Social Media Toolkits

November 2019 – May 2020
Social Media Partner Toolkit - November 2019

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 online 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
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 is allocated to our roads, emergency services, parks, and more! #CaliforniaForAll #BeCounted https://californiacensus.org/why-the-census-matters/

Instagram
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

Post 2

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
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
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. #CaliforniaForAll #BeCounted

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
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 https://californiacensus.org/

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
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/

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
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 - 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**

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

**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**

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!

**Instagram**

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! #CountMeIn #HagaseContar
CALIFORNIA POPULATION

1850: 92,587
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/

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/ #2020Census #CaliforniaForAll

#CountMeIn

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

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. Read more on how to verify that someone works for the Census: https://2020census.gov/en/census-takers.html

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! 📡
#CaliforniaForAll

**Twitter**
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! 📡
#CaliforniaForAll

**Instagram**
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! 📡
#CaliforniaForAll #CountMeIn

### 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

**Twitter**
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

**Instagram**
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
Social Media Partner Toolkit - January 2020

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 - January

<table>
<thead>
<tr>
<th>Post 1</th>
<th>Facebook</th>
<th>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 <a href="http://www.californiacensus.org">www.californiacensus.org</a>. #CaliforniaForAll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>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. #CountMeIn #CaliforniaForAll #HagaseContar</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>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. #CountMeIn #CaliforniaForAll #HagaseContar</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 2</th>
<th>Facebook</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>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 @CACensus.</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>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 @CACensus #CountMeIn #HagaseContar</td>
<td></td>
</tr>
<tr>
<td>Post 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>Facebook</strong>&lt;br&gt;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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Twitter</strong>&lt;br&gt;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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Instagram</strong>&lt;br&gt;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 #CountMeIn #HagaseContar</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 4</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong>&lt;br&gt;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</td>
<td></td>
</tr>
<tr>
<td><strong>Twitter</strong>&lt;br&gt;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. #CountMeIn #CaliforniaForAll</td>
<td></td>
</tr>
<tr>
<td><strong>Instagram</strong>&lt;br&gt;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 @CACensus. #CountMeIn #CaliforniaForAll #HagaseContar</td>
<td></td>
</tr>
<tr>
<td>Post 5</td>
<td>Facebook</td>
</tr>
<tr>
<td>--------</td>
<td>-----------</td>
</tr>
<tr>
<td>#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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 6</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 5</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>#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 @CACensus. #CaliforniaForAll</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 6</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 @CACensus. #CaliforniaForAll</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 5</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>#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 @CACensus. #CaliforniaForAll</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 6</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 @CACensus. #CaliforniaForAll</td>
<td></td>
</tr>
</tbody>
</table>

#CountMeIn #HagaseContar
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 online 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 - February

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
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 the @CACensus website to get all the info. https://californiacensus.org/about-the-2020-census/ #CaliforniaForAll

Instagram
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. #CaliforniaForAll
<table>
<thead>
<tr>
<th>Post 2</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 3</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local entrepreneurs use data from the Census to help drive small businesses. A complete count in the #2020Census can help bring additional services and more jobs to local economies across California. #CaliforniaForAll</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>Local entrepreneurs use data from the Census to help drive small businesses. A complete count in the #2020Census can help bring additional services and more jobs to local economies across California. #CaliforniaForAll</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
</tr>
<tr>
<td>Local entrepreneurs use data from the Census to help drive small businesses. A complete count in the #2020Census can help bring additional services and more jobs to local economies across California. #CaliforniaForAll</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 4</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>The #2020Census has the power to impact our communities for decades to come. For the first time, couples can identify</td>
<td></td>
</tr>
</tbody>
</table>
### Post 5

<table>
<thead>
<tr>
<th><strong>Facebook</strong></th>
<th>The #2020Census counts everyone living in our country, no matter their background. This ensures that we are fairly represented and helps our communities thrive! #CaliforniaForAll</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td>The #2020Census counts everyone living in our country, no matter their background. This ensures that we are fairly represented and helps our communities thrive! #CaliforniaForAll</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>The #2020Census counts everyone living in our country, no matter their background. This ensures that we are fairly represented and helps our communities thrive! #CaliforniaForAll</td>
</tr>
</tbody>
</table>

### Post 6

<table>
<thead>
<tr>
<th><strong>Facebook</strong></th>
<th>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</th>
</tr>
</thead>
</table>
El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más en nuestro sitio web, https://californiacensus.org/es/. #HagaseContar #CaliforniaForAll

Twitter

Instagram
Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. #HagaseContar #CaliforniaForAll

Facebook
#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

Twitter (Tweet thread)
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.

