

How to Leverage Press and Social Media

Dear CompTIA DC Fly-In Participant:

The 2017 DC Fly-In will be here before we know it! The main purposes of the Fly-In is for you to learn more about the policymaking environment in Washington, DC, meet your elected officials and other policymakers and, of course, advocate for federal policies that benefit the IT community.

Our top issues as we prepare for the 2017 legislation season are: IT workforce development, cybersecurity, privacy, tax reform, broadband access, the use of new and emerging technologies and global trade are central to our industry.

An important part of the 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 the Capitol. 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 your local business and technology reporters your participation and recap key issues affecting the tech sector and your local economy.
- Sample letters to the editor that you can submit to your local paper and business journals to express your advocacy of key policy issues impacting the tech sector and your local economy.
- Sample blog posts that you can post to your company website or submit as a guest post to local newspapers, online hubs and blogs (including our issue one-pagers that can be found within this briefing book.)
- Sample social media posts for you to post to your corporate or individual Twitter, Facebook and LinkedIn accounts or groups to let others know about your activities and views. These can link to CompTIA white papers, blog posts and other information explaining policy positions in more detail.

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

Thank you for being an advocate for the tech sector. See you at the 2017 CompTIA DC Fly-In!

Sample Press Release

[LOCAL BUSINESS LEADER] Heads to DC to Advocate for IT Sector

Workforce Development, Cybersecurity, Privacy, Tax Reform, Broadband Access, New and Emerging Technologies and Global Trade are central to our industry

CITY, STATE, February 13, 2017 – This week, [BUSINESS LEADER] from [COMPANY: [hyperlink company name to company website](#)] joined the CompTIA DC Fly-In to advocate for IT sector priorities on Capitol Hill during the association’s annual Fly-In to Washington, DC. 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] met with [If more than one meeting: [Congressional representatives including](#)] [LOCAL REPRESENTATIVE] to focus their attention on policies that develop skills for the 21st century workforce, advance tax and regulatory policies that spur innovation, lead in secure internet-based platform technologies, support new and emerging technology platforms through policies, address availability and delivery of broadband communications and expand markets and advocate for sensible rules of global trade.

“Innovation in the tech sector is a key force behind a strong 21st century economy and Congress should prioritize issues that affect technology companies,” said [LEADER of COMPANY]. “One of the most important issues facing the technology industry today is the availability of a skilled workforce. We shared with our elected officials the importance of internships and apprenticeships as an avenue to train the next generation of IT workers and incentivize educators, students, and employers to adopt alternative education models that will spur economic growth.”

“We look forward to the 2017 legislative agenda and remain encouraged by the conversations on Capitol Hill about issues critical to our membership,” said Todd Thibodeaux, president and CEO of CompTIA. “We will work closely with congressional leaders to push legislation that boosts the digital economy and fosters American innovation.”

[This section is for including more personalized information about a specific issue area that you may want to focus on.] In addition, [LEADER] is concerned about [SPECIFIC ISSUE] that directly affects [COMPANY].

The Fly-In runs February 14-15, 2017. For more information on CompTIA’s advocacy efforts, visit <https://www.comptia.org/advocacy>.

About [YOUR COMPANY]
[Insert short summary of the company]

CompTIA: Building the Foundation for Technology’s Future

The Computing Technology Industry Association (CompTIA) is the world’s leading technology association, with approximately 2,000 member companies, 3,000 academic and training partners, over 100,000 registered users and more than two million IT certifications issued. CompTIA’s unparalleled range of programs foster workforce skills development and generate critical knowledge and insight – building the foundation for technology’s future. Visit CompTIA online, Facebook, LinkedIn and Twitter.

About CompTIA Advocacy

Through its advocacy arm, CompTIA champions member-driven business and IT priorities that impact all information technology companies – from small managed solutions providers and software developers to large equipment 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 Letters to the Editor

Dear Editor,

The information technology industry relies on a robust and innovative workforce that allows companies like mine to grow and stay ahead of the curve. Many of these companies across the country struggle to find the qualified talent needed to fill open positions. With the growing demands on cybersecurity, the internet of things, and our overall reliance on technology these skilled workers are going to be in even higher demand in years to come. Next week I will be in Washington, DC for a “Fly-In” organized by CompTIA which advocates on behalf of the tech community. I will have the opportunity to meet with our elected members of Congress and share my concerns about our next generation of IT workforce.

