UPDATED MARCH 2020

NATIVE PEOPLE COUNT CALIFORNIA

SOCIAL MEDIA TOOLKIT

SOCIAL MEDIA TOOLKIT INTRO

Native People Count California (Native People Count CA) is the official California Complete Count – Census 2020 Tribal Media Outreach campaign.

Launched in January 2020 – the Native People Count CA campaign is a collaboration between Governor's Office of the Tribal Advisor, the California Complete Count - Census 2020 office, and Tribal Media Outreach Partners NUNA Consulting Group, LLC, California Indian Manpower Consortium, Inc. (CIMC), and the California Native Vote Project (CANVP).

Native People Count CA takes its responsibility seriously in its efforts to provide the best and most culturally relevant, tribal-specific materials, resources, and assistance to ensure a Complete Count for California Tribes and the American Indian and Alaska Native people.

HOW TO USE THIS TOOLKIT

The following toolkit was developed to allow users to copy paste and download Tribal Nation and Native community-specific content for the 2020 Census to post on social media channels including images and text for Facebook, Instagram, and Twitter.

Want to create your own Native People Count CA posts? We have you covered! Follow the directions at the end of the toolkit to create a FREE Canva.com account and utilize one of the templates linked in the Canva section! Remember to tag us!

NATIVE CENSUS POSTS
TWITTER/FACEBOOK/INSTAGRAM

Native People Count CA

HASHTAGS: #NativePeopleCountCA #NativePeopleCountCalifornia #Census2020 #2020Census #NativePeopleCount #ICount

California has the second largest number of federally recognized tribes and highest population of #AmericanIndian & #AlaskaNative people in the country. Make sure Native People Count this #2020Census in California! Take the Census! #NativePeopleCountCA

Every 10 years, the United States counts everyone living in the country on April 1. Check the #AmericanIndian and #AlaskaNative box on your #2020Census questionnaire to get counted! #AIAN #NativePeopleCountCA

Our tribes do not share enrollment numbers with the government, so it is important for all California Tribal Nations and Native communities to participate in Census 2020.

There are 70 programs State of California that use #Census data to allocate funding including education, health, and human services that directly impact California's #tribes, #AIAN, & #Native communities. Take the #2020Census! #NativePeopleCountCA

Census data is the basis for over $1 billion ANNUALLY that flows through #IndianCountry. That is $10 billion dollars of federal funding for #AIAN until 2030. #NativePeopleCountCA #2020Census

The only way to ensure that you are included in all the Census counts as #AIAN is to check just that ONE box on the form. Bonus feature! Fill in your tribal affiliation too! #NativePeopleCountCA #2020Census

#IndianCountry history. #Native people were generally not counted until 1890 and then substantially undercounted until 1980 when U.S. residents were allowed to indicate their own race. #AIAN #2020Census #NativePeopleCountCA

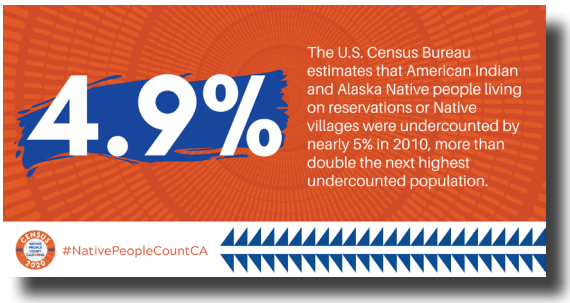
#DYK: The #2020Census questionnaire is only 9 questions and should only take about 10 minutes to complete and is completely secure by law.

