



# **Social Media Toolkits**

## **November 2019 – July 2020**



## Social Media Partner Toolkit - November 2019

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Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making.

Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

### Communications Strategy

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

**1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.

**2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.

**3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.

**4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.

**5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts

### Post 1



#### Facebook

The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much money is allocated to roads and highways, emergency services, parks, and more! #CaliforniaForAll #BeCounted <https://californiacensus.org/why-the-census-matters/>

#### Twitter

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#### Instagram

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### Post 2

**CENSUS AVAILABLE IN**



**LANGUAGES ONLINE**

#### Facebook

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

#### Twitter

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

#### Instagram

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll



### Post 3



#### Facebook

The #2020Census will impact the next generation! Information collected during the Census will inform funding for special education, teacher training, youth programs and more. By filling out our Census forms, we're giving California's kids a brighter future. Learn more: <https://californiacensus.org/why-the-census-matters/> #CaliforniaForAll #BeCounted

#### Twitter

The #2020Census will impact the next generation! Data collected during the Census will inform funding for special ed, teacher training, youth programs and more. By filling out our Census forms, we're giving California's kids a brighter future. #BeCounted <https://californiacensus.org/why-the-census-matters/>

#### Instagram

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### Post 4



#### Facebook

When you fill out the #2020Census you are telling YOUR family's story. Give your story a voice by visiting the California Census website and sharing why the Census matters to you! #CaliforniaForAll #BeCounted <https://californiacensus.org/>

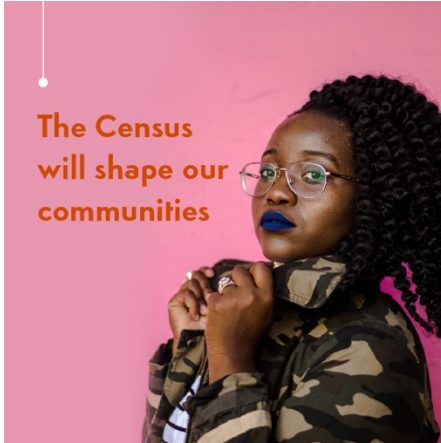
#### Twitter

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#### Instagram

When you fill out the #2020Census you are telling YOUR family's story. Give your story a voice by visiting the @CACensus website and sharing why the Census matters to you! #CaliforniaForAll #BeCounted

## Post 5



### Facebook

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll  
<https://californiacensus.org/about-the-2020-census/>

### Twitter

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll  
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### Instagram

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll

## Post 6



### Facebook

An undercount on the #2020Census could impact our communities for decades to come. Do you live in one of California's hard-to-count zip codes? Visit the California Census website to learn more about your neighborhood:  
<https://californiacensus.org/why-the-census-matters/>  
 #CaliforniaForAll #BeCounted

### Twitter

An undercount on the #2020Census could impact our communities for decades to come. Do you live in one of California's hard-to-count zip codes? Visit the @CACensus website to learn more about your neighborhood:  
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## Social Media Partner Toolkit - December 2019

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This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

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Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

- 1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.
- 2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.
- 3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.
- 4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.
- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts - December 2019

### Post 1



#### Facebook

Every 10 years, we have the power to shape the future of our community and build a #CaliforniaForAll by participating in the Census! The #2020Census is just a few months away so let's make sure our community is counted. #CountMeIn #HagaseContar

#### Twitter

Every 10 years, we have the power to shape the future of our community and build a #CaliforniaForAll by participating in the Census! The #2020Census is just a few months away so let's make sure our community is counted. #CountMeIn #HagaseContar

#### Instagram

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### Post 2



#### Facebook

Many communities in California have been underrepresented or undercounted in past Censuses. That means certain communities aren't getting their fair share of funding & representation. Let's ensure we will ALL be counted in the #2020Census!

#### Twitter

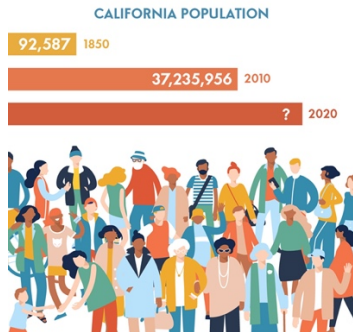
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### Post 3



#### Facebook

CA Population in 1850: 92,587

CA Population in 2010: 37,235,956

Counting that many people is no small task, but with your help we can ensure a complete count in 2020! Learn more:

<https://californiacensus.org/about-the-2020-census/>

#### Twitter

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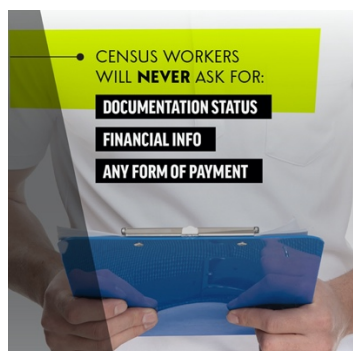
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CA Population in 2010: 37,235,956

