

Unpacking the ConnectHomeUSA Toolbox Part II



Introduction



- Welcome
- Agenda:
- Recap of the Unpacking the ConnectHomeUSA Toolbox Webinar - Part I
 - Media Guide and Toolkit
 - Virtual Event Planning Toolkit
 - Resident Engagement Best Practices Guide
 - Coalition Building Best Practices Guide
 - Digital Literacy Resource Guide
 - Questions? Email: connecthome@hud.gov

Have you watched the *Unpacking the ConnectHomeUSA Toolbox* Webinar - Part I?



The Media Guide and Toolkit



Media Guide and Toolkit



ConnectHomeUSA Media Guide and Toolkit



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Date Published: July 2022

Description

Sharing your ConnectHomeUSA story with the wider community can help you connect with potential partners and funders and lay the foundation for a sustainable program. The ConnectHomeUSA Media Guide and Toolkit is designed to help you do this successfully! The Media Guide provides communication strategies to help ConnectHomeUSA staff amplify their work by engaging local media outlets and utilizing social media platforms effectively.

The Media Toolkit provides a Sample Communications Timeline covering a full year of program implementation as well as easy-to-use templates like the Event Communications Plan to help chart out the communications steps needed to successfully engage the media around an event you're planning. Additionally, the toolkit includes a Sample Press Release that can be downloaded and adapted for your own purposes.

View the [ConnectHomeUSA Playbook Toolkits and Guides page](#) for the full collection of resources to help ConnectHomeUSA staff establish a comprehensive digital inclusion program in HUD-assisted communities.

Resource Links

- [Media Guide \(PDF\)](#)
- [Media Toolkit: Sample Communications Timeline \(DOCX\)](#)
- [Media Toolkit: Sample Press Release \(DOCX\)](#)
- [Media Toolkit: Communications Plan Template \(DOCX\)](#)

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How to Find Relevant Local Media Outlets in your area

3.3 How to Find Relevant Local Media Outlets in Your Area

- **List:** The outlets you are already familiar with, such as local TV stations and news anchors. Think about outlets that tend to focus on community events.
- **Research:** Conduct additional online research to find other potential outlets, such as local list-serves or neighborhood blogs. Check Twitter and LinkedIn for news articles on *#digitalinclusion*. Add any new outlets to your list.

The example below shows media outlets for the DC metropolitan area.

Sample Media Outlet List





News Outlet Type	Name	Webpage	Notes
Blog	Greater Greater Washington	https://gqwash.org/	Regional blog with specific content for: DC, Maryland, Virginia
Blog	Technical.ly DC	https://technical.ly/dc/	Regional publication with specific content for: Baltimore, DC, Delaware, Philadelphia, Pittsburgh
Online newspaper	StateScoop	https://statescoop.com/	Reporting on news and events impacting technology decisions in state and local government
Magazine	East of the River	https://eastoftheriverdcnews.com/	A neighborhood-specific online and print magazine
Online newspaper	DCist	https://dcist.com/	Online publication hosted by local radio station 88.5 FM WAMU
Newspaper	Washington City Paper	https://washingtoncitypaper.com/	Local print and online newspaper

4.6 Sample Social Media Posts

4.6 Sample Social Media Posts

We have provided sample language to use for the various platforms, feel free to use these and be sure to insert your own organization and partners' names. To spark your imagination, we've also included examples of real-world social media posts that ConnectHomeUSA communities created to promote their events and programs.

Sample Post Language

 Facebook	Congratulate our newest Digital Literacy Program graduates! Thanks to @Training Partner and @Device Partner we have trained X # graduates and distributed Y # devices to close the digital divide. Sign up for our next program here.
 Twitter	Next week local digital equity stakeholders @Partner 1 @ Partner 2 are convening to close the digital divide in My ConnectHomeUSA Community . Are you interested in narrowing the digital divide in our community? Register to join us here [insert convening registration URL].
 Instagram	Are you interested in getting a computer or tablet to further your education or search for improved employment opportunities? Sign up for our ConnectHomeUSA Program and receive a free device at graduation! [insert signup link/other contact info]
 LinkedIn	Thanks to @Funder for helping us narrow the digital divide at USA PHA! We are looking forward to expanding broadband access for our residents at Y Community with this investment.

Sample Communications Plan

Sample Communications Plan

It is important to sequence and map out your media engagements. For new communities, anchoring your initial communications strategy around the **convening** is a great place to start. Below is a sample of what might be included in your first year of media engagements as a ConnectHomeUSA community. Don't forget to consult the **ConnectHomeUSA Media Guide** and **Communications Plan Template** to assist you!

