



Free Geek TechNOW Campaign

Business Drop Site Social Media Toolkit - April 2021

Business Drop Site Toolkit Overview

Thank you for serving as a TechNOW Drop Site! **This social media toolkit will help you promote your drop site location** on Twitter, Facebook and LinkedIn. Keep in mind that Free Geek, media partners, and other businesses will simultaneously help promote the TechNOW campaign and your drop site.

The toolkit includes:

- About TechNOW
- Partner accounts and hashtags
- Suggested timeline
- Social content
- Image library and link to Ad Spot

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.

If you need additional assets, please reach out to [Charlie D'ave](#).

About the TechNOW Campaign

WHAT: In partnership with Free Geek, the business community is uniting to host a series of contactless drive-through technology collection sites across the Portland Metro and Vancouver region over a one month period beginning on April 3rd.

WHY: Last year more than 75,000 students across Oregon were without devices to support distance learning (not to mention additional essential needs like telehealth). Although some students will return to in-person classes in April, the hybrid educational model still leaves students without computers unable to finish their assignments outside of school hours. In addition, as younger students begin to return to school at this time, many middle school and high school students are still in full time online schooling until it is fully safe to return to class. As we look at the long term impacts of COVID-19 on our community, giving families access to technology is a lifeline to help students continue their education and ensure that every child has the tools they need to thrive through this crisis.

WHO: First Tech, Intel, Rose Quarter & Portland Trail Blazers, HP Inc., Washington Square Mall, The Gardner School of Arts & Sciences, Re/Max Equity Group and Shred

- At the beginning of the pandemic, **demand for used laptops spiked by nearly 4,000%**, from about 300 requests per month to 3,000 per week.
- Free Geek currently distributes about 150 to 300 laptops a week

Partner Accounts and Hashtags

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

Campaign Hashtag: #TechNOW

Campaign Organizers:

- First Tech Credit Union: @FirstTechFed; #FirstTechFed
- Free Geek: freegeekmotherhip (FB) freegeekpdx (TW) #StayConnected

Campaign Drop-site Partners:

- Intel: @Intel (External) @WeAreIntel (Internal); #WeAreIntel
- Rose Quarter & Portland Trail Blazers
- Gardner School of Arts & Sciences: #thegardnerdifference
- Washington Square Mall
- HP Inc.
- Re/Max Equity Group and Shred



Suggested Social Timeline

	Social Media Post #1	Social Media Post #2	Social Media Post #3	Social Media Post #4	Social Media Post #5
Social Message	<i>Partnership Announcement</i>	<i>Reminder 1</i>	<i>Reminder 2</i>	<i>Reminder 3</i>	<i>Results</i>
Social Post Date	As soon as partnership is confirmed	Three days prior to Drop-Off	Day Before Drop-Off	Day of Drop-Off	Day after Drop-off

Social Media Post #1

Post as soon as the partnership is announced

Last year more than 75,000 students across Oregon were without devices to support distance learning. Although some students will return to in-person classes in April, the hybrid educational model still leaves students without computers, unable to finish their assignments outside of school hours. It's time to close this digital divide which is why we're proud to announce our partnership with the #TechNOW initiative in Portland and Vancouver. We're holding a tech drive at our [location, on April XX].

For more information, visit: [Free Geek TechNOW Drive](#)
@FirstTechFed @FreeGeek

Social Media Post #2

Post three days prior to drop-site date

Although some students will return to in-person classes in April, the hybrid educational model still leaves students without computers and unable to finish their assignments outside of school hours. Join us this [Saturday/Sunday as our location] transforms into a drop site for the #TechNOW tech drive in Portland and Vancouver. Thank you to our partners, and @FirstTechFed, as well as @FreeGreek that will be refurbishing all of the devices. For more information, visit: <https://bit.ly/2LsdR08>

Social Media Post #3

Post the day before your drop-site date

The hybrid educational model still leaves students without computers, unable to finish their assignments outside of school hours. Tomorrow we're partnering with the #TechNOW drive to collect used devices to help meet this need. You can help by participating in a contactless drop site at our [location between HOURS] tomorrow. For more information, visit: <https://bit.ly/2LsdR08>
@FirstTechFed @FreeGeek

Social Media Post #4

Post the day of your technology drop-off

Today is the day! If you have a laptop that has been collecting dust at home, stop by our [location between HOURS] to participate in today's #TechNOW drive. With your help, we hope to help students across Portland and Vancouver close the digital divide. @FirstTechFed @FreeGeek

Social Media Post #5

Day after your technology drop-off

We're proud to report that we collected [## devices] at yesterday's #TechNOW drive. With your help, we hope to meet the online learning needs of thousands of students in Portland and Vancouver @FirstTechFed @FreeGeek

Image Library

Download campaign imagery [here](#).
Link to KGW Ad Spot [here](#).

