Social Media Partner Toolkit - November 2019

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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.

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# 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/](https://californiacensus.org/why-the-census-matters/) |
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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/

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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/

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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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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 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 |
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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! |
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CALIFORNIA POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1850</td>
<td>92,587</td>
</tr>
<tr>
<td>2010</td>
<td>37,235,956</td>
</tr>
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</table>

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

#2020Census #CaliforniaForAll
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#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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**Twitter**
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**Twitter**
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**Post 6**

**Facebook**
#CaliforniaForAll
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<tr>
<th>Website</th>
<th>Spanish Text</th>
<th>English Text</th>
</tr>
</thead>
<tbody>
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<td>Instagram</td>
<td>Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. #HagaseContar #CaliforniaForAll</td>
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</tr>
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#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

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#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

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**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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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.

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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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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.

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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

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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

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YOU’VE GOT MAIL...

Census invites go out on March 12th. Even if you don’t see an invite, please still fill out your form! Visit calendracensus.org

#ICount

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

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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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<tr>
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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

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### Post 6

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#HagaseContar #CuentaConmigo
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[Image: California2020All]
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
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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

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| Post 5 | Facebook | Responses to the #2020Census are secure 🔒. 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 |
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| 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 |
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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.

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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 - 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

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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

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**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 californiaensus.org to complete your Census form online or by phone. #CaliforniaForAll #ICount

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Post 4

Facebook
Not sure how to fill out the #2020Census? This year, you can fill out your Census online at californiaensus.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

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### Post 6

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

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**Facebook**
On top of staying at home and following health guidance, another positive act you can take is filling out your Census! A complete Census will help secure funding for health services. Take the Census now at my2020census.gov. #CaliforniaForAll #ICount

**Twitter**
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**Post 6**

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*June 2020*
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<tr>
<td><img src="image" alt="twitter" /></td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post 2</th>
<th><strong>Facebook</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Help your community get the resources they need. BE COUNTED" /></td>
<td>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 &amp; neighbors need. Filling out your Census is the first step to get counted and help your community. Fill out your Census at my2020census.gov or by calling 844-330-2020. #EveryoneCounts</td>
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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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#ICount #CaliforniaForAll #CountMeIn #BeCounted #HagaseContar #CuentaConmigo #2020Census #StandUpBeCounted #EveryoneCounts

Post 4
Facebook
Completing the Census is a form of protest. Seniors, babies, BIPOC, LGTBQ+ 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 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 today to fill out your Census. #ICount

Instagram
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Post 5

**Facebook**
There is power in your existence! Take the Census, California! Visit 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
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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 today and get counted.
#ICount #CaliforniaForAll

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