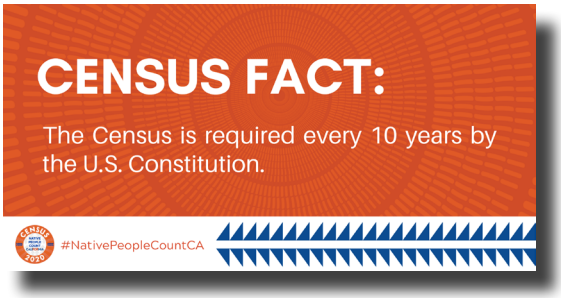
The U.S. Census Bureau estimates that #Native people living on reservations or #Native villages were undercounted by nearly 5% in 2010. Which is more than double than the next highest undercounted population. #NativePeopleCountCA

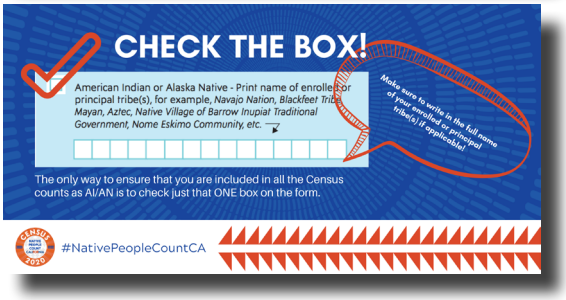
#2020Census is available THREE ways this year! Take the Census online, via phone, or paper form. #NativePeopleCountCA #AIAN #Native #IndianCountry #ICount

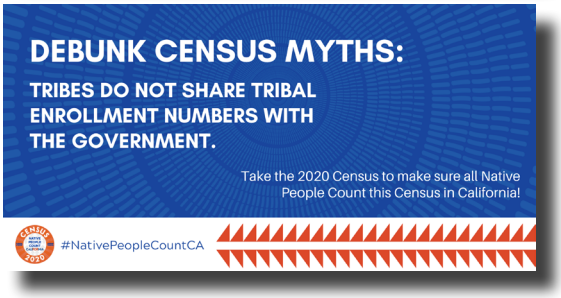
IMAGE DOWNLOADS
TWITTER/FACEBOOK

CLICK ON IMAGES TO DOWNLOAD









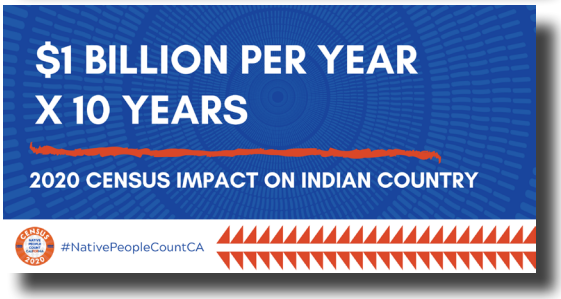
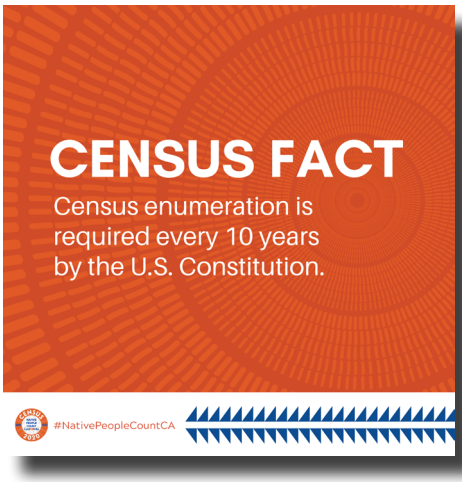
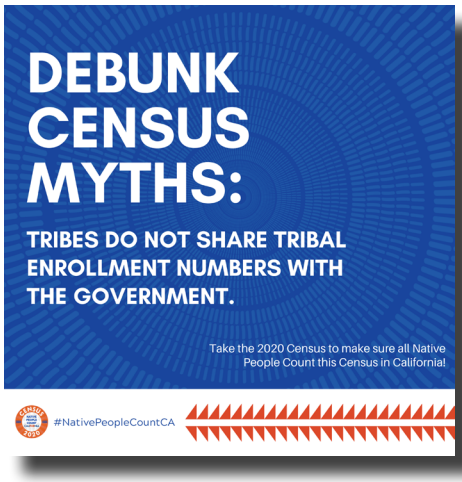


