



Broadband
Assessment
Program

Broadband Assessment Survey Outreach Kit

The Broadband Assessment Survey is a tool being utilized by the Department of Public Service to study the reliability and affordability of highspeed broadband infrastructure through New York State. Use the tools below to encourage your networks to complete the survey by March 18, 2022. Be sure to tag @NYSDPS and the hashtag #MyBroadbandNY so that we can support your posts and keep momentum going!

HASHTAG

#MyBroadbandNY

SURVEY URL

www.empirestatebroadband.com

FOLLOW & TAG

Twitter: [@NYSDPS](https://twitter.com/NYSDPS)

Instagram: [@nysdps](https://www.instagram.com/nysdps)

Facebook: [NYSDPS](https://www.facebook.com/NYSDPS)

LinkedIn: [NYS Department of Public Service](https://www.linkedin.com/company/NYS-Department-of-Public-Service)

SAMPLE MAILER/NEWSLETTER LANGUAGE

****When sharing in a mailer or newsletter, please share at the top, otherwise this will get lost in all the important day-to-day information. It is also important to note that other broadband surveys have been conducted previously but they were not DPS' survey so additional encouragement to participate is necessary to get the word out. ****

- The New York State Department of Public Service is mapping broadband infrastructure across the state, and they need to hear from our community. The survey takes 5-7 minutes to complete and will assist the agency is more accurately reporting on where broadband infrastructure exists and where it does not. Visit www.empirestatebroadband.com by March 18 to take the survey digitally or call the toll-free broadband assessment line at 1-855-NYBBMAP (1-855-692-2627) to receive a paper copy in the mail.
- The Department of Public Service wants to hear about your broadband issues. They are working on a broadband study to be released this spring and need our communities' input. Visit www.empirestatebroadband.com by March 18 to take their broadband survey digitally or call the toll-free broadband assessment line at 1-855-NYBBMAP (1-855-692-2627) to receive a paper copy in the mail.

SAMPLE SOCIAL POSTS

Twitter/Instagram

- @NYSDPS is studying broadband and needs to hear from us. Visit www.empirestatebroadband.com to take their quick survey and let them know what's happening in your community. #MyBroadbandNY
- Do you have broadband connectivity barriers? Share them with @NYSDPS! Visit www.empirestatebroadband.com to take their quick survey. #MyBroadbandNY
- [Retweet DPS](#)

Facebook:

- #NYSDPS is mapping broadband infrastructure across the state and they need to hear from our community. The survey takes 5-7 minutes to complete and will assist the agency is more accurately reporting on where broadband infrastructure exists and where it does not. Visit www.empirestatebroadband.com by March 18 to take the survey digitally or call the toll-free broadband assessment line at 1-855-NYBBMAP (1-855-692-2627) to receive a paper copy in the mail.
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LinkedIn:

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DIGITAL ASSET

- Flyer
 - You will find our shareable flyer attached in the original email sent by Valery.Galasso@dps.ny.gov. Please do not hesitate to reach out directly for an additional copy.