Year One Highlights



Timeline	Step	Goal	Press Engagement Steps	Social Media Steps	Tips
January	Pre-Convening	Secure commitments to write a story based on press release on or before the convening.	<ol style="list-style-type: none"> 1. Work with your PHA's' media/press person to coordinate strategy and share important information about your CHUSA program. 2. Issue press release (see sample provided) 	<ol style="list-style-type: none"> 1. Choose a branded hashtag and other relevant hashtags to use with all posts. 2. Use social media to inform the community and stakeholders about your event. 3. Tag relevant 	<ol style="list-style-type: none"> 1. Use your PHA press shop to draft a joint OpEd from PHA official and local city executive to co-author for publication in local paper regarding selection as a community and why this is important. 2. We suggest that the convening itself be a closed, working session, but media are encouraged to attend a post convening

Link to Sample Plan:

[ConnectHomeUSA-Playbook-Sample-Communications-Timeline.docx \(live.com\)](#)



Press Release Sample

{This press release sample can be used as a template for you to customize. If you use it in this way, all items highlighted in yellow will require customized information about your PHA and local partners.}

Media Contacts:

John Smith

Executive Director, ABC Housing Authority

(505) 123-4567

jsmith@abcpha.org

Jane Doe

Executive Director, Nonprofit USA

(202) 123-4567

jdoe@nonprofitusa.org

Nonprofit USA, ABC Public Housing Authority Launches Digital Inclusion Program That Will Connect 5,600 Low-Income Households

Called ConnectHomeUSA, this project will bring high-speed Internet, devices, and technology education to families in HUD-assisted housing

Link to Sample:

[ConnectHomeUSA-Playbook-Sample-Press-Release.docx \(live.com\)](#)





Communications Plan Template

Event Communications Plan Template

Event Information

Event Name	
Date of Event	
Location of Event	
Team Lead	
Contact Information	



1. Communication Objectives



Tip: List your objectives or goals, big and small, that you want to accomplish with the event. Below are some suggested prompts to get you started:

- Gain additional stakeholder support for your ConnectHomeUSA program.
- Enhance visibility of the program.
- Attract media attention to your program.
- Create community awareness of the event.
- Encourage the community and/or staff to take part in or attend the event.

Objectives: The objectives of this communication plan are to:
1.
2.
3.

Link to template:

[ConnectHomeUSA-Playbook-Communications-Plan-Template.docx \(live.com\)](#)

Playbook Chapter 4: Organizing a Local Convening

Goal: Get key stakeholders to come to the table with residents

Where to start? Prior to holding your convening, you should develop a Launch Plan.

Ask yourself: Who should be there?

Media Guide and Toolkit

Goal: Use the initial convening as a catalyst for engaging local media.

How?

- ✓ Leverage your own media contacts and those of your partners
- ✓ Make it easy to work together, offer draft press releases
- ✓ Giving your media contacts lead time
- ✓ Reaching out to a diverse group of media outlets-including bilingual media outlets

Media Guide and Toolkit Takeaways



Engaging media should be an ongoing part of your ConnectHomeUSA program implementation – the **Sample Communications Timeline** walks you through how you can do this year around.

In addition to the items we've already shared, there are best practices the Media Guide highlights, such as:

- Invite media to attend and cover any anniversary or milestone events
- Help connect local media with residents who are willing to share their story
- Develop and curate a library of community photos to share in your media pitches

The Virtual Event Planning Toolkit



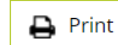
Virtual Event Planning Toolkit



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Tools and Templates

ConnectHomeUSA Virtual Event Planning Toolkit



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Date Published: July 2022

Description

Virtual events could be an annual ConnectHomeUSA convening, a quarterly partnership meeting, or resident meeting. This Virtual Event Planning Toolkit consists of the Virtual Event Planning Checklist which walks through the key planning steps and timeline for organizing a successful virtual event. It also compares various hosting platforms, provides event planning templates, free online survey tools to use post-event, and more. A case study describing the Housing Authority of the City of Pittsburgh's online ConnectHomeUSA convening is also included.

View the [ConnectHomeUSA Playbook Toolkits and Guides page](#) for the full collection of resources to help ConnectHomeUSA staff establish a comprehensive digital inclusion program in HUD-assisted communities.

Resource Links

- [Virtual Event Planning Checklist \(PDF\)](#)
- [Virtual Event Planning Case Study \(PDF\)](#)

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Virtual Event Planning Checklist

Virtual events are useful tools for reaching larger audiences. Preparing for a virtual event is somewhat different than planning for in-person meetings but requires the same level of effort and planning. In addition to this document, please refer to the Virtual Event Case Study to learn more about how a ConnectHomeUSA community planned and implemented a virtual convening.

Identify Event Goals and Specifics (4 to 6 months out)



What are the goals for your event? What are the objectives?



Who from your agency will lead the logistics? Who will be the support team?



Who is your target audience?



Who will you invite to speak?



How many people will you invite? How many people do you expect to attend? Will you have a cap on number of attendees (or does your virtual platform have a cap built in)?

2. Develop an Event Timeline (4 to 5 months out)

- We recommend at least a 6-month timeline – it gives you enough time to plan, allows for flexibility when working with multiple partners, and helps you set up residents for successful access to your event



What to include in your timeline?

