SAMPLE SOCIAL MEDIA POST CAPTIONS FOR INCENTIVE ANNOUNCEMENT

TWITTER

- [LIBRARY] is proud to be among the 160 libraries selected by @ALA_PLA for the Digital Literacy Workshop Incentive, supported by @ATTimpact! We are so excited to host digital literacy training in our community to help close the #DigitalDivide. [LINK TO PRESS RELEASE OR NEWS ARTICLE, ATTACH TWITTER GRAPHIC BELOW]

- [LIBRARY] is among 160 public libraries selected for the @ALA_PLA Digital Literacy Workshop Incentive, supported by @ATTimpact! Stay tuned for more info on our upcoming fall [COURSES/PROGRAMS/WORKSHOPS] to help close the #DigitalDivide in [TOWN/CITY]. [LINK TO PRESS RELEASE OR NEWS ARTICLE, ATTACH TWITTER GRAPHIC BELOW]

FACEBOOK/INSTAGRAM

- Have you heard the news? [LIBRARY] is proud to be among the 160 libraries selected by @ALA_PLA for the Digital Literacy Workshop Incentive, supported by AT&T. We are so excited to host digital literacy training in our community to help close the #DigitalDivide. [LINK TO PRESS RELEASE, ATTACH GRAPHIC BELOW]

- We are so excited to share that we are among 160 public libraries selected for the @ALA_PLA Digital Literacy Workshop Incentive, supported by @ATTimpact! Stay tuned for more info on our upcoming fall [COURSES/PROGRAMS/WORKSHOPS] to help close the #DigitalDivide in [TOWN/CITY]. [LINK TO PRESS RELEASE OR NEWS ARTICLE, ATTACH GRAPHIC BELOW]
Social Media Graphics

Right click on an image to save to your computer. You may edit these as you see fit to include your logo or other details. Please keep the PLA and AT&T logos.

For Facebook or Twitter:

For Instagram
SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Editor: Please do not edit out PLA or AT&T sections at the end.

Contact:
[CONTACT NAME]
[CONTACT TITLE]
[LIBRARY NAME]
[PHONE]
[EMAIL]

[LIBRARY] among 160 libraries nationwide to conduct digital literacy trainings funded by PLA Digital Literacy Workshop Incentive, supported by AT&T

[CITY] — [LIBRARY] is among over 160 public libraries nationwide awarded funding by the Public Library Association (PLA) to conduct digital literacy workshops using Digitallearn.org resources. The PLA Digital Literacy Workshop Incentive, supported by AT&T, provides support to libraries of all sizes to conduct digital literacy training in their communities and help close the digital divide.

[Include 1-3 sentences here about LIBRARY’s plans to use the funds and/or relevant statistics.]

[Include quote from Director or representative of LIBRARY.]

“The mission of libraries has always been about equitable access to information, literacy, learning, and culture. In the age of COVID-19, this mission has only become vital as libraries have played a critical role in keeping communities connected and online,” said PLA President Maria McCauley. "A 2020 PLA survey found that about 88% of public libraries provide some form of digital literacy support, but only 42% offer formal classes. Staffing and funding were the top barriers to providing technology training. AT&T’s investment with PLA and public libraries nationwide will boost access to digital literacy skills for the most vulnerable in our communities.”

PLA’s free training site, Digitallearn.org, helps community members build skills and confidence using technology. [LIBRARY] will help patrons utilize these resources in an upcoming workshop that will be conducted [ONLINE AND/OR IN PERSON] at [LOCATION] on [DATE]. More details will be announced this fall.

About [LIBRARY]
[LIBRARY description]

About the Public Library Association
The Public Library Association (PLA) is the largest association dedicated to supporting the unique and
evolving needs of public library professionals. Founded in 1944, PLA serves nearly 9,000 members in public libraries large and small in communities across the United States and Canada, with a growing presence around the world. PLA strives to help its members shape the essential institution of public libraries by serving as an indispensable ally for public library leaders. For more information about PLA, contact the PLA office at 1 (800) 545-2433, ext. 5PLA, or pla@ala.org.

About Philanthropy & Social Innovation at AT&T
We’re committed to advancing education, creating opportunities, strengthening communities, and improving lives. As part of our companywide $2 billion commitment from 2021–2023 to address the digital divide, we launched AT&T Connected Learning to invest in connectivity and technology, digital literacy, and education solutions. We aim to help today’s learners succeed inside and outside of the classroom. Since 2008, we’ve committed more than $600 million to programs that help millions of students across all 50 states and around the world, particularly those in underserved communities.

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