



Social Media Partner Toolkit - August

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 - August

Post 1



Facebook

Starting August 11th, Census Bureau workers will go door-to-door to follow up with households that have yet to respond to the #2020Census.

If you haven't filled out the form and are worried about staying safe at home, you can fill out your Census today by calling 844-330-2020, going to my2020census.gov or by mail. Link in our bio.

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

Twitter

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Instagram

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Post 2

Note: Display this post as multiple images and have viewers swipe to see the next image.

Facebook

Answers to the #2020Census CANNOT be shared with:

- ☐ Law enforcement
- ☐ Landlords
- ☐ Other government agencies



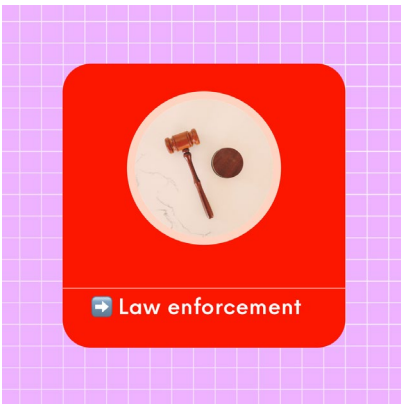
Your answers are protected and secured by law. Visit our link in bio for more info.

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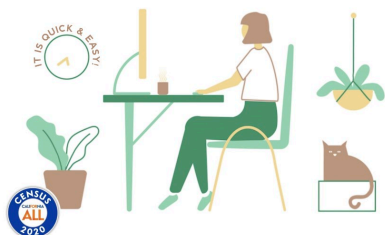
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#EveryoneCounts

Post 3

THE 2020 CENSUS IS JUST

9 EASY QUESTIONS



Facebook

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Post 4



Facebook

Hay mucho que depende del #Censo2020. El Censo determinará los recursos en cada comunidad para la próxima década. Aprenda más en nuestro sitio web, link en bio. #HagaseContar #CaliforniaForAll

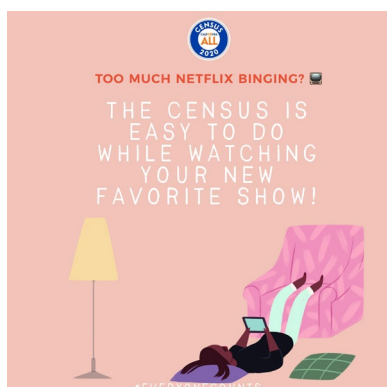
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Post 5



Facebook

Too much binging Netflix [tv emoji]? The Census is easy to do while watching your new favorite show! Complete the 9-question survey by visiting my2020census.gov on your phone, tablet or computer! It's as easy as hitting "skip intro" [winky emoji]. Get counted today! #ICount

Twitter

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Post 6



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Facebook

The #2020Census is critical for our families and communities! Everyone must be counted NOW! We are committed to counting everyone in California!

Did you know that you have three ways to complete the Census today? Fill out your Census today online, by phone or by mail!

(Computer emoji) my2020census.gov

(Phone emoji) 844-330-2020

(Mailbox emoji) Mail in your form!

Twitter

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Post 7



Facebook

Have you responded to the #2020Census? Your participation will help inform how BILLIONS of dollars in funding are distributed for important programs and services every year for the next 10 years.

The time is now! Don't risk losing critical benefits, so don't wait to be counted! Complete your Census today by visiting my2020census.gov or by calling 844-330-2020. #ICount #BeCounted #2020Census

Twitter



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Post 8



Facebook

Already responded to the Census? You have taken an important step in shaping your community's future!

Now is the time to become a community champion by ensuring your friends, co-workers, and neighbors also respond. Every response matters.

Your voice matters! We are in this together and can make a difference.

Complete your Census today. Visit my2020census.gov or call 844-330-2020.

Twitter

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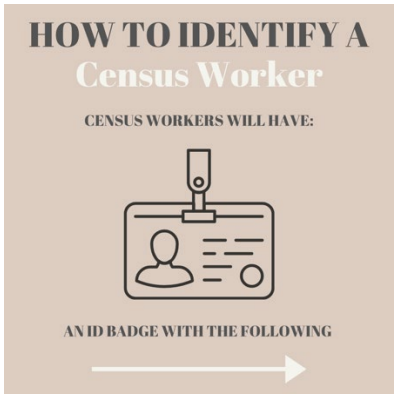
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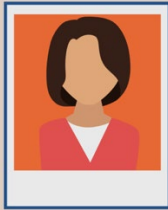
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<p>Post 9</p> 	<p>Facebook</p> <p>There's power in your existence [muscle arm emoji]! So, speak up! Ensure you are seen and heard by filling out your #2020Census today.</p> <p>Visit my2020census.gov today to do your part.</p> <p>#BeCounted #ICount</p> <p>Twitter</p> <p>There's power in your existence [muscle arm emoji]! So, speak up! Ensure you are seen and heard by filling out your #2020Census today.</p> <p>Visit my2020census.gov today to do your part.</p> <p>#BeCounted #ICount</p> <p>Instagram</p> <p>There's power in your existence [muscle arm emoji]! So, speak up! Ensure you are seen and heard by filling out your #2020Census today.</p> <p>Visit my2020census.gov today to do your part.</p> <p>#BeCounted #ICount</p>
<p>Post 10</p> 	<p>Note: Display this post as multiple images and have viewers swipe to see the next image.</p> <p>Facebook</p> <p>Is that a knock at your door [door emoji, side eye emoji]? It might be a Census taker. [stop sign emoji]! Verify they're with the U.S. Census Bureau by ensuring they are who they say they are. Swipe to learn more [right arrow emoji].</p> <p>The Census is safe and confidential. If you have any questions about Census takers call 800-923-8282.</p> <p>Learn how to avoid scams and fraud by clicking this link: https://2020census.gov/en/avoiding-fraud.html</p> <p>Twitter</p> <p>Is that a knock at your door [door emoji, side eye emoji]? It might</p>

THEIR PHOTOGRAPH



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A U.S. DEPARTMENT OF COMMERCE WATERMARK



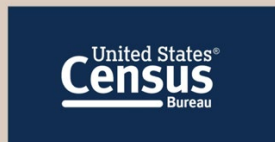
AN EXPIRATION DATE





CENSUS WORKERS MAY ALSO CARRY

A bag or equipment with the U.S. Census
Bureau Logo



Post 11

Complete your Census before
there's a knock at your door!

A Census worker will NEVER ask for

1. Your social security number
2. Your bank account or credit card information
3. Anything on behalf of a political party
4. Money or donation



Facebook

Complete your Census before there's a knock at your door! If a Census worker does come to your home, here's what they will NEVER [red circle no emoji] ask for.

Avoid that door knock! Do it now at my2020census.gov or call 844-330-2020! Or, mail your form

Twitter

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Post 12

Facebook

Have a few minutes to spare [clock emoji]? Complete your Census TODAY! Luckily, you have three ways to respond.

[laptop emoji] Open up your computer and visit my2020census.gov

[phone emoji] Pick up your phone and call 844-330-2020

[mailbox emoji] Seal up that envelope and respond by mail

Twitter

Have a few minutes to spare [clock emoji]? Complete your Census



THREE WAYS TO RESPOND TO THE CENSUS TODAY!



Visit my2020census.gov



Call 844-330-2020



Respond by mail



TODAY! Luckily, you have three ways to respond.

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