



THE SOUTHERN ECONOMIC ADVANCEMENT PROJECT
ARP DATA DASHBOARDS AND SURVEY RESULTS RELEASE
DIGITAL TOOLKIT

HOW TO USE OUR TOOLKIT: Below is SEAP’s social media/digital toolkit to help promote results from SEAP’s American Rescue Plan Community survey, report and funds tracker. Our team has drafted social captions for easy sharing, along with graphics, which you can access [here](#).




If you have troubles or concerns, contact SEAP’s Comms Manager, Dede Dunham, at ddunham@rooseveltinstitute.org.

Survey: bit.ly/SEAParp | **Report:** bit.ly/ACommunityRecovery | **ARP Funds Tracker:** tabsoft.co/3Gv4ffe

ARP Community Needs Survey Results		
Focus Area	Captions	Media Type
AL Quotes	@the_seap asked: What do you think your community would look like if it built back better from COVID-19? Alabamians said: 🇺🇸	5 Graphics Carousel
GA Quotes	@the_seap asked: What would you like elected officials and community leaders to know about your concerns or funding requests? Georgians said: 🇺🇸	5 Graphics Carousel
MS Quotes	@the_seap asked: Where should funding be invested in your community and why? Mississippians said: 🇺🇸	5 Graphics Carousel
Community Engagement	SEAP’s Community Needs survey reveals 90% of Southern respondents say none of their leaders have reached out to them regarding the #AmericanRescuePlan. View insights: bit.ly/ACommunityRecovery	Graphic
Community Engagement	An overwhelming 77% of Southern survey respondents say they get community and city updates from social media. View insights: bit.ly/ACommunityRecovery	Graphic

Personal Challenges	As families continue to feel the economic impacts of the pandemic and, now, inflation too, 52% of @the_seap's survey respondents say the ability to pay utilities is a top personal concern.	Link and/or Graphic
Community Challenges	Challenges brought on by the pandemic are not one-off instances for individual families but for communities as a whole too. @the_seap's latest survey results teach us that affordable housing is the #1 challenge for communities.	Link and/or Graphic
ARP Local Funds Tracker AL	16 Alabama cities are receiving a total of \$328M in ARP recovery funds. So far, leaders' largest allocation - \$14M - is toward revenue and general gov. Follow the funds: tabsoft.co/3Gv4ffe	InfoGraphic
ARP Local Funds Tracker MS	12 Mississippi cities are receiving a total of \$100M in ARP recovery funds. So far, leaders' largest allocation - \$14.6M - is toward sewer, water and storm projects. Follow the funds: tabsoft.co/3Gv4ffe	InfoGraphic
ARP Local Funds Tracker GA	26 Georgia cities are receiving a total of \$576M in ARP recovery funds. So far, leaders' largest allocation - \$165.8M - is toward revenue and general gov. Follow the funds: tabsoft.co/3Gv4ffe	InfoGraphic
General Survey Results	RESULTS ARE IN: @the_seap releases results from its Community Needs survey, where they asked Southerners where they'd like #ARP funds spent during this pandemic recovery. Here's how they responded: bit.ly/ACommunityRecovery	Link and/or Graphic
General Survey Results	During COVID-19, which of these challenges have you experienced, personally? 51% say personal debt. 🏠 The #ARP provides a unique opportunity for local leaders to lighten the load. Read full report: bit.ly/ACommunityRecovery	Link and/or Graphic
General Survey Results	NEW REPORT: Here's a glimpse into where Southern communities would like #ARP funding spent in their cities, along with where leaders are actually spending the dollars. Read: bit.ly/ACommunityRecovery	Link and/or Graphic
General Survey Results	In November 2021, SEAP launched its Community Needs survey to learn Southern communities' wants and needs as they recover from the pandemic. Read how residents in AL, MS, GA + NOLA responded: bit.ly/ACommunityRecovery	Link and/or Graphic