- Outline of major tasks
- Roles and responsibilities of key staff
- Deadlines
- Barriers
- Notes

3. Identify a Virtual Platform (4 to 5 months out)

- Be sure to check Appendix I in this toolkit for a list of Virtual Platform Options Advantages and Disadvantages

Appendix I – Virtual Platform Options Advantages and Disadvantages*

1. WebEx – [Link to Plans and Pricing](#)

Advantages	Disadvantages
<ul style="list-style-type: none">• Ability to host large-scale virtual events• Capacity of 3,000• Easy to use from any device such as a laptop, phone, or computer• Free option available• Collaboration/interactive tools• Breakout rooms available• Recording available	<ul style="list-style-type: none">• Internet Explorer default browser• System is a bit clunkier than some of the other options• Less intuitive• Free option only allows meeting length of 50 minutes with up to 100 participants• Limited customer support• Big learning curve• Connectivity issues

2. Zoom – [Link to Plans and Pricing](#)

Advantages	Disadvantages
<ul style="list-style-type: none">• Ability to host large-scale virtual events• Capacity of 500-1000 participants• Screen sharing functionality• Participants do not need to create an account• Free version including:<ul style="list-style-type: none">– Interpretation– Cloud recording• Good customer service• Stream meetings on social media• Breakout rooms available• Collaboration/interactive tools• Auto-transcription	<ul style="list-style-type: none">• Highest paid option allows only 1,000 participants• Video quality can be unpredictable• Free option only allows meeting length of 45 minutes with up to 100 participants• Limited customer support• Subscription-based service with costs for add-ons can add up quickly• Zoombombing• Need to download an app

4. Set the Agenda (4 months out)

As you develop your agenda, be sure to also develop a set of expectations and guidelines for participants.

Expectations can include

- Use your video if you are able
- Come ready to participate
- Bring a pen and paper for activities (for mixed settings)

Guidelines can include:

- Instructions on how to use the platform-
- All links, passwords, login instructions and participant protocols (e.g. keeping mics on mute) that are needed for the session



5. Set Up the Event on Your Virtual Platform (3 months out)

- Consider what kind of information should/could you collect at registration? Is there anything your initial needs survey did not capture?
- 6. Create and Implement an Outreach and Marketing Plan (3-4 months)
 - Ask yourself:
 - Which methods does your organization use to inform residents about events? Have they been effective? What else could you do?
 - What has been most effective? Texts, emails, voicemails, flyers, a combination?
 - Outreach to participants should begin as soon as possible, but no later than one month before the event

7. Start Practicing your presentation! (1 month to 2 weeks out)

- There should be two people who will manage the platform: a lead and a backup
- Have a practice session with all speakers
- Develop a Run-of-Show document!
 - Let's take a look at one sample run-of-show

RUN-OF-SHOW SHEET

Time	Location	Activity	Responsibility	Notes
8:30:00 AM	ConnectHomeUSA Headquarters	Venue Access	Antonella	Antonella will be the first person arrive to set up event
9:00:00 AM	Main Entrance	Bump In or Set Up	Olivia	Olivia will set up stage and welcome table for participants and provide them with name tags
9:10:00 AM	Back Entrance	Catering Arrival	Antonella	Antonella receives catering and places it in conference room 2
9:15:00 AM	Main Entrance	Entertainment/Speaker arrival	Olivia	Olivia receives speakers and points them to stage
9:30:00 AM	Conference Room 1	Start	Antonella/Olivia	Antonella & Olivia make sure everything is ready to go: speakers, microphones, delegating welcome table for straglers
9:35:00 AM	Conference Room 1	Official Welcome	Olivia	Olivia welcomes everyone to the event and introduces all speakers
9:45:00 AM	Conference Room 1	Presentation 1	Speaker A	Speaker A presents
10:45:00 AM	Conference Room 2	Breakout Session 1	Antonella/Olivia	Antonella/Olivia direct people to conference room 2 for coffee and breakout session
11:15:00 AM	Conference Room 1	Presentation 2	Speaker B	Speaker B presents
12:15:00 PM	Conference Room 2	Breakout Session 2	Antonella/Olivia	Antonella/Olivia direct people to conference room 2 for coffee and breakout session
13:15:00 PM	Conference Room 1	Evaluation Time	Speaker C	Speaker C presents
13:30:00 PM	Conference Room 1	Closing Remarks	Antonella	Antonella thanks everyone for participating and provides closing remarks
14:00:00 PM	Conference Rooms 1 and 2	Event Breakdown	Antonella/Olivia	Antonella makes sure cater picks up all equipment from conference room 2 and Olivia makes sure all stage equipment is properly stored away

Final Logistics (1 week out)

- 30-minute to one-hour early logon on presenters' calendar invite
- Prepare and send out emails with logon information to all registrants
- Draft language for the Event Lead to use to kick off the meeting or webinar

9. Launching Your Event (Day of Event)

- If possible, have your IT department on-call to provide any last-minute technical support
- 10. Event Follow-Up (1 day after the event)
- Send out event materials and a feedback survey

