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**Press and Social Media**

**How to Leverage Press and Social Media**

Dear CompTIA DC Fly-In Participant:

The 2016 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, D.C., 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 2016 legislation season are: cybersecurity, workforce development, 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.
* Please note, anything in RED you should customize with your own name, company name, etc.

If you are interested in active media outreach and need more assistance, please contact Preston Graham [pgraham@comptia.org](mailto:pgraham@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 2106 CompTIA DC Fly-In!

**Press and Social Media** 

**Sample Press Release**

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

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

CITY, STATE, February 9, 2016 – This week, [BUSINESS LEADER] from [COMPANY: hyperlink company name to company website] joined the [CompTIA DC Fly-In](https://www.comptia.org/dcflyin) to advocate for IT 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 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]. “These issues include ensuring tax and regulatory policies that spur innovation; and immigration reform that includes making it easier to recruit and retain the ‘best and the brightest’ of high-tech workers in an effort to close the skills gap and remain globally competitive.”

“We look forward to the 2016 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 9-10, 2016. For more information on CompTIA’s advocacy efforts, visit <https://www.comptia.org/advocacy>.

**About [YOUR COMPANY]**

[Insert short summary of the company]

**About CompTIA**

The Computing Technology Industry Association (CompTIA) is the voice of the information technology industry. With approximately 2,000 member companies, 3,000 academic and training partners and nearly 2 million IT certifications issued, CompTIA is dedicated to advancing industry growth through educational programs, market research, networking events, professional certifications and public policy advocacy. Visit [CompTIA online](http://www.comptia.org/), [Facebook](http://www.facebook.com/CompTIA), [LinkedIn](http://www.linkedin.com/groups?home=&gid=83900) and [Twitter](https://twitter.com/comptia).

**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.

**Press and Social Media** 

**Sample Letters to the Editor**

Dear Editor,

The Electronic Communications and Privacy Act (ECPA) was originally passed in 1986, long before text messaging and email existed as we know it today. Yet the laws covering user privacy haven’t changed. It is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] revamp these outdated laws to reflect the privacy concerns of today. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting meaningful legislation on behalf of the tech community.

The current legislation deems all stored electronic communications over 180 days old to be “abandoned.” Under ECPA, law enforcement and government agencies can acquire these abandoned emails and text messages from a service provider without a warrant, simply needing a subpoena to obtain access.This legislation must be reformed to require government agencies and law enforcement to obtain a warrant to compel service providers to disclose the contents of emails, text messages and other private communications stored by a service provider.

I encourage readers to call their federally elected officials and urge them to update these outdated laws and protect our online privacy.

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Dear Editor,

As Congress considers tax reform during 2016, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] keep our needs in mind. That’s why I’m heading to Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA which advocates on behalf of the tech community. The U.S. tech industry is a $1 trillion market that employs approximately 5.7 million Americans. Fiscal discipline and targeted investment funding are essential to spur innovation and continue economic growth. We are urging congressional leaders to pass a fair, competitive and balanced tax code that encourages investment.

We want to ensure simplicity and fairness in interstate taxation. Any legislation affecting interstate taxation of products (including digital products) or service must not result in additional compliance burdens to businesses. It is important that any legislation proposed that requires businesses to collect sales taxes on out of state sales should include a small business exemption. Further, we support any legislation that provides consistency in taxation of digital products, such as the Digital Good and Services Tax Fairness Act. Businesses should not be required to answer to multiple states for a single digital transaction.

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Dear Editor,

As Congress reviews immigration reform during the 2016 election year, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] keep our needs in mind. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting meaningful legislation that will boost the digital economy and make America more competitive in a global market.

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 broken and causing the United States to lag behind in a competitive global marketplace for talent. By not addressing the failings of our immigration system we are threatening our future productivity, ingenuity and the competitiveness of key sectors of our economy, including and especially technology.

In an effort to close the growing skills gap and make America more competitive we strongly urge Congressional leaders to: increase green cards for high-skilled STEM graduates, create new visas for U.S. educated students and entrepreneurs, utilize market-based visa caps to adjust to supply and demand and grow the domestic sources of talent by encouraging and investing in STEM education.

Congress and the Administration need to keep high-skilled, foreign-born talent in the U.S. while investing in STEM education for American students to help spur innovation and build our local economies and move forward in this 21st century.

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Dear Editor,

Advancements in cloud computing, mobility and unified communications platforms; the growing commercial significance of unmanned aerial vehicles; and other applications such as mobile payments are rapidly creating new opportunities for economic advancement while also raising a host of new public policy considerations.

As Congress studies the various new and emerging technologies in 2016, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] seek policy advancements that grow the digital economy. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting meaningful legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to support new and emerging technology platforms.

We will be encouraging congressional leaders to support public-private partnerships at the state and local level that will lead to smarter cities. We will also seek policy advancements and best practices around cloud, mobility, big data and data analytics with particular emphasis on supporting the unveiling and operation of the Big Data Collaboration Hubs.

