

**Press & Social Media Guide**

**How to Leverage Press & Social Media**

**Dear CompTIA DC Fly-In Participant:**

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 (the 2018 issue one-pagers will be found within your 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.

As you know, our top issues as we prepare for the 2018 legislation season are: the CHANCE in Tech Act, cybersecurity, privacy, tax reform, broadband access, the use of new and emerging technologies and global trade issues that are central to our industry.

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 2018 CompTIA DC Fly-In!**

**Sample Press Release**

**[LOCAL BUSINESS LEADER] Heads to DC to Advocate for [LOCALITY OR STATE] Tech Industry**

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

CITY, STATE, February 12, 2018 – This week, [BUSINESS LEADER] from [COMPANY: hyperlink company name to company website] joined the CompTIA DC Fly-In to advocate for [STATE OR LOCALITY] technology sector priorities on Capitol Hill during the association’s annual fly-in to Washington, D.C. 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] will meet with [If more than one meeting, “Congressional representatives including NAMES OF LOCAL REPRESENTATIVES or if only one meeting, NAME OF LOCAL REPRESENTATIVE] to focus their attention on policies that develop skills for the 21st century workforce; advance tax and regulatory policies that spur innovation; establish U.S. leadership in secure internet-based platform technologies; support new and emerging technology platforms; 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 in our region,” said [LEADER of COMPANY]. “One of the most important issues facing the technology industry today is the availability of a skilled workforce. CompTIA has been strongly supportive of the CHANCE in Tech Act, that streamlines the skilled apprenticeship program for the technology industry. We will share 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 2018 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 13-14, 2018. 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 as well as right here in [LOCALITY OR STATE] struggle to find the qualified talent needed to fill open positions. With the growing demands on cybersecurity, the Internet of Things (IoT), 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, D.C 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.

We will talk with members of Congress about the importance of the CHANCE in Tech Act. This legislation will streamline the skilled apprenticeship program and make it easier for organizations to train the next generation of technology workers. 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. I am looking forward to working with our congressional leaders to find a solution to our growing IT skills gap problem.

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Dear Editor,

As Congress works to boost the economy, it is important they understand the importance of high-skilled immigration reform. In addition to training and educating our own citizens, being able to recruit from top talent around the world is one of the elements that has kept the U.S. IT industry competitive here and abroad. Yet, our colleges and universities 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 that could have been built in the U.S.

Next week, I will be in Washington, D.C for a “fly-in” organized by CompTIA which advocates on behalf of the tech community here in [LOCALITY OR STATE] as well as around the country. 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 current immigration system is severely limiting our ability to attract and retain the high-skilled talent who are a key part of driving innovation and growth for our nation’s economy. The preferred and lasting path for Congress and the White House is to work together to both increase training and education for Americans as well as address the insufficient number of temporary work visas and employment-based green cards. Additionally, such an effort also must recognize the role that foreign-born entrepreneurs play in our ecosystem and encourage them to thrive and create new businesses and jobs right here in America.

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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 2018, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] keep our needs in mind. Next week I will be in Washington, D.C 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 for the U.S. to be the leader 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 critical U.S. infrastructure from cyberattacks must remain at the forefront of the minds of policymakers in Washington. 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 legislation, we urge them to adopt a more robust approach to punishing criminals by giving law enforcement the tools needed to deter and defend against identity theft, as well as the pilfering of proprietary and financial information. We support the inclusive nature of a plan that will extend threat-sharing beyond organizations with adequate resources and reach small- and medium-sized businesses that support the critical infrastructure supply chain.

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

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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 2018, it is important that Congressional leaders keep our needs in mind. Next week I will be in Washington, D.C 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.

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Dear Editor,

The internet is the infrastructure of the global economy. To ensure innovation, economic growth, and free flow of information, 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 2018, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] keep the IT industry’s needs in mind. Next week I will be in Washington, D.C 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 wire more American communities 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.

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Dear Editor,

Approximately 95% of the global market for goods and services resides outside of the United States and yet just 1% of U.S. businesses export to other countries. 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 2018, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] consider the impact trade has on the tech industry and on the U.S. jobs it supports. Next week I will be in Washington, D.C 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 for trade deals that expand markets and establish 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 13-14 to talk #tech policy priorities. Stay tuned for updates.

• Heading to #DC tomorrow to the **@CompTIAAdvocacy #CompTIAFlyIn** to advocate for the

#CHANCEinTech Act, among other key tech issues.

• Looking forward to the **@CompTIAAdvocacy #CompTIAFlyIn** Feb 13-14 to meet lawmakers who make long-lasting impact on #tech jobs

• Excited to meet with @CONGRESSIONAL LEADER to discuss #CHANCEinTech, #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 #tech policy priorities like

#CHANCEinTech.

• Working with @CONGRESSIONAL LEADER **@CompTIAAdvocacy #CompTIAFlyIn** to advocate for #tech & tech jobs

• I’m at the **@CompTIAAdvocacy #CompTIAFlyIn** with @CONGRESSIONAL LEADER advocating on behalf of #tech jobs

• At the **@CompTIAAdvocacy #CompTIAFlyIn** meeting with other #tech advocates and Congressional lawmakers.

• At the **@CompTIAAdvocacy #CompTIAFlyIn**. Great opportunity to chat with fellow colleagues about #tech policy issues.

**After Fly-In**

• Back from #DC after the **@CompTIAAdvocacy #CompTIAFlyIn**. Great conversations about issues affecting #tech jobs

• Appreciate the time taken by @CONGRESSIONAL LEADER last week to meet with us on key #tech 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].

• I'm going to the **@CompTIAAdvocacy #CompTIAFlyIn** on behalf to discuss the CHANCEinTech Act, and making it easier for organizations to hire workers and train them for 21st century jobs. #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 right here in [LOCALITY or STATE]. 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 13-14, 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, helping companies create jobs, and enhancing the 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 ours to become more competitive.

I particularly discussed with my elected officials the importance of:

[You can choose from the issue one pagers that will be found in your briefing book. Please pick just one issue per blog post so as not to overwhelm your readers.]