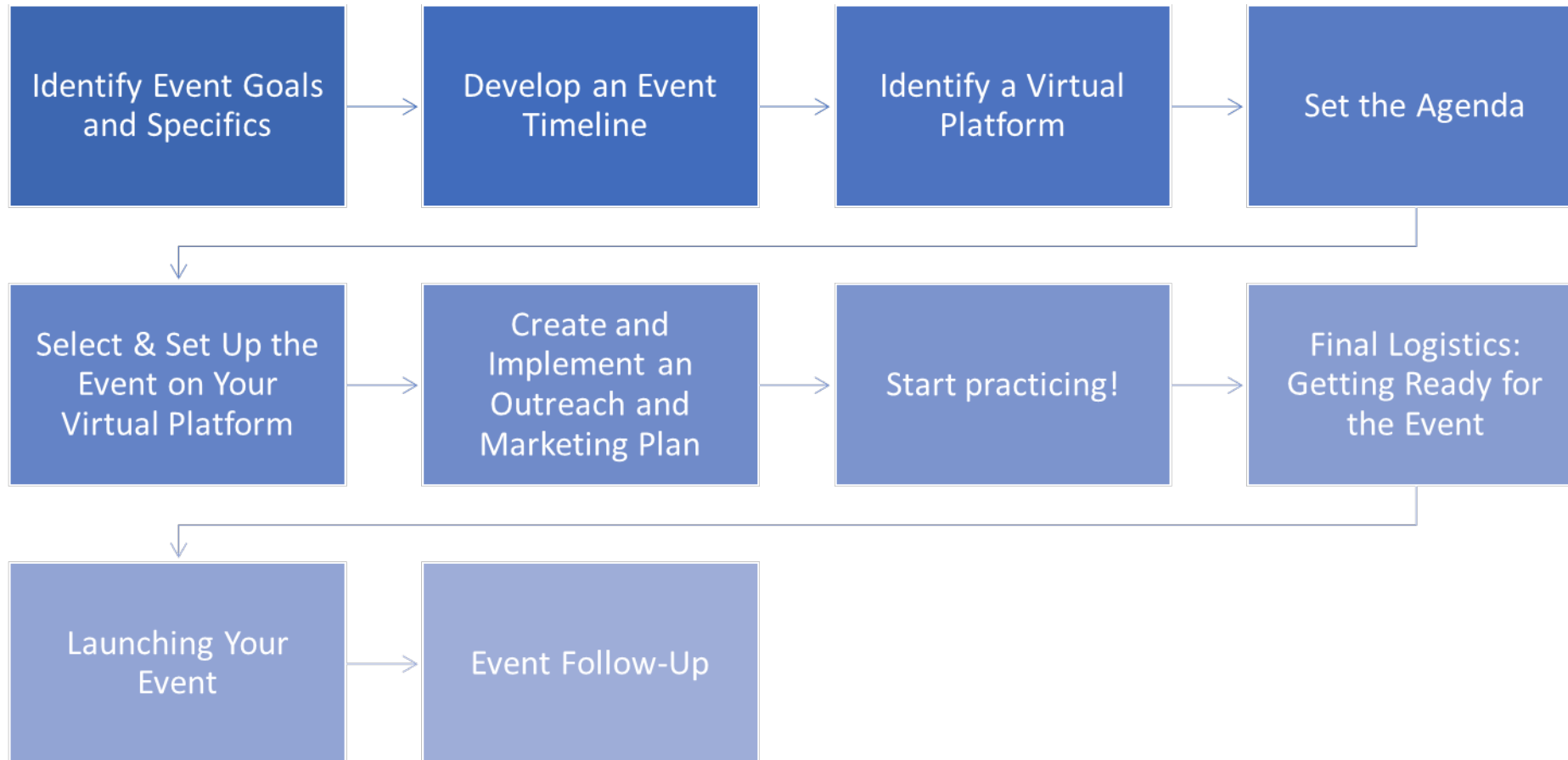


Survey Resources

Feedback surveys can provide helpful insight into how you can improve your events in the future. There are plenty of resources out there already to help you get started.

- [How to Write Great Survey Questions \(and Avoid Common Mistakes\)](#)
- [Questionnaire Design](#)
- [15 Post Event Survey Questions to Ask at your Next Event](#)

Recap Virtual Event Planning Checklist

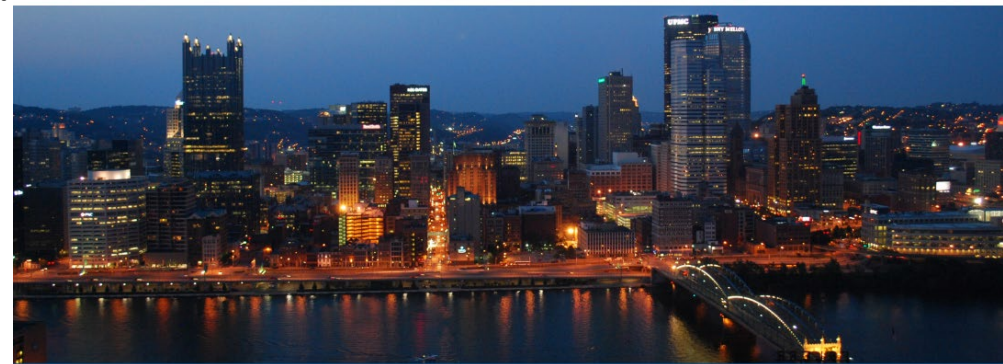


Virtual Event Planning Case Study: Housing Authority of the City of Pittsburgh (HACP)

HACP joined the ConnectHomeUSA initiative in 2017 and has since developed innovative partnerships and brought hundreds of devices and in-home Internet access to many of its residents and families.

