

Data Centers: Advocacy Toolkit

This document is intended as messaging guidance for state and local federation partners.

Sample Social Media Posts

- Adapt these posts to your local market.
- Replace bracketed text with local details.
- Posts are designed for X (Twitter), LinkedIn, and Facebook.
- **NOTE: Add local data, details and graphics where possible.**

Social Post 1: Community Investment

Platform: X / LinkedIn / Facebook

Data centers contributed \$162.7 billion in national tax revenue last year, funding schools, public safety, and local infrastructure across the country. In [State/County], that investment means [local example: lower property tax rates, new school funding, infrastructure upgrades].

Responsible development delivers real returns. #DataCentersDeliver
#InvestInCommunities

Suggested visual: Local school, fire station, or infrastructure project funded by data center tax revenue.



Social Post 2: Careers, Not Just Jobs

Platform: X / LinkedIn / Facebook

The average data center technician earns \$85,000 a year. Senior roles top \$120,000. These are long-term careers for electricians, HVAC specialists, and technical talent, jobs that endure long after the cranes are gone.

In [your community], data centers are building workforce pipelines with [local community college/training program]. That's what real economic development looks like.

Suggested visual: Local workforce training program, technician at work, or community college partnership.



\$715.5 billion in tax contributions
from 2017-2023 for federal, state & local governments.

Source: Data Center Coalition

Social Post 3: Accountability and Transparency

Platform: X / LinkedIn / Facebook

Seven major data center developers pledged: no cost-shifting to residential ratepayers. Developers pay for their share of the power and grid infrastructure they require.

Responsible development starts with listening, and it means real guardrails on energy costs, water use, and community impact. #BuildResponsibly #RatepayerProtection

Suggested visual: Infographic on the Ratepayer Protection Pledge or community town hall photo.

Op-Ed Template

This template is designed for state and local chamber leaders, business owners, or community validators.

- Replace all bracketed text with local details.
- Target 650-800 words for most local newspapers.
- Submit to your local paper's opinion editor with a brief cover note identifying the author and their connection to the community.

Data Centers Can Strengthen [Community/County/State]

BY: [Author Name], [Title], [Organization]

OPENING: Establish local credibility and acknowledge concerns

As [title/role] at [organization], I've spent [number] years working to strengthen [community/county]. So when residents raise concerns about data center development, I take them seriously. Questions about energy costs, water use, and quality of life deserve honest answers.

The debate over data centers in [State/community] is real, and it should be. Any major development that affects how we live, our cost of living, and what our community looks like deserves scrutiny. But the conversation should be grounded in facts, not fear.

PIVOT: Present the accountability framework

Here is what has changed. Seven of the largest data center developers in the country, including Amazon, Google, Meta, and Microsoft, signed a pledge committing to pay for the power and grid infrastructure their facilities require. No cost-shifting to residential ratepayers. That commitment matters, because the number one concern I hear from neighbors is whether data centers will drive up electric bills. The answer, backed by their commitments, is no.

Responsible development starts with listening. It means transparent reporting on energy and water use, binding community benefit agreements, and engagement before, during, and after construction. This is a commitment to be a trusted partner with a community before, during, and after construction is complete.

BODY: Make the economic case with local proof

The economic case is compelling. Nationally, data centers generate \$162.7 billion in annual tax revenue. [In our State/county, that translates to (local tax revenue figure, school funding example, infrastructure investment).] [In Virginia, data center tax revenue has allowed counties to hold down residential property tax rates while increasing investments in schools and transportation.]

These are not abstract numbers. They fund the teachers in our classrooms, the first responders who keep us safe, and the roads we drive every day.

And the jobs are real. The average data center technician earns \$85,000 a year, with senior roles exceeding \$120,000, in communities where the median household income is often half that. A single hyperscale campus sustains 100 to 150 permanent, full-time operations jobs with benefits, and those roles grow as capacity expands. [Local example: workforce pipeline with community college, trades program, or employer partnership.]

CLOSE: Forward-looking, community-centered

None of this works without accountability. Communities should demand enforceable standards on energy, water, noise, and local hiring. Developers should welcome that scrutiny, because earning trust is the price of doing business in a community that cares about its future.

[Community/State] has a choice. We can let this debate be defined by fear and misinformation, or we can set the terms: responsible development, real investment, and

genuine accountability. I believe our community is smart enough to demand both growth and guardrails.

The data center industry has not always gotten it right. But the commitments now on the table, if enforced, represent a meaningful step forward. Let's hold them to it.

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