

## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



Seeking customized language on Census outreach for your chamber members or colleagues? Utilize this Census Business Outreach Language document to post directly to your newsletters and social media.

To go to an example of a social media post, click on the link under “**Content Links.**” To return to “Content Links” click on “**(back to top)**” in the upper right hand corner of the green bar. A *graphic and plain-text version of each blurb is included.* Please feel free to edit the posts to fit your needs!

**CONTENT LINKS** | Ready-to-paste, time-limited language, links to important resources, and examples of social media posts.

February 10-14.....	<a href="#"><u>Census Business Toolkit</u></a>
February 17-21.....	<a href="#"><u>Census Resources</u></a>
February 24-28.....	<a href="#"><u>FAQ’s Link &amp; Business Census Champions Videos</u></a>
March 2-6.....	<a href="#"><u>Data Security</u></a>
March 9-13.....	<a href="#"><u>Questions Included in the Census</u></a>
March 16-20.....	<a href="#"><u>The 2020 Census is Here!</u></a>
March 23-27.....	<a href="#"><u>Census Outreach: Highlight Your Business</u></a>
March 30-April 3.....	<a href="#"><u>Census Day: April 1st</u></a>
April 6-10.....	<a href="#"><u>Census Reminders</u></a>

The 2020 Census is fast approaching!

Help us ensure that California achieves a complete 2020 Census by reaching employees, customers, and hard to count Californians. **Why is this important?** Businesses can use [Census Bureau data to inform decision making](#). You can be a positive influence on the financial future of California for the next ten years! **Check out these Census 2020 resources - customized for business leaders like you:**

- [Census Toolkit for LA County Businesses](#)
- [Census Toolkit for CA Businesses](#)

[Join our Census Business Network!](#)



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FEBRUARY 17-21

CENSUS RESOURCES

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Check out these Census 2020 resources - customized for business leaders like you:

- **Census 2020 Flyers:** Use our [Census outreach flyer](#) to place in your breakroom or storefront. If you would like bigger posters for multiple locations or company vehicles, contact: Estefania at [elopezperez@readynation.org](mailto:elopezperez@readynation.org)
- **Talking Points:** Review these Census 2020 business toolkits ([Census Toolkit for LA County Businesses](#) and [Census Toolkit for CA Businesses](#)) for talking points to communicate to your employees, customers, partners, and community members
- **Social Media:** Use our [ready-to-paste social media language](#) to inform your audience about the 2020 Census through different platforms. #2020Census #BeCounted

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FEBRUARY 24-28

FAQs & CENSUS CHAMPIONS

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## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



Countdown to the Census 2020 is **3 weeks away!** Are you and your employees ready?

- **Talking Points:** Check out these Census 2020 business toolkits ([Census Toolkit for LA County Businesses](#) and [Census Toolkit for CA Businesses](#)) for talking points to communicate to your employees, customers, partners, and community members.
- **Census FAQs:** Got questions? Check out the [US Census FAQ](#) page.
- **Census 2020 Business Census Champions:** Check out and share our [Census 2020: Business in Action video series](#) highlighting Census outreach efforts by local businesses.
- **Social Media:** Use our [ready-to-paste social media language](#) and include why you think the census matters to your business. Don't forget to tag @ReadyNationCA! Prefer to re-share an existing post? Feel free to share this [Facebook](#) and [Twitter](#) post!

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**Countdown to the Census 2020 is 2 weeks away!**

Do you and your employees still have questions about Census 2020 data privacy? It's important to know that by law (Title 13 of the US Code), all responses to U.S. Census Bureau household and business surveys are kept completely confidential. Refer to this helpful [2020 Census Confidentiality Factsheet](#) to relay to your employees and customers.

Additionally, remember to use our [Census outreach flyer](#) to place in your breakroom or storefront this week! If you would like bigger posters for multiple locations or printed resource handouts, contact: Estefanía at [elopezperez@readynation.org](mailto:elopezperez@readynation.org)

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**Countdown to the Census 2020 is 2 weeks away!**

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## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



### Countdown to the Census 2020 is **1 week** away!

Your mailer from The Census Bureau is coming next week. Do you and your employees want to know what types of questions are included in the Census? Refer to the [California Census](#) website for a list of questions (scroll down to FAQs). The list of questions includes, for example:

- **How many people are living at your home on April 1, 2020**
- **Whether the home is owned or rented**
- **About the sex, age, race and relationship of each person in your home**
  
- The Census will **NOT** ask about citizenship status.

Remember, every person in the country is required to fill out the census. You can respond via: [1. Online](#), [2. By Phone](#), [3. By Mail](#)

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## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



### The Census 2020 is here!

Remind your employees and customers that Census invitation letters go out this week. Remember, every person in the country is required to fill out the census. When filling out the census, people should include everyone living with them, even if not everyone is related. You can respond via: [1. Online](#), [2. By Phone](#), [3. By Mail](#).

### 2 Ways you can help employees complete the census:

1. **Work-Time:** Provide the option for employees to complete the census form during
2. **Access to a Space:** Designate an area with access to a computer where employees can

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### The Census 2020 is **here!**

Remind your employees and customers that Census invitation letters go out this week. Remember, every person in the country is required to fill out the census. When filling out the census, people should include everyone living with them, even if not everyone is related. You can respond via: [1. Online](#), [2. By Phone](#), [3. By Mail](#).

### 2 Ways you can help employees complete the census:

1. **Work-Time:** Provide the option for employees to complete the census form during work time, a break, or at a staff meeting
2. **Access to a Space:** Designate an area with access to a computer where employees can complete their form

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**MARCH 23-27**

**CENSUS: HIGHLIGHT YOUR BUSINESS** ([back to top](#))

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**Share your Census outreach efforts with ReadyNation CA!** Post a picture or a video of what your business is doing to promote a complete #2020Census count and tag @ReadyNationCA to feature your business on our page! For some ideas, check out these posts on [Facebook](#) and [Twitter](#)!

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**MARCH 30-APRIL 3**

**CENSUS DAY: APRIL 1<sup>st</sup>**

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## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



Census 2020 Day is April 1st!

### 3 Ways you can help employees complete the census:

1. **Host a lunchtime Census** event with your employees
2. **Provide prizes/incentives** to employees that complete their census form
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APRIL 6-10

CENSUS REMINDERS

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## CENSUS 2020 OUTREACH: NEWSLETTER BLURBS & SOCIAL MEDIA



Continue your Census outreach efforts!

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