Counting that many people is no small task, but with your help we can ensure a complete count in 2020! Learn more about the Census at the link in our bio. #2020Census #CaliforniaForAll #CountMeIn

### Post 4



#### Facebook

Quick 2020 Census safety tip: know how to identify a Census worker. Preparations for the Census are already underway and there may be Census Bureau representatives visiting your neighborhood. Read more on how to verify that someone works for the Census: <https://2020census.gov/en/census-takers.html>

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Quick #2020Census safety tip: know how to identify a Census worker. Preparations for the Census are already underway and there may be Census Bureau representatives visiting your neighborhood. Every Census worker will have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

### Post 5



#### Facebook

The #2020Census is California's opportunity to tell the story of OUR communities. Our stories matter and we deserve to be counted! Share your story in the comments below! ☐☐  
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#### Twitter

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### Post 6



#### Facebook

El #Censo2020 determinará el futuro de nuestras comunidades. Asegurémonos de que se cuenten todos los Californianos para garantizar recursos y representación justa que nuestra comunidad.  
#HagaseContar #CaliforniaForAll #NuestroCenso #NuestraVoz

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## Social Media Partner Toolkit - January 2020

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- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts - January

### Post 1



#### Facebook

Get ready, California! The #2020Census is coming this Spring. Your participation will help shape our communities. Tell the @CaliforniaCensus why the Census matters to you and your community at [www.californiacensus.org](http://www.californiacensus.org). #CaliforniaForAll

#### Twitter

Get ready, California! The #2020Census is coming this Spring. Your participation will help shape our communities. Tell @CACensus why the Census matters to you and your community at [californiacensus.org](http://californiacensus.org). #CountMeIn #CaliforniaForAll #HagaseContar

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### Post 2



#### Facebook

The #2020Census affects all of us – and it will impact the future of our communities for decades to come. When we participate in the Census, we are building a better #CaliforniaForAll. Learn more from @CaliforniaCensus.

#### Twitter

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#### Instagram

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### Post 3



#### Facebook

The #2020Census could impact funding to vital programs that individuals with disabilities rely on every day. Counting everyone ensures a more inclusive and accessible future for Californians of all abilities ☐☐. Learn more @CACensus. #DisabilityCounts2020 #CaliforniaForAll

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### Post 4



#### Facebook

It is important that the #2020Census counts all Californians, no matter who they are or their background. The Census is completely confidential, so you can rest assured that your personal information is safe and secure. It cannot be shared with the courts, police or immigration enforcement, your landlord or your employer. Learn more from @CaliforniaCensus. #CaliforniaForAll

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### Post 5



#### Facebook

#2020Census Fun Fact: The population count gathered from the Census is used to support business development across California. This helps create new jobs and boost local economies ☐☐! Learn more from @CaliforniaCensus. #CaliforniaForAll

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### Post 6



#### Facebook

Responding to the #2020Census is our civic duty. It affects funding for our communities, how we plan for the future, and our voice in government. Learn more from @CaliforniaCensus. #CaliforniaForAll

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## Social Media Partner Toolkit - February 2020

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### Social Media Posts - February

#### Post 1



#### Facebook



The #2020Census is almost here! Do you know how to get counted this spring? Don't worry - we've outlined everything you need to know about deadlines, forms, and more. Head to our website to get all the info. <https://californiacensus.org/about-the-2020-census/> #CaliforniaForAll


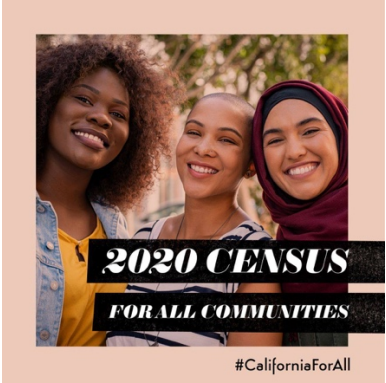
#### Twitter

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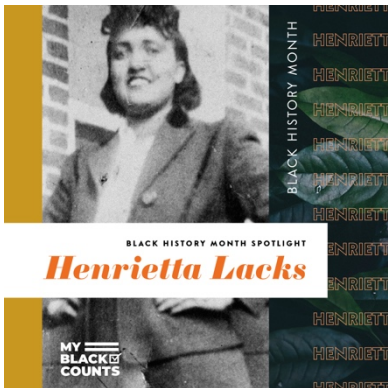
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<p><b>Post 2</b></p> 	<p><b>Facebook</b> Mark your calendars ☐ The U.S. Census Bureau will mail a letter with instructions for completing the #2020Census to every household in mid-March. Be on the lookout for yours! #CaliforniaForAll</p> <p><b>Twitter</b> Mark your calendars ☐ The @uscensusbureau will mail a letter with instructions for completing the #2020Census to every household in mid-March. Be on the lookout for yours! #CaliforniaForAll</p> <p><b>Instagram</b> Mark your calendars ☐ The @uscensusbureau will mail a letter with instructions for completing the #2020Census to every household in mid-March. Be on the lookout for yours! #CaliforniaForAll</p>
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<p><b>Post 6</b></p>	<p><b>Facebook</b> Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más: <a href="https://californiacensus.org/es/">https://californiacensus.org/es/</a>. #HagaseContar #CaliforniaForAll</p>



