate. We especially encourage the use of #NTCASmart as the primary hashtag for the program.

- #NTCASmart
- #SmartRuralCommunity
- #MotivationMonday
- #TuesdayThoughts
- #WednesdayWisdom
- #ThankfulThursday
- #FeelGoodFriday

HANDLES (TAGGING)

Be sure to include the handle of any company or person mentioned in your posts to generate more engagement. For example, always include the handles @NTCAconnect on Twitter and @NTCARuralTelecom on Facebook so we can amplify your message.

We also suggest tagging your local and state representatives in posts that announce your status as a Smart Rural Community and posts that showcase the great work you do for the community.