



U.S. Economic Development Administration American Rescue Plan Launch Digital Media Kit

Thank you for your support of the Economic Development Administration (EDA) and Department of Commerce American Rescue Plan program – **Investing in American Communities**. Below you will find a guide to help promote EDA’s American Rescue Plan Programs.

Key Sites

Please follow these sites. They may contain EDA American Rescue Plan posts that you can like and share.

U.S. Department of Commerce

- Twitter: www.twitter.com/commercegov
- Instagram: <https://www.instagram.com/commercegov>
- Facebook: www.facebook.com/commercegov
- LinkedIn: www.linkedin.com/company/u-s--department-of-commerce
- YouTube: www.youtube.com/CommerceNews

Secretary Gina Raimondo

- Twitter: www.twitter.com/SecRaimondo
- Facebook: www.facebook.com/SecRaimondo
- Instagram: www.instagram.com/secraimondo

Secretary Don Graves, Jr.

- Twitter: www.twitter.com/DepSecGraves

U.S. Economic Development Administration

- Twitter: www.twitter.com/US_EDA
- Instagram: <https://www.instagram.com/edagov/>
- Facebook: www.facebook.com/eda.commerce
- LinkedIn: www.linkedin.com/company/us-department-of-commerce-economic-development-administration
- YouTube: www.youtube.com/EDACommerce

White House

- Twitter: www.twitter.com/whitehouse
- Instagram: www.instagram.com/whitehouse/
- Facebook: www.facebook.com/WhiteHouse/
- YouTube: www.youtube.com/whitehouse

Ideas for Social Media Amplification:

Share official EDA American Rescue Plan social media to educate the American public about EDA's American Rescue Plan programs from your or your organization's official social media accounts and encourage followers to share EDA content, graphics, and links to more information.

- For all your social media posts, include the official **#AmericanRescuePlan**, **#ARP** and **#BuildBackBetter** hashtags.
- Link to EDA American Rescue Plan Website: www.eda.gov/ARPA

Sample language about EDA's American Rescue Plan Programs – Investing in America's Communities.

General:

- Today @secraimondo announced \$3 billion in @edagov #AmericanRescuePlan funds available to help communities across the nation #BuildBackBetter following the coronavirus pandemic. Together, we will make sure every American can excel in our economy.
- Today, @SecRaimondo unveiled 6 @edagov #AmericanRescuePlan programs. Visit EDA.gov/ARPA for complete information about these funding opportunities.
[ATTACH EDA ARPA Programs Graphic]
- With an emphasis on equity, @CommerceGov and EDA investments made under the #AmericanRescuePlan will directly benefit previously underserved communities impacted by #COVID19. They will support an economy where all Americans have the opportunity to excel and have access to good paying #jobs.
[ATTACH EDA Equitable Opportunities Graphic]
- EDA will lead America's economic recovery efforts to #BuildBackBetter following the #COVID19 pandemic. We are committed to ensuring equitable opportunities are available so that every American can excel and help advance our economy for the next generation to come.
[ATTACH ARPA Will Benefit Underserved Communities Graphic]

Programs:

- EDA's #BuildBackBetter Regional Challenge will capitalize on American ingenuity and American workers by providing a transformational investment to 20-30 regions across the country to revitalize their economies.
- EDA's #BuildBackBetter Regional Challenge will give regions the opportunity to supercharge their local economies by growing new industries or expanding existing ones through #EconomicDevelopment Planning, #Infrastructure Development, #WorkforceTraining, #AccesstoCapital, and more!
- EDA's #GoodJobsChallenge will allocate \$500M to get Americans into good-paying jobs through sector-based #workforce training, with a focus on women, people of color & historically underserved communities. #BuildBackBetter
- EDA's #GoodJobsChallenge will address the structural barriers that American workers face, head on. This program will meet the #workforce needs of today, by connecting community organizations with industry to create a concrete pathway for American workers to earn good-paying #jobs.
- @Commercegov's and EDA will help accelerate the recovery of our travel, tourism and outdoor recreation industries, with \$750M available to support communities as they #BuildBackBetter.
- EDA will allocate \$500M in #AmericanRescuePlan funds for its Economic Adjustment Challenge to award grants to hundreds of communities across the country, to support efforts to plan, build, innovate, and put people back to work. #BuildBackBetter #ARP
- EDA will allocate \$100M of Economic Adjustment Assistance funds for #IndigenousCommunities. EDA will work with Tribal Governments & Indigenous Communities to execute economic development projects & jumpstart recovery from the #COVID19 pandemic.
- EDA, working with @POTUS' Interagency Working Group on Coal and Power Plant Communities, is making a Coal Communities Commitment, allocating \$300 million in #AmericanRescuePlan funds to coal communities to recover and #BuildBackBetter. #ARP #EconDev

Graphics for EDA’s American Rescue Plan Programs – Investing in America’s Communities:

- We highly encourage you to share the EDA American Rescue Plan graphics provided in this toolkit. Additionally, if you are participating in a live event focused on the American Rescue Plan, share these graphics to increase reach and engagement.