Link to the Case Study:

[ConnectHomeUSA Playbook
Virtual Event Planning Case Study
\(hudexchange.info\)](#)



Virtual Event Planning Case Study: HACP's best practices

1. Used the Virtual Event Planning Checklist
2. Used the Event Planning Template
3. Shared a proposal with HACP leadership to gather support

Positive Results included:

- Over 75 people attended
- Over 80 HUD staff attended the presentation
- The event was also included in an internal HUD newsletter
- HACP followed up after the event



The Resident Engagement Best Practices Guide



Resident Engagement Best Practices Guide



[Home](#) > [Resources](#) > ConnectHomeUSA Resident Engagement Best Practices Guide

Tools and Templates

ConnectHomeUSA Resident Engagement Best Practices Guide

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Date Published: July 2022

Description

Engaging residents in the design and ongoing implementation of a ConnectHomeUSA program is critical to success. After all, the purpose of ConnectHomeUSA is to address residents' connectivity needs and interests. The Resident Engagement Best Practice Guide covers key strategies, best practices, and additional resources to help create a robust resident engagement plan.

This guide also provides an in-depth look at the Housing Authority of the City of Austin's (HACA) Digital Ambassador Program. HACA was the original mentor community to ConnectHome pilot sites and is one of the first housing authorities in the country to launch this type of program.

View the [ConnectHomeUSA Playbook Toolkits and Guides page](#) for the full collection of resources to help ConnectHomeUSA staff establish a comprehensive digital inclusion program in HUD-assisted communities.

Resource Links

- [Resident Engagement Best Practices Guide \(PDF\)](#)

Author Organization

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Engagement

- Understanding residents' needs as key to an effective resident engagement plan;
- Tips for meaningful resident engagement;
- Resident engagement case studies and
- Resources that could be helpful along the way



Understanding Resident Needs

- Have a good understanding of what residents actually need (See the ConnectHomeUSA Launchpad Toolkit for tips on Assessing Your Baseline Needs)
- Residents are your greatest asset and can be the most important ambassadors – give them a platform (and any necessary training)
- Resident needs can change over time, so it is important to engage residents early and often
- Your plan should strive to maximize transparency and openness

TIP 1: Identify Resident Leaders and Key Stakeholders



- Make sure to bring in resident leaders.
- Consider consulting other PHA staff such as Service Coordinators
- There may be local organizations that have an understanding of residents' technology needs.

Key Stakeholder Ideas

- Residents/Resident Leaders
- Service Coordinators
- Property Managers
- Intake and Relocation Specialists
- Local nonprofits
- School systems
- Libraries
- Boys & Girls Clubs
- Places of Worship
- Tribal Service Providers

TIP 2: Craft Clear and Focused Messages



- Integrate ConnectHomeUSA messaging into existing PHAs communications
- Synchronize your messaging with other local stakeholders also working on digital inclusion in your community.
- Provide incentives to encourage residents to engage with your program and activities.
- Frequency of communication – How often is enough?
When is follow-up necessary?

TIP 3: Meet Residents where They Are



- Be mindful of the fact that residents have different ways of accessing information (texts, social media, flyers)
- Keep your Resident Associations informed, attend their meetings on a regular basis and ask resident leaders for feedback.
- Mix offline and online communication platforms to reach a wider range of residents
- Make sure to address any access barriers when planning a resident engagement event (transportation, translation, etc.)

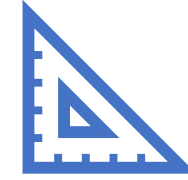
TIP 4: Events are a Great Way to Engage Residents



Examples of what other ConnectHomeUSA communities have done in the past include:

- A Digital Inclusion Day event
- Internet enrollment events
- Share ConnectHomeUSA information at other events your organization may organize such as: - Health fairs - Job fairs - HUD Strong Family events - Back-to-School fairs
- Local Resource Fairs held by local nonprofits, or city government agencies

TIP 5: Measure Results Along the Way



Communities should tailor monitoring and evaluation efforts to their specific program and should develop their own process for tracking these efforts.

- Connected vs. unconnected residents
- Training attendance records
- Training completion rates
- Residents' device status
- Survey response rates

Case Study: Housing Authority of the City of Austin (HACA) Digital Ambassador Program

- Unlocking the Connection was launched
- Resident stands out as leader in one of the trainings
- More residents start to volunteer as Ambassadors
- Number of connected residents increases



Resident Engagement Resources



Resident Engagement Resources

Do your research! For an easy start – check out the resources below to help you put together your resident engagement strategy:

- [Community Planning Toolkit - Community Engagement](#)
- [ConnectHomeUSA Resident Engagement Webinar](#)
- [Resident-Centered Community Building](#)
- [Collective Impact Forum Community Engagement Toolkit](#)
- [Index of Community Engagement Techniques](#)
- [GroundworkUSA Best Practices for Meaningful Community Engagement](#)

The Coalition Building Best Practices Guide



Coalition Building Best Practices Guide



ConnectHomeUSA Coalition Building Best Practices Guide

Date Published: July 2022

Description

Successful ConnectHomeUSA programs have a variety of committed partners to support their work. In fact, these partnerships may essentially already be a coalition without being formally recognized as such. Digital equity coalitions are growing both in popularity and importance. And now, by working with state broadband offices, they can play a critical role in where new federal broadband funding is awarded. The Coalition Building Best Practices Guide uses best practices gleaned from two ConnectHomeUSA communities to cover key concepts and steps to successful coalition building.