	<p><b>Twitter</b></p> <p>Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más en nuestro sitio web, <a href="https://californiacensus.org/es/">https://californiacensus.org/es/</a>. #HagaseContar #CaliforniaForAll</p> <p><b>Instagram</b></p> <p>Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. #HagaseContar #CaliforniaForAll</p>
<p><b>Post 7</b></p> 	<p><b>Facebook</b></p> <p>#BlackHistoryMonth Spotlight: Henrietta Lacks was a Black women whose cells became one of the most important tools in medicine, vital for developing the polio vaccine, gene mapping, and more. Her cells--known as HeLa cells--have contributed to global medical research, although her name is very rarely heard. We will always #SayHerName. Let's uplift her legacy by participating in the #2020Census for the health and wellness of our communities. #MyBlackCounts #CaliforniaForAll</p> <p><b>Twitter (Tweet thread)</b></p> <p>Tweet 1: #BlackHistoryMonth Spotlight: Henrietta Lacks was a Black women whose cells became one of the most important tools in medicine, vital for developing the polio vaccine, gene mapping, and more.</p> <p>Tweet 2: Her cells--known as HeLa cells--have contributed to global medical research, although her name is very rarely heard. We will always #SayHerName. Let's uplift her legacy by participating in the #2020Census for the health and wellness of our communities.</p> <p>Tweet 3: We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll</p> <p><b>Instagram</b></p> <p>#BlackHistoryMonth Spotlight: Henrietta Lacks was a Black women whose cells became one of the most important tools</p>

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<p><b>Post 8</b></p> 	<p><b>Facebook</b></p> <p>#BlackHistoryMonth Spotlight: "To be afraid is to behave as if the truth were not true." Bayard Rustin was a Black, gay civil rights activist who played a pivotal role in the Civil Rights movement and served as an influential adviser to Dr. King. Let's make sure we're counted in the #2020Census so the programs that our LGBTQ+ communities rely on are funded! We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll</p> <p><b>Twitter (Tweet thread)</b></p> <p>Tweet 1: #BlackHistoryMonth Spotlight: "To be afraid is to behave as if the truth were not true." Bayard Rustin was a Black, gay civil rights activist who played a pivotal role in the Civil Rights movement and served as an influential adviser to Dr. King.</p> <p>Tweet 2: Let's make sure we're counted in the #2020Census so the programs that our LGBTQ+ communities rely on are funded! We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll</p> <p><b>Instagram</b></p> <p>#BlackHistoryMonth Spotlight: "To be afraid is to behave as if the truth were not true." Bayard Rustin was a Black, gay civil rights activist who played a pivotal role in the Civil Rights movement and served as an influential adviser to Dr. King. Let's make sure we're counted in the #2020Census so the programs that our LGBTQ+ communities rely on are funded! We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll</p>

## Post 9



### Facebook

#BlackHistoryMonth Spotlight: Angela Davis & Assata Shakur are activists best known for fighting for equality as part of the Black Panther Party. "When black women win victories, it is a boost for virtually every segment of society" -Angela Davis

Our voice is our power! Give voice to your values and community by being counted in the #2020Census. We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll

### Twitter (Tweet Thread)

Tweet 1: #BlackHistoryMonth Spotlight: Angela Davis & Assata Shakur are activists best known for fighting for equality as part of the Black Panther Party. "When black women win victories, it is a boost for virtually every segment of society" -Angela Davis

Tweet 2: Our voice is our power! Give voice to your values and community by being counted in the #2020Census. We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll

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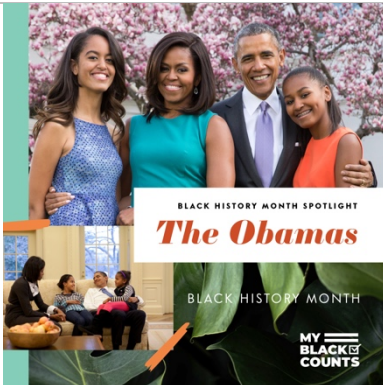
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## Post 10

### Facebook

"We are still a people capable of doing big things and tackling our biggest challenges." - Barack Obama  
#BlackHistoryMonth Spotlight: Barack and Michelle Obama made history as the first Black President and First Lady of the US.

