Digital & Media Toolkit
Build Back Better Regional Challenge Awardees

Congratulations on being selected as a Build Back Better Regional Challenge awardee! The U.S. Economic Development Administration encourages you to share the news of your award across your communications platforms (social media, e-newsletter, website, etc.) and with local media outlets. This document provides recommended strategies and background materials to help amplify this exciting news.

If you need further assistance or would like to share your content/media hits, please reach out to the EDA public affairs team at mowen-thomas@eda.gov.

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1. SOCIAL MEDIA GUIDANCE

EDA encourages you and your coalition partners to amplify social media content from EDA's social media accounts on Facebook, Twitter, LinkedIn, and Instagram.

Below are TODAY'S ANNOUNCEMENT posts for you to Like, Share, and Comment

Twitter / LinkedIn / Facebook / Instagram

Tips for your social media posts:
- Utilize the graphics provided by EDA with your posts (see below).
- Tag EDA on Facebook, Twitter, LinkedIn, and Instagram.
- Use the #BBBRC, #BuildBackBetter and #AmericanRescuePlan hashtags.
- Consider using other trending hashtags relevant to your industry cluster, such as #Biotech, #Manufacturing, #CleanEnergy, etc.
- Include link to EDA's press release and/or the Build Back Better Regional Challenge website.
- Coordinate social media efforts with your partners to align messaging and maximum engagement in your social media posts.

2. <u>PRESS OUTREACH TIPS</u>

<u>Pitching a news story</u>

- **Press release**: Awardees can use [EDA's press release](#) as guidance for writing their own press release. Quotes by Assistant Secretary Alejandra Y. Castillo and Secretary Gina Raimondo in the EDA press release can also be used in your release.

- **Humanize your story**: Consider the powerful storytellers in your program when working with journalists. Connect the reporter with individuals whose lives have or will change because of this grant.

- **Highlight your coalition partners and key stakeholders**: Think about how to tie this project into the larger story of how your region's economy will grow and compete.

- **Identify reporters/editors/news outlets**: Awardees can reach out to local media outlets and trade publications relevant to your industry cluster. To expand your outreach list, think about the reporters/editors who have covered your organization, partners, industry sector(s) in the past, as well the outlets you regularly look to for news.

- **Visuals**: When pitching to a print or broadcast reporter, let them know about visual opportunities.

<u>Writing an opinion piece</u>

Writing an opinion piece (sometimes called an Op-Ed) for local or trade publications is an effective way to amplify news about your Build Back Better Regional Challenge projects.

Tips for getting your opinion piece published:

- Be clear and focused on how your projects will revitalize the regional economy.
- Consider how your perspective advances the regional or national conversation around your industry/sector.
- Present a position and substantiate your claims with facts and sources.
- Research the publication's criteria for length and other editorial guidance prior to submission.
- Contact the Op-Ed/Editorial editor if you have questions.
- [Review the Op-Ed Project's Resource Page](#) for additional guidance.

3. GRAPHICS

EDA has provided the following graphics for awardees and partners to use on any of their communications channels and platforms.

4. BACKGROUND

- You are one of 21 Build Back Better Regional Challenge (BBBRC) Phase 2 awardees selected from a pool of 60 finalists and 529 applications from across the United States and its territories. The 21 projects aim to create good-paying jobs, catalyze emerging industries, and prepare our workforce for the future bold investments needed into our nation's local economies.

- EDA's $1 billion BBBRC is the largest regional economic development competition in decades, and funded through President Biden's American Rescue Plan to make once-in-a-generation investments in high quality, locally driven economic development strategies that will transform American communities.

- The BBBRC accelerates regional economic development by enabling regions to achieve decades of investment in just five years, while also addressing equity and building resiliency to thrive in a global economy.

- The BBBRC is an unprecedented competitive federal grant program that provides each regional coalition with significant grants to tackle a wide variety of projects – including entrepreneurial support, infrastructure, workforce development, and innovation – to drive economic growth. Projects span 24 states and include $87 million to two primarily Tribal coalitions and over $150 million for projects serving communities impacted by the declining use of coal.

- The 21 BBBRC grants are going to regions that are grappling with historic disinvestment and economic distress that was further exacerbated by the coronavirus pandemic. By partnering with regions to build strong innovation ecosystems, the BBBRC is growing industries that are critical to U.S. competitiveness on the global stage with projects that include:
  - 5 biotechnology and health clusters
  - 4 advanced mobility hubs (autonomous/electric vehicles, advanced aerospace manufacturing, etc.)
  - 4 clusters reinventing local natural resource and agricultural industries
  - 4 communities developing next-generation manufacturing clusters
  - 3 coalitions driving key segments of the clean energy economy
  - 1 multi-state tribal coalition growing an indigenous finance industry

- The BBBRC is funding regional coalitions with industry clusters that sit at the intersection of some of the world's most competitive sectors, with those that offer clear pathways to good jobs and competitive wages