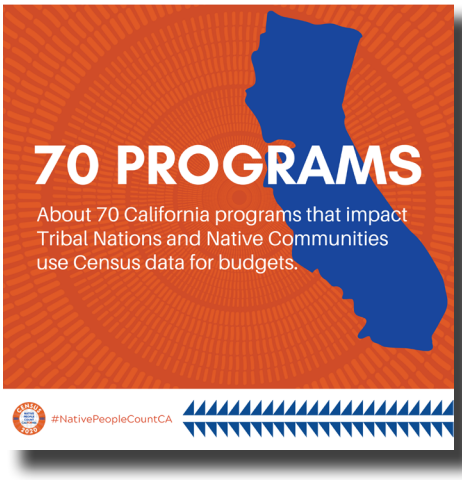
IMAGE DOWNLOADS
INSTAGRAM

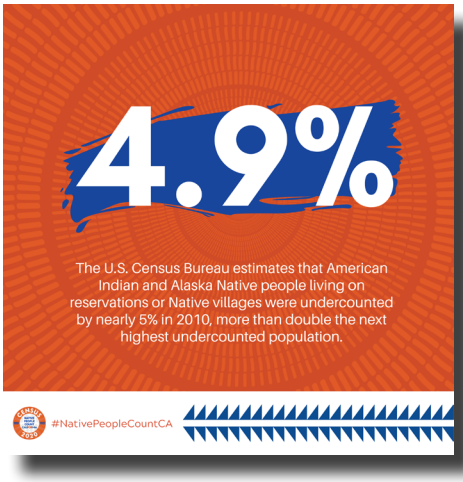
Native People Count CA

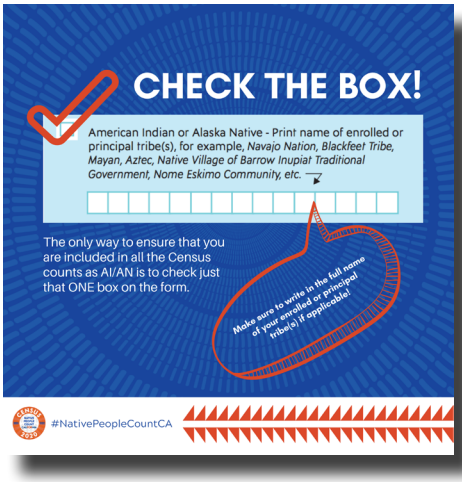
CLICK ON IMAGES TO DOWNLOAD

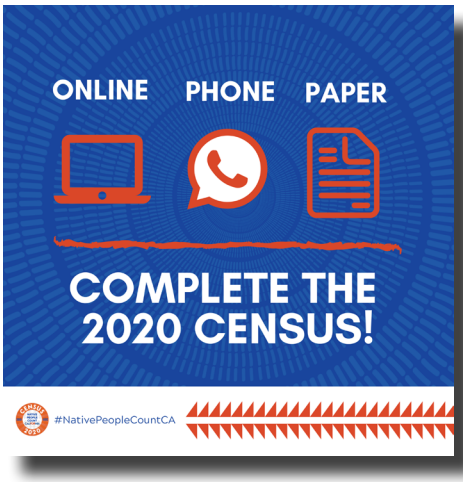










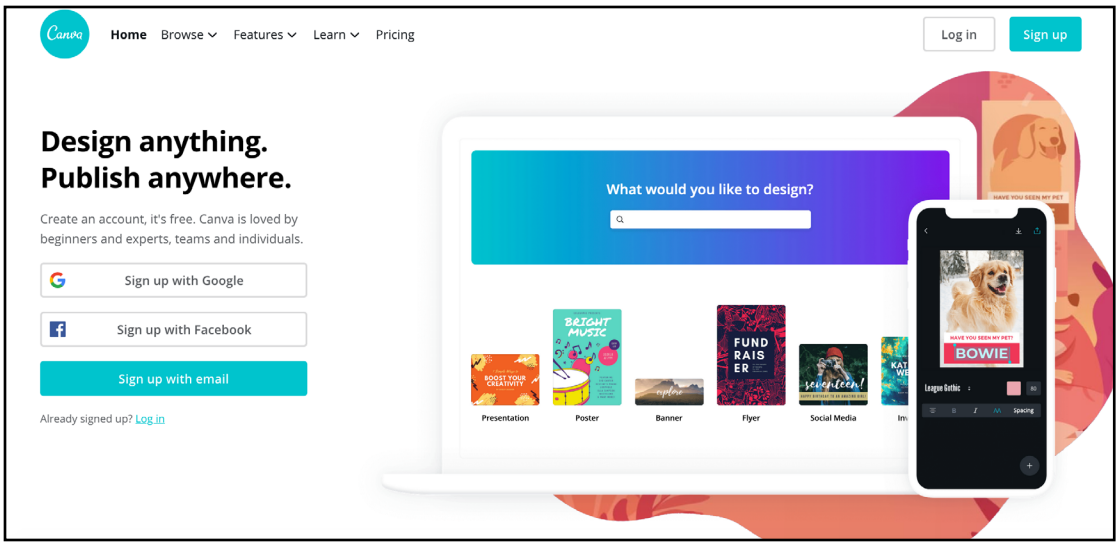


CREATE YOUR OWN

Free online programs for easy drag, drop, download, and share custom social media graphics and images.

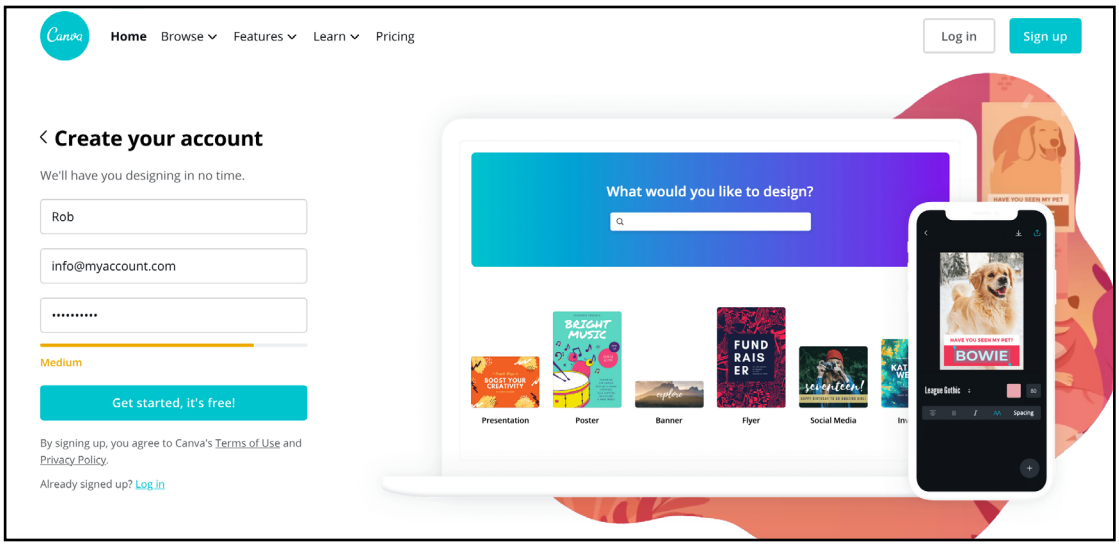
Canva is a handy online drag and drop design editor to create and export high quality graphics for social media post. You can sign-up for free and create your own graphic assets to help promote Census messaging and events you plan to host in your Tribal Communities. You can easily edit our templates, or design your own.

Creating a Canva account!



• Choose your sign-up method

Native People Count CA



- Enter your registration information

CUSTOMIZE YOUR OWN NATIVE PEOPLE COUNT CALIFORNIA POSTS!

After you set up your FREE Canva account and login - click the images below for the branded template designs for your use!

Instagram Templates

Facebook/Twitter Templates

NativePeopleCountCA.org

NATIVE PEOPLE COUNT CALIFORNIA

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