Additionally, the guide provides an in-depth look at the digital inclusion coalitions established by the Jersey City Housing Authority and San Antonio Housing Authority, as well as summaries and links to other digital inclusion coalitions around the country.

View the [ConnectHomeUSA Playbook Toolkits and Guides page](#) for the full collection of resources to help ConnectHomeUSA staff establish a comprehensive digital inclusion program in HUD-assisted communities.

Resource Links

- [Coalition Building Best Practices Guide](#) (PDF)



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Tips for Successful Coalition Building



STAGE 1: Short-term |
Getting Started



STAGE 2: Medium-term |
Building Your Structure



STAGE 3: Long-term |
Building Momentum and
Launching the Coalition



 **ConnectHomeUSA**



Best Practices Guide:
Coalition Building

STAGE 1: Getting Started



Talk to People in Your Network



Identify Your Core Team



Research and Learn from Other Digital Inclusion Coalitions

Getting Inspired | Digital Inclusion Coalition Chart

Building a digital inclusion coalition can take time, but there are many ways to organize and structure your effort. Check out how some other communities – both from the ConnectHomeUSA world and outside – have built and maintained digital inclusion coalitions.

Community	Type	Coalition Name	About
Jersey City, NJ	2018 CHUSA Community	Digital Inclusion Practitioners of New Jersey	The objective of the group is to bring together digital inclusion practitioners to workshop digital inclusion issues, network with other practitioners and stakeholders, share informational resources across organizations and build a culture of digital inclusion in New Jersey. Check out our in-depth case study below for more information about this coalition.

STAGE 2: Building Your Structure



Hold an Initial Meeting
and plan
Consistent Meetings



Set Expectations

STAGE 3: Building Momentum and Launching the Coalition



Formalize Your Mission



Build in Flexibility



Announce Your Coalition

Case Study: San Antonio Housing Authority (SAHA) and the Digital Inclusion Alliance

- SAHA hosted its initial ConnectHome convening in 2015 and asked the invited stakeholders to see where they could help
- The Digital Inclusion Alliance became a standalone entity benefiting SAHA and the city of San Antonio.

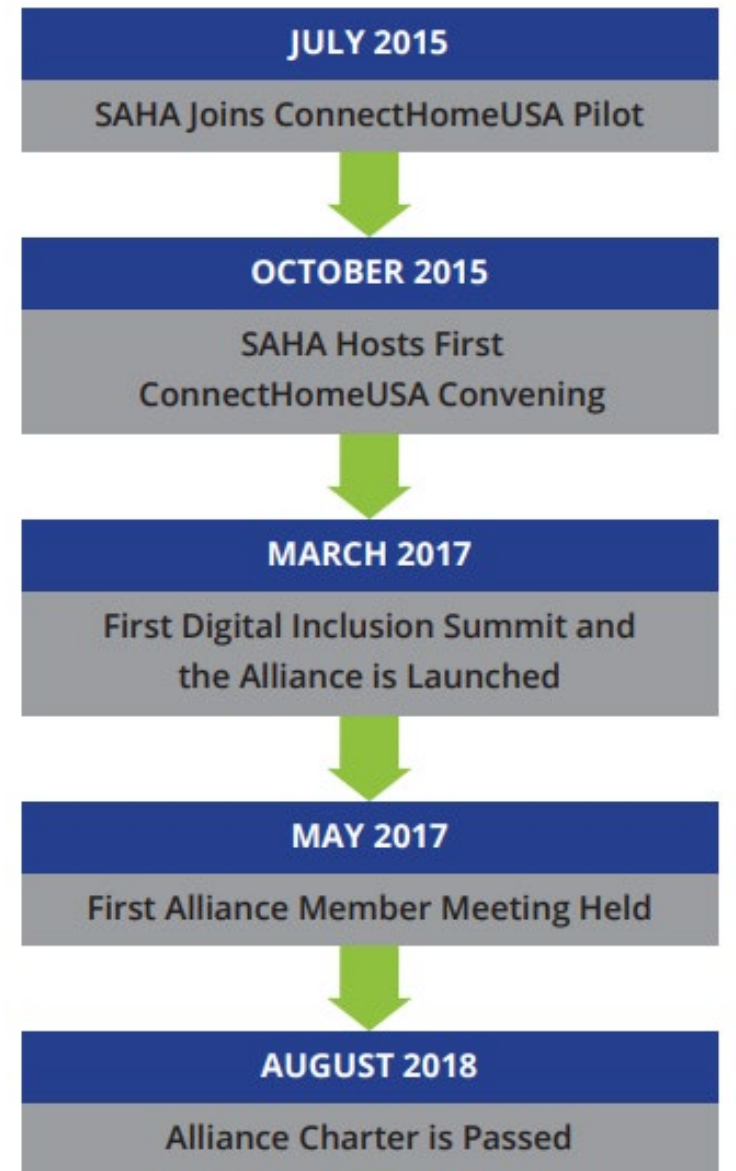


Digital Inclusion Alliance - Timeline

Core team included:



- A key ingredient to both SAHA's ConnectHome success and the success of the coalition was having a full-time staff person manage both projects.