Today, they continue their commitment to uplifting communities and inspiring change across the country. When



we participate in the #2020Census, we flex our political power by ensuring our community receives it's fair share representation in Congress!

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### Twitter (Tweet thread)

Tweet 1: "We are still a people capable of doing big things and tackling our biggest challenges." - Barack Obama  
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## Social Media Partner Toolkit - March 2020

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This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

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Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



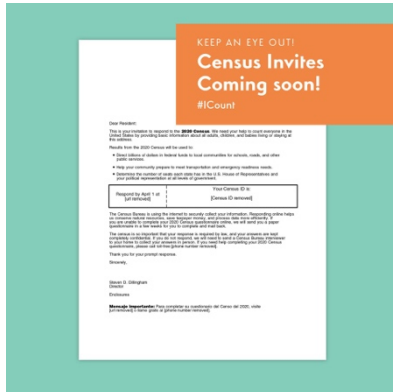
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- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.



## Social Media Posts - March

### Post 1



### Facebook

Get ready, California! [#2020Census](https://www.census.gov) invitations will be mailed out in mid-March. Be on the lookout for yours and head over to our website [buff.ly/32k8Uxb](http://buff.ly/32k8Uxb) to learn more about how the Census will uplift our communities. But remember, whether or not you get an invitation, you can complete the Census form online or by phone. Who's ready to fill out their Census? ☐ ☐ ☐ ☐

### Twitter

Get ready, California! [#2020Census](https://www.census.gov) invitations will be mailed out in mid-March. Be on the lookout for yours and head over to our website <http://buff.ly/32k8Uxb> to learn more about how the Census will uplift our communities. Who's ready to fill out their Census? [#CaliforniaForAll](https://www.census.gov)

### Instagram

Get ready, California! [#2020Census](https://www.census.gov) invitations will be mailed out in mid-March. Be on the lookout for yours and head over to the link in our bio to learn more about how the Census will uplift our communities. But remember, whether or not you get an invitation, you can complete the Census form online or by phone. Who's ready to fill out their Census? ☐ ☐ ☐ ☐

### Post 2



### Facebook

The data from the [#2020Census](https://www.census.gov) will be used to redraw voting districts, which will impact our communities for decades to come. By participating in the Census, we can ensure that we are represented fairly! [#CaliforniaForAll](https://www.census.gov) [#ICount](https://www.census.gov)

### Twitter

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### Post 3



#### Facebook

The [#2020Census](#) will inform how much money ☐ California receives from the federal government over the next decade. In fact, most of the federal money that our state receives is tied to the Census! That's why getting an accurate and complete count matters for us and our communities. [#CountMeIn](#) [#CaliforniaForAll](#) [#ICount](#)

#### Twitter

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### Post 4



#### Facebook

Wondering who you should count on your [#2020Census](#) form? Everyone in your household! The Census counts every person living in a home, including newborn babies ☐, roommates, and elderly family members ☐. Make sure to include all members of your household on your form. [#CountMeIn](#) [#CaliforniaForAll](#) [#ICount](#)

#### Twitter

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## Post 5



### Facebook

The [#2020Census](#) is right around the corner! Be on the lookout for a letter in the mail with instructions on how to complete your Census online or by phone.

Homes that use P.O. boxes or were recently affected by natural disasters, may not get mail. BUT whether or not you get an invitation, you can complete the Census form online or by phone. This is our chance to shape the future of California!

[#CaliforniaForAll](#) [#ICount](#)

### Twitter

The [#2020Census](#) is almost here! Be on the lookout for a letter in the mail with instructions on how to complete your Census form. Whether or not you get an invitation, you can complete the Census form online or by phone. We can shape the future of California! [#CaliforniaForAll](#)

### Instagram

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[#CaliforniaForAll](#) [#ICount](#)

## Post 6



### Facebook

FYI: [#2020Census](#) invitations will NOT be mailed to P.O. Boxes! Households that do not receive mail at their home's physical location will receive their Census invitation when a Census worker drops it off at their household. [#ICount](#) [#CaliforniaForAll](#)

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## Social Media Partner Toolkit – April 2020

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### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

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- 3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.
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- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts - April

### Post 1



#### Facebook

Today is National Census Day! California is coming together to make sure everyone is counted in the #2020Census. Filling out the Census helps fund critical programs that support our communities - so get it done!

Not sure how to fill it out? Visit [californiacensus.org](http://californiacensus.org) and complete the Census online or by phone! #CaliforniaForAll #ICount

#### Twitter

Today is National Census Day! California is coming together to make sure everyone is counted in the #2020Census.