Many of the skills necessary to fill these high-skilled positions do not require a four-year degree but rather can begin in K-12, continue into community college and include a variety of industry recognized certifications. We plan to share a plan with our Congressmen about the need to incentivize educators, students, and employers to adopt alternative education models that include industry-led work-based learning helping to fill job openings and spur economic growth. I am looking forward to working with our Congressional leaders to find a solution to our growing IT skills gap problem.

Dear Editor,

As Congress begins their new session it is important they understand the importance of high-skilled immigration reform. We continue to educate and train some of the best and brightest in the world only to send them back to their home country to develop future technologies. Next week I will be in Washington, DC for a “Fly-In” organized by CompTIA which advocates on behalf of the tech community. I will have the opportunity to meet with our elected members of Congress and share my concerns about this growing problem and a need for a permanent solution.

Any immigration reform legislation should make it easier for businesses to recruit and retain high-tech workers in an effort to close the skills gap and remain globally competitive. Our immigration system is severely limiting our ability to attract and retain the high skilled talent who help drive innovation and growth for our nation’s economy. The preferred and lasting path to high skilled immigration reform must be for Congress and the White House to work together to introduce and pass legislation that addresses an insufficient number of temporary work visas and employment-based green cards. Additionally, such legislation must recognize the role that foreign-born entrepreneurs play in our ecosystem and encourage them to thrive and create new businesses and jobs.

Congress and the new Administration need to keep high-skilled, foreign-born talent in the U.S. to help spur innovation and build our local economies and move forward in this 21st century.

Dear Editor,

IT economic expansion rests on the creation of new and innovative business models that leverage Internet-based platforms that are trusted, secure and accessible.

As Congress considers cybersecurity legislation during 2017, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] keep our needs in mind. Next week I will be in Washington, DC for a "Fly-In" 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 lead in secure Internet-based platform technologies.

The threats to our nation's critical infrastructure are continually growing, and our capacity as a nation to protect U.S. critical infrastructure from cyber attacks must remain at the forefront of governing. Recent high-profile attacks promulgated by nation-states and terror organizations only increase the urgency to improve our national threat awareness and cybersecurity readiness.

As Congress starts to consider cybersecurity, we support a more robust approach to punishing criminals by giving law enforcement the tools needed to deter and defend against the theft of identity, as well as proprietary and financial information. We support the inclusive nature of the plan that will extend threat-sharing beyond organizations with adequate resources and to reach small- and medium-sized businesses that support the critical infrastructure supply chain.

We also feel that organizations acting in good faith should be incentivized to partner with the federal government – who has the ultimate responsibility of safeguarding personal data when disseminating threat codes.



Dear Editor,

Advancements in cloud computing, mobility, M2M, unified communications platforms, and other Internet-based applications are rapidly creating new opportunities for economic advancement while also raising a host of new public policy considerations.

As Congress supports new and emerging technology platforms through thoughtful policy during 2017, it is important that Congressional leaders keep our needs in mind. Next week I will be in Washington, DC for a "Fly-In" 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 support new and emerging technology platforms.

We encourage Congress to support industry-led standards for consumer data privacy as opposed to passing legislation mandating specific regulations on data collection, usage and storage.



Dear Editor,

The Internet is the infrastructure of the global economy. To ensure innovation, economic growth, and social interaction, it is imperative that we keep the Internet open, encourage deployment of new, faster broadband networks and find ways to get more Americans online.

As Congress considers broadband legislation during 2017, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] keep our needs in mind. Next week I will be in Washington, DC for a "Fly-In" 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 support transparency, no-blocking and non-discrimination rules Under Sec. 706 of the Communications Act or through Congressional action. We support policies that improve broadband competition by encouraging and removing barriers to the deployment of high-speed broadband networks.

We promote policies to get more Americans online 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.



Dear Editor,

Approximately 95% of the global market resides outside of the United States and yet just 1% of U.S. businesses export to those markets. The rules of trade – export and customs regulations, fair and reciprocal treatment, transparency – impact the flow of goods and services that make up the supply chain of technology products that meet the needs of businesses and consumers.

As Congress considers global trade legislation during 2017, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] keep our needs in mind. Next week I will be in Washington, DC for a "Fly-In" 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 the need to expand markets and advocate for sensible rules of global trade.

We support trade policies that create a level playing field for technology companies to compete in the global marketplace and provide their goods and services to consumers at home and abroad.