The Digital Literacy Resource Guide



Digital Literacy Resource Guide



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Tools and Templates

ConnectHomeUSA Digital Literacy Resource Guide



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Description

Many ConnectHomeUSA communities have developed their own digital literacy training programs. With this Digital Literacy Resource Guide there will be no more reinventing the wheel! In addition to covering the recommended topics that digital literacy training should cover for beginning, intermediate, and advanced learners, it also offers an in-depth look at five free and comprehensive digital literacy training curriculums. The guide also includes a snapshot of the look-and-feel of each curriculum, a concise description of what each curriculum covers, and direct links to download the lesson plans and learning materials.

View the [ConnectHomeUSA Playbook Toolkits and Guides page](#) for the full collection of resources to help ConnectHomeUSA staff establish a comprehensive digital inclusion program in HUD-assisted communities.

Resource Links

- [Digital Literacy Resource Guide \(PDF\)](#)

Author Organization

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Digital Literacy Resource Guide for ConnectHomeUSA Staff

This **Resource Guide** provides ConnectHomeUSA staff with a comprehensive set of resources to design and implement digital literacy programs for residents of various skill levels. All resources included in this Resource Guide are free and available to the public. They cover the full range of training needs (beginner, intermediate and advanced). HUD does not endorse any of these products and is providing them for informational purposes only.

Section I: Digital Literacy Topics for First-Time Users

Covers the basics:

- **Computer Basics.** Understanding and practicing what a computer is and how to use the various components like the mouse and keyboard, how to create documents and navigating an operating system.
- **Internet Basics and Safety.** Understanding what the Internet is and practicing how to access websites. Along with these skills, it is important to include information about how to stay safe while online.

Examples of Free Online Resources for Basic Digital Literacy Training

Examples of Free Online Resources for Basic Digital Literacy Training

Below are free online resources that you can use to design introductory digital literacy classes and lesson plans for residents around these two topics. Make sure to review **SECTION IV: Snapshots of Five Free Digital Literacy Curriculums** and **SECTION V: Additional Resources** below for more resources.



Computer and Internet Basics

Here, we list several online resources that address computer and Internet basics.

1. Computer Basics
 - a. [Why Use a Computer?](#)
 - b. [Getting Started on a Computer](#)
 - c. [Using a Mac \(OS X\)](#)
 - d. [Using a PC \(Windows 10\)](#)
 - e. [Hardware and Software Basics](#)
 - f. [Mouse Tutorial](#)
 - g. [Typing Tutorial](#)
2. Internet Basics
 - a. [Using the Internet](#)
 - b. [Internet Basics](#)
 - c. [Using a Web Browser](#)
 - d. [Navigating a Website](#)

Section II: Intermediate and Advanced Digital Literacy Topics

There are primary topics that are often covered with intermediate and advanced learners:

- Email Communication
- Sharing and Collaborating on Files
- Social Networking and Media
- Software Training and Certificate Programs



Email Communication

Below are free online resources that you can use to design intermediate and advanced digital literacy classes.

1. [Introduction to Email](#)
2. [Internet Communication](#)
3. [Sharing and Collaborating on Files](#)



Social Networking & Social Media

Social media websites like Facebook, Instagram, and Twitter have made it easy to build personal and business relationships. However, there are also disadvantages related to social media, including challenges ranging from cyberbullying, disinformation, sharing of inappropriate content, radicalization, and others. Your training should be sure to cover both the benefits and potential disadvantages of using these platforms.

Below are free online resources that you can use to design intermediate and advanced digital literacy classes and lesson plans pertaining to social networking platforms.

1. [Facebook](#)
2. [Twitter](#)
3. [LinkedIn](#)
4. [Pinterest](#)
5. [YouTube](#)
6. [Social Media Tips for Kids](#)

Section III: Digital Literacy Training Tips

- How you deliver digital literacy training should be dictated by the type of students you will be teaching
 - beginners will benefit most from hands-on, in-person training
 - intermediate/advanced learners may only require remote instruction, or self-guided tutorials



SCHEDULE	SUGGESTED TIPS
Before Class	<ul style="list-style-type: none"> Review the content you plan to teach prior to each session. If teaching in person, make sure your classroom has enough computers, chairs, and space for your students. Ensure the space and equipment can accommodate people with disabilities. Prepare any printed materials in advance and if needed, place shortcuts to documents on the computer desktops. <p>If teaching remotely, review and practice using key remote learning features for the video conference platform you are using (sharing screens, entering and exiting full-screen mode, turning camera/mic on and off, using the chat box). You might consider distributing a short, printed reference manual that beginners can refer to for log-in instructions and navigation.</p>
Warm-up	<ul style="list-style-type: none"> Tell students how long the session will take and any logistics about your classroom. Have students introduce themselves. Suggested warm-up questions: <i>How often do you use a computer? What are your goals, why are you taking computer class? Have you taken computer classes before? What do you want to work on today? What did you work on last time in computer class?</i>
Set Goals	<ul style="list-style-type: none"> Set 2-3 goals for the session and discuss the goals in student-friendly language. Goals for the first session might be: <ol style="list-style-type: none"> Learn how to use a mouse Practice keyboard skills Demonstrate knowledge of file management techniques
Delivering the Lesson	<ul style="list-style-type: none"> You may want to have a computer that's connected to a projector screen so students can follow along from their stations. A teacher's assistant (a resident or Digital Ambassador) can provide one-on-one assistance. If you're providing a student handbook, remind students to take notes as necessary. Encourage students to stop you if they have questions.
Wrap Up	<ul style="list-style-type: none"> Suggested closing questions: <i>What did you learn today? What is one thing you learned that will help you meet your goal? Let's look at our goals in the chat box again, did we accomplish our learning goals today?</i> Remind learners of the next session topic and meeting time. Thank them for learning with you today!