Not sure how to fill it out? Visit [californiacensus.org](http://californiacensus.org) and complete the Census online or by phone! #CaliforniaForAll #ICount

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### Post 2



#### Facebook

Remember, you can complete the Census online or by phone in 13 different languages! Tell your family and friends that they can complete their #2020Census today at [www.californiacensus.org](http://www.californiacensus.org) #ICount #CaliforniaForAll

#### Twitter

Remember, you can complete the Census online or by phone in 13 different languages! Tell your family and friends that they can complete their #2020Census today at [www.californiacensus.org](http://www.californiacensus.org) #ICount #CaliforniaForAll #BeCounted #CountMeIn

#### Instagram

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### Post 3



#### Facebook

Visit [www.californiacensus.org](http://www.californiacensus.org) for info about how to complete your #2020Census today! Remember, you will be asked to fill out the Census for everyone living in your household - including non-relatives such as friends or roommates. This also includes grandchildren, nieces and nephews, and newborn babies born by or on April 1, 2020. Take the Census, today! #ICount #CaliforniaForAll

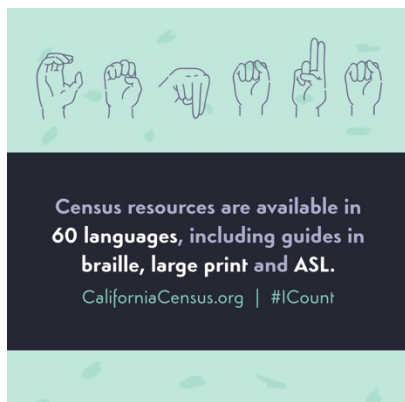
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### Post 4



#### Facebook

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## Post 5



### Facebook

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Remember, the Census will never ask about your citizenship status or for your social security number, bank details, payment, or a donation. Remind your friends and family to #BeCounted for our future. Complete your Census today! #ICount #CaliforniaForAll

### Twitter

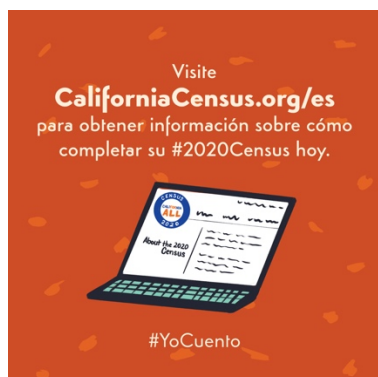
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## Post 6



### Facebook

Visite [www.californiacensus.org/es](http://www.californiacensus.org/es) para obtener información sobre cómo completar su # 2020Census hoy. Recuerda, se le pedirá que complete el Censo para todas las personas que viven en su hogar, incluyendo los familiares, amigos, o compañeros de cuarto.

### Twitter

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## Social Media Partner Toolkit – Data & Security

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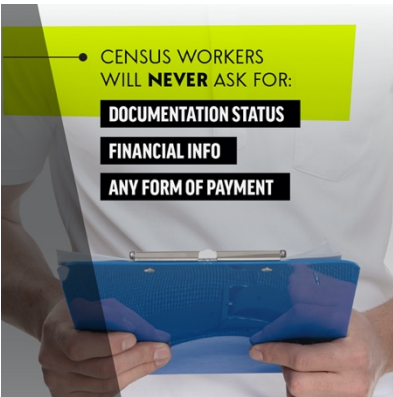
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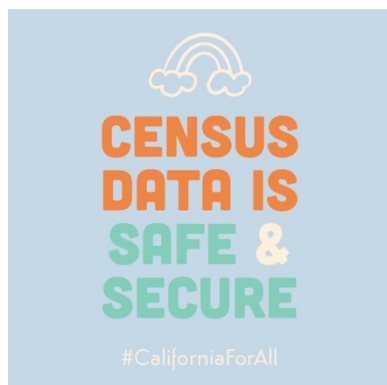
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## Social Media Posts – Data & Security

<p><b>Post 1</b></p> 	<p><b>Facebook</b>          #2020Census safety tip: know how to identify a Census worker. Preparations for the Census are already underway and there may be Census Bureau representatives visiting your neighborhood. Learn how to verify that someone works for the Census: #CaliforniaForAll #ICount #BeCounted #EveryoneCounts <a href="https://2020census.gov/en/census-takers.html">https://2020census.gov/en/census-takers.html</a></p> <p><b>Twitter</b>          #2020Census safety tip: know how to identify a Census worker. Preparations for the Census are underway, and there may be Census Bureau representatives visiting your neighborhood. Learn how to verify that someone works for the Census: <a href="https://2020census.gov/en/census-takers.html">https://2020census.gov/en/census-takers.html</a> #CaliforniaForAll</p> <p><b>Instagram</b>          #2020Census safety tip: know how to identify a Census worker. Preparations for the Census are already underway and there may be Census Bureau representatives visiting your neighborhood. #CaliforniaForAll! #ICount #BeCounted #EveryoneCounts</p>
<p><b>Post 2</b></p>	<p><b>Facebook</b></p>