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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 2016, it is critical that [YOUR STATE’S FEDERAL LAWMAKER NAMES] understand the importance of this technology. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting meaningful legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to address the availability and delivery of broadband communications.

We will be encouraging our elected officials to support transparency, no-blocking and non-discrimination rules through Congressional action to ensure an open Internet and certainty for industry investment. 53% of rural American’s lack access to broadband Internet as designated by the FCC. We support policies that improve broadband competition by encouraging and removing barriers to the deployment of high-speed broadband networks.

Broadband access, especially in rural areas is failing to keep pace with today’s advanced rate of innovation. I encourage you to reach out to your elected officials and share with them the need for meaningful legislation that will promote increased broadband adoption.

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Dear Editor,

Economic expansion in technology rests on the creation of new and innovative business models that leverage Internet based platforms that are trusted, secure and accessible. It is imperative that Congress passes common sense data and cybersecurity policies that secure our networks and promote responsible use of consumer data so the technology experience can continue to expand and improve.

In an effort to push needed legislative reforms, I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to address the privacy and cybersecurity needs of today.

We will be encouraging our elected officials to support a national standard for data breach notification that pre-empts the patchwork of state laws allowing entities to focus on notification and resolving the breach. We will also encourage congressional leaders to support industry-led standards for consumer data privacy whenever possible, as opposed to passing legislation mandating specific regulations on data collection, usage and storage.

Privacy and data security are essential to the continued growth of the Internet and user security. I encourage readers to reach out to their elected officials and urge them to support meaningful reforms that will continue to spur innovation.

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Dear Editor,

With over a million career postings in 2015, jobs in the field of information technology (IT) are plentiful. Yet the IT industry struggles to fill these vacancies because of a lack of qualified applicants. To help close this skills gap, education, training and career placement programs are necessary elements to successful workforce development programs and policies. Apprenticeships, in particular, give people the knowledge and skills needed for successful IT careers and connect people and industry to on-the-job experience opportunities. The apprenticeship model is not yet widely adopted in the IT industry and we must do more at the national, state and local levels to encourage companies to create their own programs.

In an effort to push for greater adoption of technology apprenticeships, I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting legislation on behalf of the tech community. I want to make sure our leaders the IT skills gap in this country and the steps necessary to make the U.S. more competitive.

We will be encouraging our elected officials to support IT training and job placement programs that help unemployed and under-employed individuals gain their first jobs in the tech fields. Jobs in the tech field have above average wages and lead to long-term careers in the field. We also want to push for policies that allow students to contextualize the classroom learning by gaining work experience and simultaneously earn credits toward a degree (both high school and that can also be applied a post-secondary degree).

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**Press and Social Media**

**Sample Social Media Posts**

**Hashtag: #****CompTIAFlyIn**

**Twitter**

**Before Fly-In**

* I’ll be at the [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy** #**CompTIAFlyIn** Feb 9-10 to talk #IT policy priorities. Stay tuned for updates.
* Going to the [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn** tomorrow to advocate for IT on #privacyreform, among other key tech issues.
* Looking forward to the [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn** Feb 9-10 to meet lawmakers who make long-lasting impact on #tech
* Excited to meet with @CONGRESSIONAL LEADER to discuss #privacyreform, #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 #privacyreform.
* Working with @CONGRESSIONAL LEADER [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn** to advocate for #IT
* What are your top priorities for ‘15?
* Lots of discussion among #**CompTIAFlyIn** attendees around growing importance of affordable and fast broadband.
* I’m at the [**@**](https://twitter.com/TechVoice)**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 [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**[**#CompTIAFlyIn**](https://twitter.com/search?f=realtime&q=%23TAFlyIn&src=typd)  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 [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn.** Great opportunity to chat with fellow colleagues about #IT.

**After Fly-In**

* Back home after the [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn**. Learned about issues affecting #technology company’s #IT. How will you champion the policy issues in '15?
* Reflecting on a productive [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn** in DC last week – what are the most important issues affecting #IT businesses in [YOUR STATE]?
* Reflecting on a great trip to the [**@**](https://twitter.com/TechVoice)**CompTIAAdvocacy**#**CompTIAFlyIn**, I promise to keep working with @CONGRESSIONAL LEADER on key #IT policy issues

**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 #privacyreform #innovation

**Press and Social Media** 

**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 9-10, 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:

[YOU’LL BE ABLE TO CHOOSE FROM THE ISSUE ONE PAGERS – AS PROVIDED IN YOUR DC FLY-IN BRIEFING BOOK – TO INCLUDE IN YOUR BLOG POST, BUT PICK JUST ONE PER BLOG POST SO AS NOT TO OVERWHELM YOUR READERS. YOU’LL RECEIVE AN E-VERSION OF THE BRIEFING BOOK SHORTLY BEFORE THE EVENT AS WELL AS A HARD COPY ONSITE.]