



Social Media Partner Toolkit – September

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.

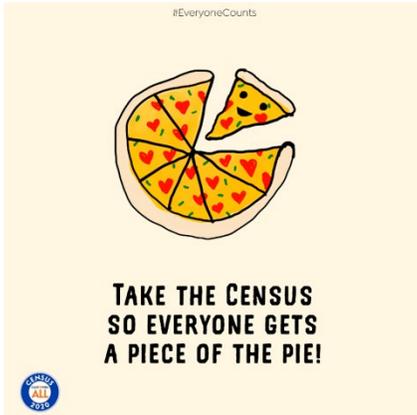


Guiding Principles

- 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 - September

Post 1



Facebook

Don't wait to complete the #2020Census. Time is running out. Respond online now at the link in our bio or by visiting my2020census.gov or by calling 844-330-2020.

#ICount #BeCounted #2020Census

Twitter

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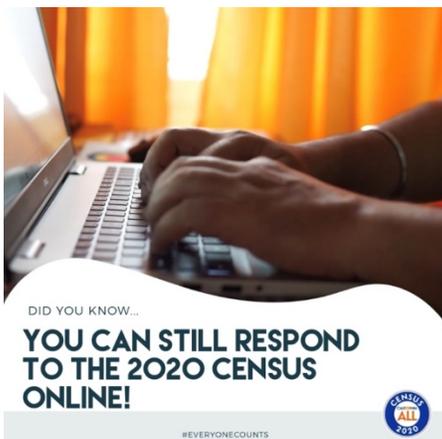
#ICount #BeCounted #2020Census

Instagram

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#ICount #BeCounted #2020Census

Post 2



Facebook

(Graphic is a video)
Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.

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.

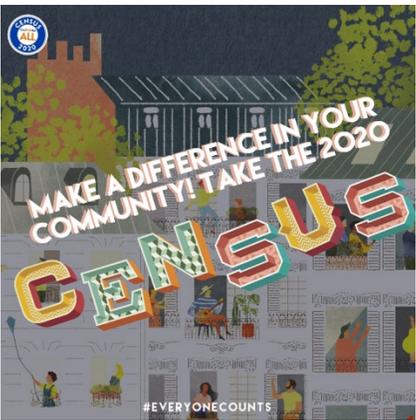
#ICount #BeCounted #2020Census

Twitter

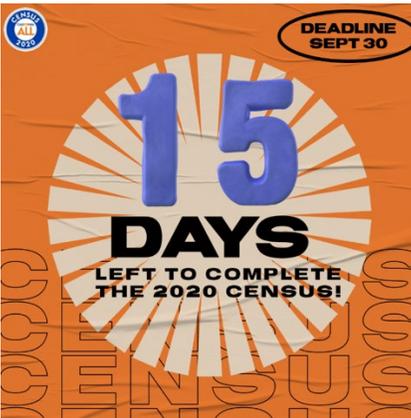
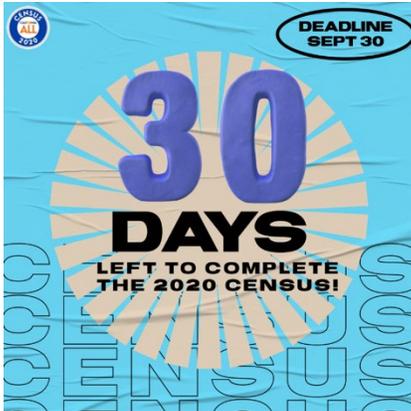
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#ICount #BeCounted #2020Census

	<p>Instagram (Graphic is a video) Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.</p> <p>Your voice matters! We are in this together and can make a difference.</p> <p>Complete your Census today. Visit my2020census.gov or call 844-330-2020.</p> <p>#ICount #BeCounted #2020Census</p>
<p style="text-align: center;">Post 3</p> 	<p>Facebook Time is running out to take the Census and make a difference in your community! Take a few minutes to complete the Census – it's safe, secure and drives critical dollars into programs for our children, education and health care systems.</p> <p>Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today!</p> <p>#EveryoneCounts #CaliforniaForAll #2020Census</p> <p>Twitter Time is running out to take the Census and make a difference in your community!</p> <p>Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today!</p> <p>#EveryoneCounts #CaliforniaForAll #2020Census</p> <p>Instagram Time is running out to take the Census and make a difference in your community! Take a few minutes to complete the Census – it's safe, secure and drives critical dollars into programs for our children, education and health care systems.</p> <p>Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today!</p> <p>#EveryoneCounts #CaliforniaForAll #2020Census</p> <p>Facebook</p>

Post 4



We have 30 days left to invest in our future & complete the #2020Census for community funding.

Don't delay! Fill out your form, now, by going online at my2020census.gov, calling 844-330-2020 or by mail!

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Twitter

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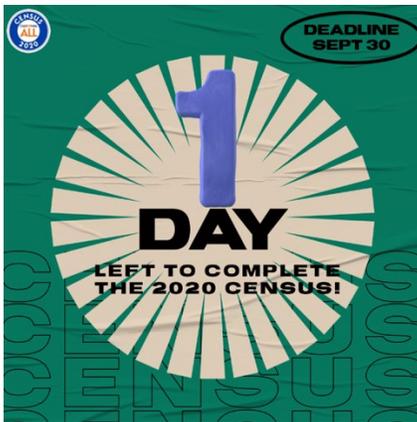
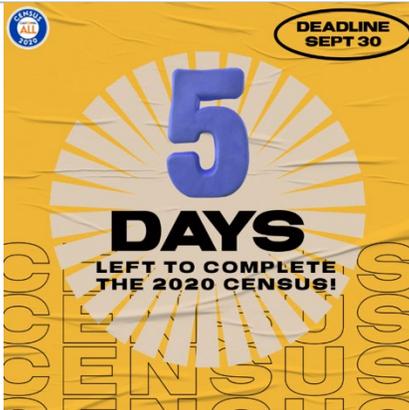
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Post 5



Facebook

You share more personal information on social media apps than you would completing the #2020Census.