The information collected in the #2020Census is safe and secure ☑! Your personal information will not be shared with anyone including landlords, law enforcement or your employer. #BeCounted this spring to ensure a brighter #CaliforniaForAll! #ICount

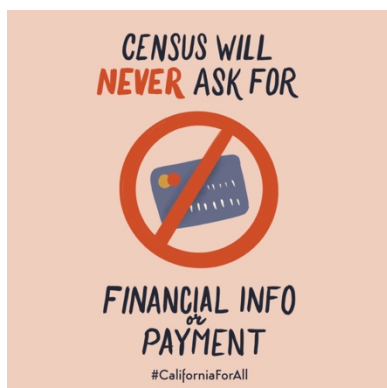
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#### Post 3



#### Facebook

Remember, the #2020Census will never ask you for financial information - such as bank account or credit card numbers - or require a payment to respond. Share with your friends and family to ensure we all participate in the Census safely and securely this spring! #CaliforniaForAll #ICount

#### Twitter

Remember, the #2020Census will never ask you for financial information - such as bank account or credit card numbers - or require a payment to respond. Share with your friends and family to ensure we all participate in the Census safely and securely! #CaliforniaForAll #ICount

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#### Post 4



#### Facebook



It is important that the #2020Census counts all Californians, no matter who they are or their background. The Census is completely confidential, so you can rest assured that your personal information is safe and secure. It cannot be shared with the courts, police or immigration enforcement, your landlord or your employer. #CaliforniaForAll #ICount


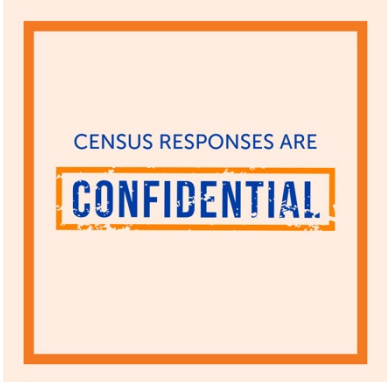
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<p><b>Post 5</b></p> 	<p><b>Facebook</b> Responses to the #2020Census are secure <input type="checkbox"/>. The cybersecurity measures in place to protect Census responses meet the highest standards for protecting your information. No matter how you respond, your information will remain protected. #CaliforniaForAll #ICount</p> <p><b>Twitter</b> Responses to the #2020Census are secure Lock. The cybersecurity measures in place to protect Census responses meet the highest standards for protecting your information. No matter how you respond, your information will remain protected. #CaliforniaForAll #ICount</p> <p><b>Instagram</b> Responses to the #2020Census are secure <input type="checkbox"/>. The cybersecurity measures in place to protect Census responses meet the highest standards for protecting your information. No matter how you respond, your information will remain protected. #CaliforniaForAll #ICount #BeCounted #EveryoneCounts</p>
<p><b>Post 6</b></p> 	<p><b>Facebook</b> The U.S. Census Bureau will NEVER send you an unsolicited email and will NEVER ask you for your social security # or financial information. #CaliforniaForAll #ICount</p> <p><b>Twitter</b> The @uscensusbureau will NEVER send you an unsolicited email and will NEVER ask you for your social security number or financial information. #CaliforniaForAll #ICount</p> <p><b>Instagram</b> The @uscensusbureau will NEVER send you an unsolicited email and will NEVER ask you for your social security # or financial information. #CaliforniaForAll #ICount #BeCounted #EveryoneCounts</p>
<p><b>Post 7</b></p>	<p><b>Facebook</b> Responding to the 2020 Census is safe and secure. Federal law protects your information. Check out the answers to other FAQs on our website! <a href="http://www.californiacensus.org/about-the-2020-census/">www.californiacensus.org/about-the-2020-census/</a> #CaliforniaForAll</p> <p><b>Twitter</b></p>

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## Social Media Partner Toolkit - May

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Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making.

Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

### Communications Strategy

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

- 1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.
- 2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.
- 3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.
- 4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.
- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts - May

### Post 1



#### Facebook

The #2020Census is about more than counting all Californians. It helps policymakers make funding decisions, businesses make crucial hiring decisions, and researchers conduct new projects. We need everyone to be counted so no one is left behind. Fill out your Census at [californiacensus.org](http://californiacensus.org) or call 844-330-2020 today! #CaliforniaForAll #ICount

#### Twitter

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#CaliforniaForAll #ICount #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted

### Post 2



#### Facebook

Looking to fill the census out by phone? The Census has customer service representatives in more than 15 different languages to help you fill out the #2020Census. Visit [californiacensus.org](http://californiacensus.org) to see the full list #CaliforniaForAll #ICount