Section IV: Snapshots of Five Free Digital Literacy Curriculums

1. [The Texas Center for the Advancement of Literacy and Learning Digital Libraries and Literacy Training Materials](#)
2. [Microsoft Digital Literacy Curriculum](#)
3. [DigitalLearn.org Self-Directed Tutorials](#)
4. [Common Sense Media Digital Citizenship Curriculum](#)
5. Wisc-online Basic Computer Skills Course



Curriculum breakdown

1. TCALL Digital Libraries and Literacy Training Materials

About	The Texas Center for the Advancement of Literacy and Learning at Texas (TCALL) A&M University developed a comprehensive library of digital literacy resources. Seven topics are covered in the curriculum, and there are additional resources like teacher tips, promotional materials, and certificate templates.
Target Audience	The curriculum can be used with beginner and intermediate learners.
Documents	Each chapter has a lesson plan and PowerPoint presentation for the teacher, a folder of materials for students with practice activities, as well as a survey and certificate of completion.
Accessing the Materials	There are options to download all the Word documents, Excel workbooks, and PowerPoint presentations at once, one chapter at a time, or as individual files. Each Word document or PowerPoint presentation downloads directly onto your computer.
Course Length	Each course is designed to take two to four hours to complete.
Topics Covered	The seven chapters include: <ol style="list-style-type: none">1. Computer Basics2. Internet Basics and Cyber Safety3. Introduction to Email4. Introduction to Microsoft Word5. Introduction to Microsoft Excel6. Online Job Search7. Resume Writing
URL	https://tcall.tamu.edu/PD-DigitalLiteracyToolkit.html

Digital Libraries and Literacy Training Materials



TEXAS ADULT EDUCATION & LITERACY HOTLINE:

800-441-READ (7323)

[FIND A TRAINER](#)



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DIGITAL LIBRARIES AND LITERACY TRAINING MATERIALS

We have set this up so that you can choose to download all of the chapters at once, full chapters at a time, or individual files.

[\[Download all chapters\]](#)

1. Computer Basics [\[Download this chapter only\]](#)

- 1.0 Computer Basics Student Folder
 - 1.0.1 [Computer Basics Student Manual](#)
 - 1.0.2 [Mouse Practice](#)
 - 1.0.3 [Keyboard Practice](#)
 - 1.0.4 [Computer Basics Online Resources](#)



Final Takeaways:

- Use the Playbook as your starting point or go back to it for a refresher on key digital inclusion topics!
- Put the Playbook into action using the Toolkits and Guides.
 - Don't forget about Part I of this webinar series.
- Use all the resources available to you on [ConnectHomeUSA - HUD Exchange](#)
 - There are webinars for each chapter of the Playbook
 - Check out past Summit materials for additional information
- Send an email to connecthome@hud.gov if you have any questions or require additional assistance.

NEW



Register Today: Closing the Digital Divide with ESH

Join this webinar to delve into the offerings of ConnectHomeUSA's new strategic partner, EducationSuperHighway (ESH) who is working to close the broadband affordability gap for the 18 million households that have access to the Internet but can't afford to connect.

Register Today



ConnectHomeUSA Playbook

Learn how to build a digital inclusion plan for your housing community! With topics ranging from resident engagement to developing partnerships with local nonprofits, sourcing devices, and much more, this document is a must read!

[ConnectHome Playbook](#)

[ConnectHomeUSA Playbook 2019](#)

[ConnectHomeUSA Playbook
Toolkits and Guides](#)



Monthly Newsletters

Sign up for the monthly newsletter to receive the latest research and news about broadband, and to learn more about ConnectHomeUSA.

[Subscribe to the Mailing List](#)

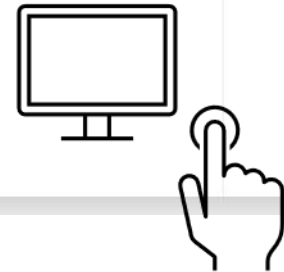


Questions?

HUD is available to answer questions related to broadband access and digital literacy programs.

Submit your questions to the [Ask A Question \(AAQ\) portal](#).

ConnectHomeUSA communities may also contact the [ConnectHomeUSA Team](#) directly.



Link to website:

<https://www.hudexchange.info/programs/connecthomeusa/playbook-toolkits-and-guides/>

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Thank you

Any questions?

connecthome@hud.gov