



Free Geek TechNOW Campaign

Business Supporter Social Media Toolkit

Business Social Toolkit Overview

Thank you for joining us as a TechNOW Business Supporter! **This social media toolkit will help you promote the TechNOW campaign and community drop site locations on social media with your employees, clients, customers, members and fans!**

The toolkit includes:

- About TechNOW
- Partner accounts and hashtags
- Suggested timeline
- Social content
- Image library

You are welcome to get creative in your communications, the social timeline and content in this toolkit are intended to serve as a starting point. You can also promote the entire campaign or choose one specific drop site location to promote with your audience.

If you need additional assets, please reach out to [Donna Maleki](#).

About the TechNOW Campaign

WHAT: In partnership with Free Geek, the business community is uniting to launch the [TechNOW Campaign](#) - a series of contactless drive-through technology collection sites across the Portland Metro region over a two-week period beginning on May 27.

WHY: Current estimates show that more than 75,000 computers are needed by students across Oregon to support distance learning (not to mention additional essential needs like telehealth). That means tens of thousands of students are unable to access online learning, have limited ability to connect with teachers, cannot socialize with friends and more. As we look at the long term impacts of COVID-19 on our community and potential distance learning needs going into the fall, giving families access to technology is a lifeline to help students continue their educations and ensure that every child has the tools they need to thrive through this crisis.

WHO: Intel, First Tech Credit Union, Oregon Business Council – **and hopefully you!** View the full list of [participating business coalitions and businesses](#).

- Since the pandemic, **demand for used laptops has spiked by nearly 4,000%**, from about 300 requests per month to 3,000 per week.
- It's estimated that **more than 75,000 students in Oregon don't have access to a computer** to engage in distance learning.

Partner Accounts and Hashtags

Campaign Site: <https://www.freegeek.org/TechNOW>

Campaign Hashtag: #TechNOW

Campaign Organizers:

- Intel: @Intel (External) @WeAreIntel (Internal); #WeAreIntel
- First Tech Credit Union: @FirstTechFed; #FirstTechFed
- Oregon Business Council: N/A
- Free Geek: freegeekmotherhip (FB) freegeekpdx (TW) #StayConnected

Campaign Coalition Partners:

- Portland Business Alliance: @PDX_BizAlliance (TW) @PortlandBusiness (FB)
- Technology Association of Oregon: @TechOregon
- Oregon Business & Industry: @OregonBusinessIndustry (FB) @OBIOregon (TW)
- Oregon Business Council: N/A



Suggested Social Timeline

	Social Media Post #1	Social Media Post #2	Social Media Post #3
Social Post Date	At anytime	Week of May 25	Week of May 25

Social Media Post #1

Post at anytime

Since schools closed, demand for used laptops in our state has spiked by nearly 4,000 percent. Join us in supporting the #TechNOW drive to collect used devices to help meet this need. You can help by participating in one of the many contactless drop-sites. For more information, visit: <https://bit.ly/2LsdR08>
@Intel @FirstTechFed @FreeGeek

Social Media Post #2

Post the week of May 25

If you have a laptop that has been collecting dust at home, stop by one of the many #TechNOW contactless drop-sites starting this week. With your help, we hope to help students across Oregon close the digital divide. For more information, visit: <https://bit.ly/2LsdR08>
@Intel @FirstTechFed @FreeGeek

Social Media Post #3

Post the week of May 25

More than 75,000 students across Oregon don't have the technology they need to participate in distance learning. It's time to close this digital divide which is why we're supporting the #TechNOW initiative in Oregon.

For more information, visit: <https://bit.ly/2LsdR08>

@Intel @FirstTechFed @FreeGeek

Image Library

Download campaign imagery [here](#).