#### Twitter

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### Post 3



#### Facebook

Spend some time at home practicing self-care by filling out your #2020Census! In 9 simple and confidential questions, you can help make sure you and your community are represented in our government for the next 10 years. Visit [californiacensus.org](http://californiacensus.org) to complete your Census form online or by phone. #CaliforniaForAll #ICount

#### Twitter

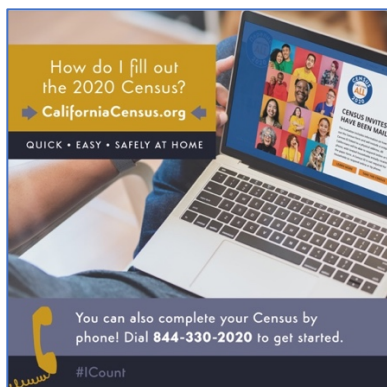
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#### Twitter

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## Post 5



### Facebook

Staying at home a lot these days? It's the perfect time to complete your #2020Census! While doing your part to keep yourself and others safe, take a minute to fill out the Census online at [californiacensus.org](http://californiacensus.org). #CaliforniaForAll #ICount

### Twitter

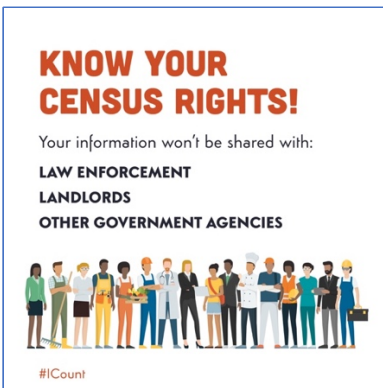
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## Post 6



### Facebook

Answers to the #2020Census CANNOT be shared with:

- Law enforcement
- Landlords
- Other government agencies

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#CaliforniaForAll #ICount  
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## Post 7



No need to wait on hold,  
use the 2020 Census  
callback feature!

#ICount

### Facebook

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## **Social Media Partner Toolkit – June 2020**

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## Social Media Posts – June

### Post 1



#### Facebook

Black communities have been historically undercounted which has led to less representation in spaces of political power. Representation in Congress means having a say in our neighborhoods when it comes to housing, employment and healthcare. Taking the 2020 Census is a form of protest and long-lasting change! Visit [my2020census.gov](http://my2020census.gov). #ICount #EveryoneCounts #CaliforniaForAll

#### Twitter

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### Post 2



#### Facebook

Have you called to check in on your friends and family lately? While you're at it, did you know you can call in to take the Census too? Dial 1-844-330-2020 to be connected with the @USCensusBureau to fill out your Census by phone - and their call-back feature means you won't have to be placed on hold! Visit <https://2020census.gov/en/ways-to-respond/responding-by-phone.html> to take the Census in another language. #ICount #CaliforniaForAll

#### Twitter

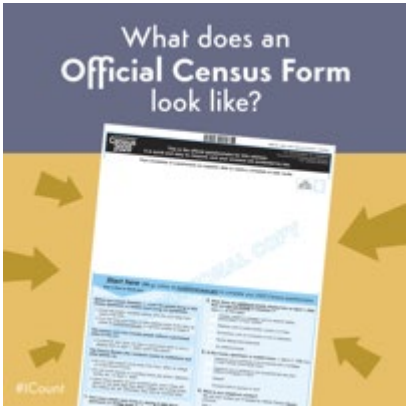
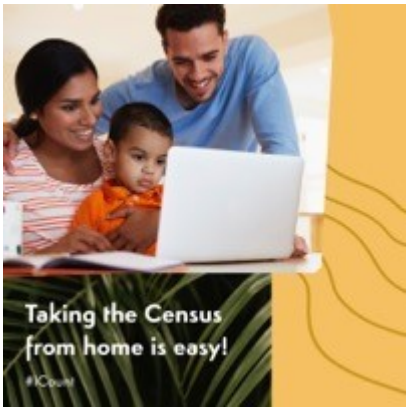
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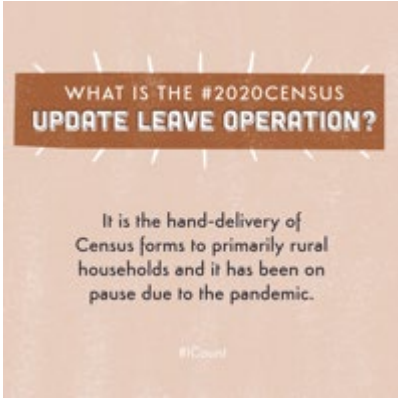
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## Post 8



### Facebook

We stand in solidarity with the Black community in their fight for justice. The time is now to fight for an equitable future – for our kids, our families and neighborhoods. There's one simple action we all can do together – the 2020 Census. Bring home the community resources and political power you deserve. You Matter. Be Counted. #BlackLivesMatter

### Twitter

We stand in solidarity with the Black community in their fight for justice. It is time to fight for an equitable future. Bring home the community resources and political power you deserve by taking the #2020Census. You Matter. Be Counted. #BlackLivesMatter

### Instagram

We stand in solidarity with the Black community in their fight for justice. The time is now to fight for an equitable future – for our kids, our families and neighborhoods. There's one simple action we all can do together – the 2020 Census. Bring home the community resources and political power you deserve. You Matter. Be Counted.

