

Social Media Kit: Overland-Tandberg and the AT&T Connected Learning Centers Program

(Internal Use Only)

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What's The News?

AT&T [Connected Learning Centers Initiative](#)

- AT&T is taking the next step in its \$2Billion, 3-year commitment to help millions of underserved students and families, negatively impacted by the digital divide, through the expansion of free-device programs, education, and digital literacy resources.
- AT&T plans to establish **over 20 Connected Learning Centers (CLC)** in underserved communities in Los Angeles, Atlanta, Cleveland, Detroit, Houston, Miami, and San Francisco. AT&T is collaborating with Dell and Overland-Tandberg to help “bridge the digital divide” in very tangible ways.
- Dell will donate PCs to each Connected Learning Center, while **Overland-Tandberg** will lead the onsite configuration of the computers.
- The first CLC opened today, Thurs Sept. 16 at the Family Gateway Center in Dallas.
- There will be 3 Press Releases posted – one from Overland-Tandberg and two from AT&T

Step 1. Follow Eric Kelly!



URL
<https://www.facebook.com/Eric-L-Kelly-112291524395801>



URL
https://twitter.com/Eric_L_Kelly
Social Handle
@Eric_L_Kelly



URL
https://www.instagram.com/eric_l_kelly/
Social Handle
@eric_l_kelly



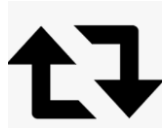
URL
<https://www.linkedin.com/in/ekelly1/detail/recent-activity/>

Step 2. Follow Us!



	LinkedIn	FaceBook	Twitter	InstaGram
AMER	https://www.linkedin.com/company/overlandtandberg/	https://www.facebook.com/Overland-Tandberg-105425831889957	https://twitter.com/OT_OvrlDndbg	https://www.instagram.com/explore/tags/overlandtandberg/
EMEA	https://www.linkedin.com/company/tandberg-data/	https://www.facebook.com/OverlandTandberg	https://twitter.com/TandbergData_IT	https://www.instagram.com/explore/tags/overlandtandberg/
APAC				https://www.instagram.com/explore/tags/overlandtandberg/

Step 3.



...Comment...Re-Tweet...Like...Share

- Over the next few days, we will post new content on Overland Tandberg social pages.
- Be sure to **follow** us on the platforms you use the most often, **engage** with us and **share** with your followers as well!
- Here are links to both the Overland-Tandberg press release, and the two AT&T National Press Releases.
 - Overland-Tandberg release: <https://www.overlandtandberg.com/company-info/news-insights/press-release/overland-tandberg-collaborates-with-att-to-bridge-the-digital-divide-for-underserved-communities/>
 - AT&T National release: https://about.att.com/story/2021/att_connected_learning_center.html
 - ATT Dallas Release: https://about.att.com/story/2021/att_connected_learning_center_dallas.html
- You can use the links for your own posts or you can access them through any of our OT social platforms listed in the earlier slides.

Step 4. Sample Social Posts

AT&T kicks-off its Connected Learning program this week - a key part of its \$2B commitment to Bridge the #digitaldivide. Overland-Tandberg is proud and excited to "roll up our sleeves" and do our part for this important initiative! Congrats!

Overland-Tandberg continues its mission to advance #globalintellect by working with @AT&T att.com/connectedlearning and @Dell and local non-profit organizations to Bridge the #digitaldivide for underserved communities. Read our press release

They say, "It takes a Village to Raise a Child." Overland-Tandberg is proud to be working shoulder-to-shoulder with @AT&T, @Dell as well as local organizations and nonprofits to bridge the #digitaldivide for students and underserved communities. #globalintellect

Congrats to the AT&T Connected Learning Center program! Overland-Tandberg is proud to be a part of this initiative. #digitaldivide #globalintellect att.com/connectedlearning