Sample Social Media Posts

HASHTAG: #CompTIAFlyIn

Twitter

Before Fly-In

- I'll be at the **@CompTIAAdvocacy #CompTIAFlyIn** Feb 14-15 to talk #IT policy priorities. Stay tuned for updates.
- Heading to #DC tomorrow to the **@CompTIAAdvocacy #CompTIAFlyIn** to advocate on #ITSkillsGap, among other key tech issues.
- Looking forward to the **@CompTIAAdvocacy #CompTIAFlyIn** Feb 14-15 to meet lawmakers who make long-lasting impact on #tech
- Excited to meet with **@CONGRESSIONAL LEADER** to discuss #ITSkillsGap, #workforcedevelopment, #cybersecurity, #broadband, #globaltrade, **#CompTIAFlyIn**

At Fly-In

Feel free to tweet a picture you may take at the Fly-In along with these tweets.

- Just kicked off the **#CompTIAFlyIn**. Excited to champion vital #IT policy priorities like #ITSkillsGap.
- Working with **@CONGRESSIONAL LEADER @CompTIAAdvocacy #CompTIAFlyIn** to advocate for #IT
- I'm at the **@CompTIAAdvocacy #CompTIAFlyIn** with **@CONGRESSIONAL LEADER** advocating on behalf of #IT. Tweet me your questions!
- How would you rate the #Congress and what can it do to be more effective for #IT industry? **#CompTIAFlyIn**
- At the **@CompTIAAdvocacy #CompTIAFlyIn** meeting with other #IT advocates and Congressional lawmakers.
- If you had the chance to sit down with **@CONGRESSIONAL LEADER** and talk about one key issue, what would it be? **#CompTIAFlyIn**
- At the **@CompTIAAdvocacy #CompTIAFlyIn**. Great opportunity to chat with fellow colleagues about #IT.

After Fly-In

- Back from #DC after the **@CompTIAAdvocacy #CompTIAFlyIn**. Great conversations about issues affecting #tech company's
- Reflecting on a productive **@CompTIAAdvocacy #CompTIAFlyIn** in DC last week – what are the most important issues affecting #IT businesses in **[YOUR STATE]**?
- Appreciate the time taken by **@CONGRESSIONAL LEADER** last week to meet with us on key #IT policy issues. **#CompTIAFlyIn**

LinkedIn/Facebook

Note, that LinkedIn doesn't support hashtags, so you can delete the "#" in the posts.

For use before the Fly-In:

- While at the **@CompTIAAdvocacy #CompTIAFlyIn** in DC **[NEXT WEEK]**, I plan on meeting with **@CONGRESSIONAL LEADER** to discuss **[ISSUE]**. What is your top IT policy priority?
- I'm going to the **@CompTIAAdvocacy #CompTIAFlyIn** on behalf to discuss how new tax provisions should support innovation and access to capital #ITSkillsGap #innovation



Sample Blog Posts

[COMPANY/NAME AND/OR TITLE OF FLY IN ATTENDEE] Visits Washington to Champion IT Industry Priorities

Businesses like mine are the lifeblood of our national economy. They employ more than half of the country's private sector workforce.

[COMPANY] is proud to be part of the economy. We employ professionals with [SECTOR EXPERTISE AREA] and contribute to our local economy through [EXAMPLE].

I was thrilled to join forces with fellow IT colleagues to advocates in Washington, D.C., on February 14-15, to speak with Members of Congress about issues that are critical to the future of my business and the overall tech industry.

The annual "Fly-In" is organized by CompTIA to advocate on behalf of the tech community. CompTIA, the Computing Technology Industry Association, represents technology companies of all sizes and is committed to expanding market opportunities and driving competitiveness of the U.S. technology industry around the world.

Innovation is a key force behind a strong 21st century economy, and our leaders should prioritize issues that affect growing companies like [COMPANY].

While in Washington I visited [CONGRESSIONAL LEADER]'s office to advocate on tax reform, workforce development, cybersecurity, broadband communications and digital privacy—all are central to our industry. These legislative issues are key ingredients for helping technology firms like mine to become more competitive.

I particularly discussed with my elected officials the importance of:

[CHOOSE FROM THE ISSUE ONE PAGERS THAT WILL BE AVAILABLE IN YOUR BRIEFING BOOK TO INCLUDE IN YOUR BLOG POST, BUT PICK JUST ONE PER BLOG POST SO AS NOT TO OVERWHELM YOUR READERS]