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.

Tweet 3: We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll

Instagram
#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

**Black History Month 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

**Facebook**

Post 8

**Twitter (Tweet thread)**

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.

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

**Instagram**

#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
#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

## 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

## Instagram

#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

## 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!

We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll

Twitter (Tweet thread)
Tweet 1: "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.

Tweet 2: 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!

Tweet 3: We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll

Instagram
"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!

We are proud to partner with @myBlackCounts on our Black History Month Highlights. #MyBlackCounts #CaliforniaForAll
Social Media Partner Toolkit - March 2020

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 online 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 - March

Post 1

Facebook
Get ready, California! #2020Census invitations will be mailed out in mid-March. Be on the lookout for yours and head over to our website 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 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

Instagram
Get ready, California! #2020Census 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 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 #ICount

Twitter
The data from the #2020Census 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 #ICount

Instagram
The data from the #2020Census 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 #ICount
<table>
<thead>
<tr>
<th>Post 3</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Census graphic" /></td>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 4</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Census tip graphic" /></td>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>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. #ICount</td>
</tr>
</tbody>
</table>
### 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**
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

### 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

**Twitter**
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

**Instagram**
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
Social Media Partner Toolkit – April 2020

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 online 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 - 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 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 and complete the Census online or by phone! #CaliforniaForAll #ICount

**Instagram**
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 and complete the Census online or by phone! #CaliforniaForAll #ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted

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 #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 #ICount #CaliforniaForAll #BeCounted #CountMeIn

**Instagram**
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 #ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
Facebook
Visit 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

Twitter
Visit 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. #ICount #CaliforniaForAll

Instagram
Visit 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 #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted

Facebook
#2020Census resources and materials are available online in English and 59 other languages. Visit 2020census.gov/languages to view guides, including guides in braille, large print and video guides in American Sign Language. #ICount #CaliforniaForAll

Twitter
#2020Census resources and materials are available online in English and 59 other languages. Visit 2020census.gov/languages to view guides, including guides in braille, large print and video guides in American Sign Language. #ICount #CaliforniaForAll

Instagram
#2020Census resources and materials are available online in English and 59 other languages. Visit 2020census.gov/languages to view guides, including guides in braille, large print and video guides in American Sign Language. #ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
Have you filled out your #2020Census? If not, visit californiacensus.org today and view a breakdown of each question you’ll be asked.

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

Have you filled out your #2020Census? If not, visit californiacensus.org today and view a breakdown of each question you’ll be asked.

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 at californiacensus.org #ICount #CaliforniaForAll

Visite 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.

Visite 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.

Visite 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.

Visite 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.

#HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
Social Media Partner Toolkit – Data & Security

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 online 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 – Data & Security

<table>
<thead>
<tr>
<th>Post 1</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#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></td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
</tr>
<tr>
<td></td>
<td>#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</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
</tr>
<tr>
<td></td>
<td>#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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 2</th>
<th>Facebook</th>
</tr>
</thead>
</table>
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

**Twitter**
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 #EveryoneCounts

**Instagram**
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 #EveryoneCounts

**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

**Instagram**
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 #BeCounted #EveryoneCounts

**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

**Twitter**
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. #CaliforniaForAll #ICount

**Instagram**
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 #BeCounted #EveryoneCounts

Post 5

Facebook
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

Twitter
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 #BeCounted #EveryoneCounts

Post 6

Facebook
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

Twitter
The @uscensusbureau will NEVER send you an unsolicited email and will NEVER ask you for your social security number or financial information. #CaliforniaForAll #ICount

Post 7

Facebook
Responding to the 2020 Census is safe and secure. Federal law protects your information. Check out the answers to other FAQs on our website! www.californiacensus.org/about-the-2020-census/ #CaliforniaForAll

Twitter
Responding to the 2020 Census is safe and secure. Federal law protects your information. Check out the answers to other FAQs on our website! [http://californiacensus.org/about-the-2020-census/...](http://californiacensus.org/about-the-2020-census/) #CaliforniaForAll

**Instagram**
Responding to the #2020Census is safe and secure. Federal law protects your information. Check out the answers to other FAQs on our website! Link in bio. #CaliforniaForAll #ICount #BeCounted #EveryoneCounts