There's no excuses, California! Let's get this count in!

Visit my2020census.gov to fill out your Census today.

#ICount #EveryoneCounts

Twitter

You share more personal information on social media apps than you would completing the #2020Census.

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Instagram

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<p>Post 6</p>	<p>Facebook (Graphic is a video) Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.</p> <p>Don't be counted out! Complete the Census so you and your family are included in the funding decisions for the next 10 years.</p> <p>Go to my2020census.gov or call 844-330-2020 to submit your form, today!</p> <p>#ICount #BeCounted #2020Census</p> <p>Twitter (Graphic is a video) Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.</p> <p>Go to my2020census.gov or call 844-330-2020 to submit your form, today!</p> <p>#ICount #BeCounted #2020Census</p> <p>Instagram (Graphic is a video) Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.</p> <p>Don't be counted out! Complete the Census so you and your family are included in the funding decisions for the next 10 years.</p> <p>Go to my2020census.gov or call 844-330-2020 to submit your form, today!</p> <p>#ICount #BeCounted #2020Census</p>

Post 7



Facebook

Don't get counted out! Getting counted in the Census means securing representation for our communities and getting the resources and programs that best serve our needs.

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#2020Census #CountMeIn #BeCounted #StandUpBeCounted

Twitter

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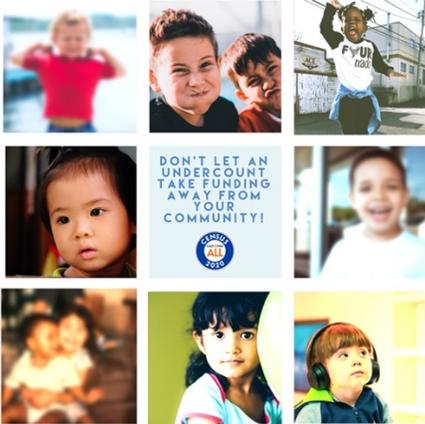
Facebook

Don't let an undercount take funding away from your community. That ends now! The Census is confidential and ensures funding for healthcare and education programs. Take the #2020Census and have your voice heard!

Complete your form at the link in our bio or by visiting my2020census.gov or by calling 844-330-2020.

#ICount #EveryoneCounts

Twitter



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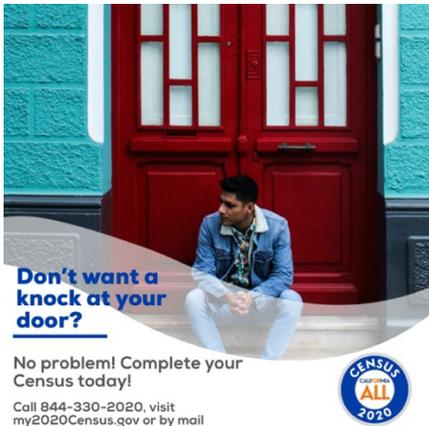
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Post 9



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.

#2020Census #CountMeIn #BeCounted

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<p>Post 10</p> 	<p>Facebook</p> <p>The Census is safe and confidential. Your information is protected under Title 13 and cannot be shared. Violating this law is a federal crime.</p> <ul style="list-style-type: none"> Learn how to avoid scams and fraud by clicking this link: https://2020census.gov/en/avoiding-fraud Visit my2020census.gov, call 844-330-2020 or respond by mail now. Make your voice heard and get counted! <p>#ICount #BeCounted #2020Census</p> <p>Twitter</p> <p>The Census is safe and confidential. Your information is protected under Title 13 and cannot be shared. Violating this law is a federal crime.</p> <ul style="list-style-type: none"> Learn how to avoid scams and fraud by clicking this link: https://2020census.gov/en/avoiding-fraud Complete your Census today online, by phone or by mail! <p>#ICount #2020Census</p> <p>Instagram</p> <p>The Census is safe and confidential. Your information is protected under Title 13 and cannot be shared. Violating this law is a federal crime.</p> <ul style="list-style-type: none"> Learn how to avoid scams and fraud by clicking this link: https://2020census.gov/en/avoiding-fraud Visit my2020census.gov, call 844-330-2020 or respond by mail now. Make your voice heard and get counted! <p>#ICount #BeCounted #2020Census</p>
<p>Post 11</p>	<p>Facebook</p> <p>The Census matters and so do you! You have 15 days to complete your Census!</p>



THE CENSUS MATTERS

AND SO DO YOU!

You have 15 days to complete your Census!

You can make a difference by responding TODAY!

The simple 9 question survey helps determine funding for essential resources.



Do it today for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade.

Responding only takes a few minutes to complete and it has never been easier!

You can respond today by visiting my2020census.gov, by phone in one of the 13 languages available or by mail.

Twitter

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Post 12

CENSUS WORKERS ARE HERE TO HELP

YOU AND YOUR FAMILY GET COUNTED IN THE 2020 CENSUS!

Don't need help?

Get it done online, over the phone or by mail.

Visit my2020census.gov
Call 844-330-2020
Respond by mail



Facebook

Completing your Census now means no in-person visit! But don't worry, **Census workers are there to help assist you in completing your Census.**

To learn more on how to identify a Census worker, visit: <https://2020census.gov/en/census-takers.html>

[laptop emoji] Online at my2020census.gov
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Do it TODAY!

#2020Census #ICount #EveryoneCounts



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