ARP Community Needs Survey General Promoting Facebook, Instagram, Twitter		
Focus Area	Captions	Media Type
Childcare	<p>An equitable recovery starts with ensuring that parents can comfortably go to work and afford childcare.</p> <p>Does your community need childcare assistance programs? Tell your lawmakers TODAY!</p> <p>bit.ly/SEAParp</p>	Link and/or Graphic
Education	<p>@P2PData teaches us that third-grade reading scores in fall 2021 were lower than in fall 2019 by seven percentile points on average.</p> <p>Is learning loss and building education resources a priority for your community? Let your leaders know through @the_seap's survey.</p> <p>bit.ly/SEAParp</p>	Link and/or Graphic
Employment Opportunities	<p>A family-sustaining career is one of the best ways to reduce poverty and create a pathway to financial recovery.</p> <p>Is your community providing opportunities for steady employment with livable wages? Take @the_seap's survey to let leaders know how they can help.</p> <p>bit.ly/SEAParp</p>	Link and/or Graphic
Personal Debt	<p>Financial concerns and personal debt have been one of the many challenges during the pandemic.</p> <p>Let your local lawmakers know what is blocking your pathway to financial recovery by taking @the_seap's survey TODAY.</p>	Link and/or Graphic
Small Business Support	<p>Paving the way to an equitable recovery means supporting small businesses.</p> <p>Does your community need more programs to help with small business resiliency and recovery? Let your leaders know by taking @the_seap's Community Needs survey.</p> <p>bit.ly/SEAParp</p>	Link and/or Graphic
Ability to Pay Utilities	<p>Southern communities have struggled to stay on track with monthly bills. In fact, @the_seap's latest survey teaches us that 52% of respondents struggled to pay utilities.</p> <p>Sounds like your community's challenge? Tell lawmakers here bit.ly/SEAParp</p>	Link and/or Graphic

<p>Access to and/or Ability to Maintain Housing</p>	<p>@the_seap's recent survey shows that more than 55% of Southern respondents say their community struggles with affordable housing in AL, GA and MS.</p> <p>Is your community experiencing the same challenge? Tell your local leaders through the Community Needs survey.</p>	<p>Link</p>
<p>Access to Transportation</p>	<p>Expanding access to transportation is vital to economic recovery and prosperity.</p> <p>Steer local leaders in the right direction by taking @the_seap's Community Needs Survey right now.</p>	<p>Link and/or Graphic</p>
<p>Reliable Internet Access</p>	<p>When the pandemic pushed schools and workplaces to go virtual, we saw many Southerners struggle to stay connected due to unreliable internet.</p> <p>Is internet access an issue for your community? Tell your city leaders by taking @the_seap's survey.</p>	<p>Link and/or Graphic</p>
<p>Behavioral Health and/or Mental Health</p>	<p>Don't struggle in silence. Access to mental and behavioral health care is a key factor in a fair community and economic recovery.</p> <p>If access to behavioral health or mental health is a challenge, use your voice to let local leaders know by taking @the_seap's Community Needs survey.</p>	<p>Link and/or Graphic</p>
<p>Access to Healthcare</p>	<p>Every. Single. American deserves access to adequate health care. We know this is where many Southern communities fall behind. Now, there's funding available to fill the gaps.</p> <p>Tell your leaders you want equitable health care for your community bit.ly/SEAParp</p>	<p>Link and/or Graphic</p>
<p>General Survey Participation</p>	<p>In the Community Needs survey, @the_seap asks Southerners about their needs for their city's pandemic recovery. It's an opportunity for leaders to gain insight into their voters' wants.</p> <p>Want to join the conversation? Take the survey at bit.ly/SEAParp</p>	<p>Link and/or Graphic</p>
<p>General Survey Participation</p>	<p>COMMUNITY SURVEY: To help local leaders understand where community members want #ARP funds spent, @the_seap launched a survey to find out.</p> <p>If you're a part of a Southern community, join the conversation: bit.ly/SEAParp</p>	<p>Link and/or Graphic</p>
<p>General Survey Participation</p>	<p> We need housing.  More educational resources.  Better health care.</p> <p>How should Southern officials spend American Rescue Plan funding for your community? Tell them in @the_seap's Community Needs survey.</p>	<p>Link and/or Graphic</p>