Take the Census at the link in our bio.

#BlackLivesMatter #ICount #EveryoneCounts #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census



## Social Media Partner Toolkit - July

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Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making.

Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

### Communications Strategy

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

- 1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.
- 2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.
- 3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.
- 4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.
- 5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.



## Social Media Posts – July

### Post 1



#### Facebook

If we're not counted, we're not seen. When we aren't seen, we aren't heard. Let's continue to use our voice as our power and fight for our families and communities by filling out the #2020Census! This will ensure we have proper representation in our local and state governments. Get counted at [my2020census.gov](http://my2020census.gov). #CaliforniaForAll #ICount

#### Twitter

If we're not counted, we're not seen. When we aren't seen, we aren't heard. Let's continue to use our voice as our power & fight for our families and communities by filling out the #2020Census! This will ensure we have proper representation in our local and state governments  
<http://my2020census.gov>

#### Instagram

If we're not counted, we're not seen. When we aren't seen, we aren't heard. Let's continue to use our voice as our power and fight for our families and communities by filling out the #2020Census! This will ensure we have proper representation in our local and state governments. Get counted at the link in our bio.

#CaliforniaForAll #ICount #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted #EveryoneCounts

### Post 2



#### Facebook

Education, healthcare, and infrastructure spending are all determined using data from the Census. If we don't get counted, we don't get the resources our families & neighbors need. Filling out your Census is the first step to get counted and help your community. Fill out your Census at [my2020census.gov](http://my2020census.gov) or by calling 844-330-2020. #EveryoneCounts

#### Twitter

Education, healthcare, and infrastructure spending are all determined using data from the Census. If we don't get counted, we don't get the resources our families & neighbors need. Fill out your Census at <http://my2020census.gov> or by calling 844-330-2020. #EveryoneCounts

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### Post 3



#### Facebook

Speaking a language other than English won't stop you from getting counted as a member of your community and gaining access to the resources you need. If you need help filling out your Census in a language other than English, it is available in 13 different languages over the phone. Visit <https://2020census.gov/en/ways-to-respond/responding-by-phone.html> to find the number that's right for you. #ICount #2020Census

#### Twitter

Speaking a language other than English won't stop you from getting counted as a member of your community & gaining access to the resources you need. If you need help filling out your Census in a language other than English, visit <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>. #2020Census #ICount

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### Post 4



#### Facebook

Completing the Census is a form of protest. Seniors, babies, BIPOC, LGBTQ+ folks, the disability community and communities of color have been undercounted for decades, which has depleted our communities of important resources. When we take the Census, we're acting on our civic duty to demand equitable treatment for all! Visit [my2020census.gov](http://my2020census.gov) today to fill out your Census. #ICount

#### Twitter

Completing the Census is a form of protest. When we take the Census, we're acting on our civic duty to demand equitable treatment for all! Visit [my2020census.gov](http://my2020census.gov) today to fill out your Census. #ICount

#### Instagram

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#CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted #EveryoneCounts

### Post 5



#### Facebook

There is power in your existence! Take the Census, California! Visit [my2020census.gov](http://my2020census.gov) to complete your Census online today! The Census is available in 13 languages by phone. To view the access numbers visit: <https://2020census.gov/en/ways-to-respond/responding-by-phone.html> #ICount #CaliforniaforAll

#### Twitter

There is power in your existence! Take the Census, California! Visit [my2020census.gov](http://my2020census.gov) to complete your Census online today! The Census is available in 13 languages by phone. To view the access numbers visit: <https://2020census.gov/en/ways-to-respond/responding-by-phone.html> #ICount #CaliforniaforAll

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#ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted #EveryoneCounts

### Post 6



#### Facebook

It can be hard to find ways to have a real impact in the fight for change, but there is strength in numbers! If you and a friend or neighbor fill out this year's Census, you'll be helping generations of future Americans live in a better, more just society. Visit [my2020census.gov](http://my2020census.gov) today and get counted. #ICount #CaliforniaForAll

#### Twitter

It can be hard to find ways to have a real impact in the fight for change, but there is strength in numbers! If you & a friend or neighbor fill out the Census, you'll be helping generations of future Americans live in a better, more just society. Visit [my2020census.gov](http://my2020census.gov). #ICount

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