<table>
<thead>
<tr>
<th><strong>Facebook</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your information is safe! Census responses:</td>
</tr>
<tr>
<td>☐ cannot be shared with law enforcement</td>
</tr>
<tr>
<td>☐ cannot be shared with immigration agencies</td>
</tr>
<tr>
<td>☐ cannot be used to determine eligibility for government benefits</td>
</tr>
<tr>
<td>Learn more! <a href="https://californiacensus.org/">https://californiacensus.org/</a> #ICount #CaliforniaForAll</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Twitter</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your information is safe! Census responses:</td>
</tr>
<tr>
<td>☐ cannot be shared with law enforcement</td>
</tr>
<tr>
<td>☐ cannot be shared with immigration agencies</td>
</tr>
<tr>
<td>☐ cannot be used to determine eligibility for government benefits</td>
</tr>
<tr>
<td>Learn more! <a href="https://californiacensus.org/">https://californiacensus.org/</a> #ICount #CaliforniaForAll</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Instagram</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your information is safe! Census responses:</td>
</tr>
<tr>
<td>☐ cannot be shared with law enforcement</td>
</tr>
<tr>
<td>☐ cannot be shared with immigration agencies</td>
</tr>
<tr>
<td>☐ cannot be used to determine eligibility for government benefits</td>
</tr>
<tr>
<td>#CaliforniaForAll #ICount #BeCounted #EveryoneCounts</td>
</tr>
</tbody>
</table>
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 online 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 or call 844-330-2020 today! #CaliforniaForAll #ICount

Twitter | 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. Fill out your Census at http://californiacensus.org or call 844-330-2020 today! #ICount

Instagram | 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 or call 844-330-2020 today!

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 to see the full list #CaliforniaForAll #ICount

Twitter | 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 to see the full list #CaliforniaForAll #ICount

Instagram | 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 to see the full list.

#CaliforniaForAll #ICount

#HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
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 california census.org to complete your Census form online or by phone. #CaliforniaForAll #ICount

**Twitter**
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 california census.org to complete your Census form.

**Instagram**
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 california census.org to complete your Census form online or by phone. #ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted

Post 4

**Facebook**
Not sure how to fill out the #2020Census? This year, you can fill out your Census online at california census.org! Just follow the instructions to answer the 9 simple questions – it takes no time at all. If you’d like some help filling it out, or if you’d rather not do it online you can also complete your Census by phone! Dial 844-330-2020 to get started. #ICount #CaliforniaForAll

**Twitter**
Not sure how to fill out the #2020Census? This year, you can fill out your Census online at http://californiacensus.org! Just follow the instructions to answer the 9 simple questions – it takes no time at all. You can also complete your Census by phone! Dial 844-330-2020. #ICount

**Instagram**
Not sure how to fill out the #2020Census? This year, you can fill out your Census online at california census.org! Just follow the instructions to answer the 9 simple questions – it takes no time at all. If you’d like some help filling it out, or if you’d rather not do it online you can also complete your Census by phone! Dial 844-330-2020 to get started. #ICount #EveryoneCounts #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
### 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. #CaliforniaForAll #ICount

**Twitter**

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. #CaliforniaForAll #ICount

**Instagram**

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.

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

### Post 6

**Facebook**

Answers to the #2020Census CANNOT be shared with:
- Law enforcement
- Landlords
- Other government agencies

Your answers are protected and secured by law. Visit californiacensus.org for more info. #CaliforniaForAll #ICount

**Twitter**

Answers to the #2020Census CANNOT be shared with:
- Law enforcement
- Landlords
- Other government agencies

Your answers are protected and secured by law. Visit californiacensus.org for more info. #CaliforniaForAll #ICount

**Instagram**

Answers to the #2020Census CANNOT be shared with:
- Law enforcement
- Landlords
- Other government agencies

Your answers are protected and secured by law. Visit californiacensus.org for more info.

#CaliforniaForAll #ICount #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted
### Facebook
Want to complete your Census by phone but can’t stay on hold? Utilize the callback feature! Simply leave a message for one of our call center employees and you'll receive a timely call back to complete your census. Get more info here: https://2020census.gov/en/news-events/press-releases/increase-call-center-capacity.html #Icount #EveryoneCounts #CaliforniaForAll

### Twitter
Want to complete your Census by phone but can’t stay on hold? Utilize the callback feature! Simply leave a message for one of our call center employees and you'll receive a timely call back to complete your census. Get more info here: https://2020census.gov/en/news-events/press-releases/increase-call-center-capacity.html #ICount #EveryoneCounts #CaliforniaForAll

### Instagram
Want to complete your Census by phone but can’t stay on hold? Utilize the callback feature! Simply leave a message for one of our call center employees and you'll receive a timely call back to complete your census.

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