



UTAH SPEED TEST CAMPAIGN

ONLINE ASSET PACKAGE

The Utah Broadband Center, in partnership with the Governor's Office of Economic Opportunity, have launched the Utah Speed Test. We invite you to share this initiative and have provided some suggested social media content to share with any of your available channels. Please use the hashtag #UtahSpeedTestCampaign or reference the Utah Speed Test Campaign. The more you help us spread the word, the more data we collect and the more we can improve broadband access across Utah.

Social Media

Sample Post

Channel Suggestion: Twitter

Visual: [Governor Spencer Cox Speed Test Video](#)

Copy: It's not too late to participate in the #UtahSpeedTestCampaign. Help us identify and map internet speeds across Utah. Take the Internet Speed Test at speedtest.utah.gov or call the hotline at 1-435-777-TEST (8378) before April 31.

Sample Post

Channel Suggestion: Instagram/Facebook

Visual: [Governor Spencer Cox Speed Test Video](#)

Copy: The #UtahSpeedTestCampaign isn't just for those with slow internet. We need all Utahns to participate to help build a stronger broadband network. Take the Internet Speed Test at speedtest.utah.gov and answer a few questions about your internet connection. It only takes 60 seconds. Don't have access to the internet? Call our hotline at 1-435-777-TEST (8378).

Sample Post

Channel Suggestion: Instagram/Facebook

Visual: [Governor Spencer Cox Speed Test Video](#)

Copy: Together, we can help connect rural Utahns to high-speed broadband. Please help us identify Utah's areas of greatest need for high-speed internet. Take the Internet Speed Test before April 31 at speedtest.utah.gov or call our hotline at 1-435-777-TEST (8378).

Newsletter

Headline:

Utah Internet Speed Test Campaign Extended

Body:



The Utah Broadband Center, powered by the Utah Governor's Office of Economic Opportunity, is extending the Utah Internet Speed Test Campaign. This is a statewide effort for ALL Utahns to self-report their internet speeds or lack of internet connection.

The Utah Internet Speed Test Campaign is an initiative to map internet speeds, high or low, across the state. People with or without internet access are encouraged to participate. The campaign is performing well in Utah's urban areas, but more data is needed in the rural areas of our State.

This campaign will collect data to:

- Identify the areas of Utah where homes and businesses lack high-speed internet connection
- Discover which households do not have an internet connection and the reasons why
- Direct funds toward providing reliable broadband access throughout the state

Help rural Utah's economy and your community by taking the speed test at speedtest.utah.gov. The test takes less than 60 seconds. For those who do not have access to the internet, please participate by calling the campaign's hotline at 1-435-777-TEST (8378). The Internet Speed Test is available in English and Spanish.

Website Content

Headline:

Help Map Internet Speeds Across Utah

Copy:

The Utah Broadband Center, powered by the Governor's Office of Economic Opportunity, has launched Utah Internet Speed Test Campaign. From telework to telehealth to distance learning, having a reliable high-speed internet connection is critical for Utahns. We know that reliable, high-speed internet can be hard to come by in Utah's rural communities, and, with your help, we can identify the areas in need of broadband upgrades.

The Utah Speed Test Campaign is a statewide opportunity for ALL Utahns to report their internet speeds or lack of internet connection. People with or without internet access are encouraged to participate.

This campaign will help to:

- Identify the areas of Utah where homes and businesses lack high-speed internet connection
- Discover which households do not have an internet connection and the reasons why
- Direct funds toward providing reliable broadband access throughout the state

Help rural Utah by taking the test at speedtest.utah.gov. The test takes less than 60 seconds. For those who do not have access to the internet, please participate by calling the campaign's hotline at 1-435-777-TEST (8378). The test is available in English and Spanish.