**FINAL REPORT TEMPLATE**

**General Information**

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<th>Date of report</th>
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**Narrative Report**

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Goal: Motivate, educate, and activate Asian American and Native Hawaiians and Pacific Islander communities in California to participate in the 2020 Census.

Objectives: By developing a statewide network of regional anchors and local community-based organization partners in target regions with large AANHPI populations, AAAJ-LA will:

1. Train local CBOs to understand the Census and emerging dynamics around online response, confidentiality, the citizenship question, and other critical issues;
   - We led several training sessions and outreach presentations to our statewide network partners, to AANHPI-serving partners in Orange County, and to other partners by request (e.g., NBC Universal staff and the CA Primary Care Association). Some of these trainings were provided in person; however, most of the trainings even pre-COVID were provided via webinar due to the fact that our partners are not all local given the nature of our statewide contract and population focused approach. These trainings include: Census Messaging and Spokesperson, Census 101: Preparing Staff on Promoting the 2020 Census, Census Confidentiality, Questionnaire Assistance Webinar: Internet Self Response and Language Guides, Questionnaire Assistance Center (QAC) and Questionnaire Action Kiosk (QAK) Guidelines, and the Non-Response Follow Up Training. Our training method is based on the trainer-to-trainer model, so we led these training sessions for partners who took the information to train their own staff and other local organizations in Census outreach.
Since our statewide partners are regionally dispersed, our trainings were intended to be mostly digital. However, prior to COVID 19, we were able to hold our kick-off meetings in person. For example, 10 of our 11 statewide network partners attended an in-person kick off meeting on December 18, 2019 where they were trained on the following topics: Census 101, Spokesperson training, Messaging Training, Census Confidentiality and SwORD training. On February 1, 2020, our subcontractor, EPIC, also hosted an in-person kick off meeting with 7 NHPI outreach partners to conduct the same trainings but with messaging specific to the NHPI community. Our subcontractors subsequently provided these trainings to their regional partners.

As we prepared for the outreach phase to begin, Agency M Media, our communications/media consultant, created a communications toolkit, which included tips on leveraging social media and traditional media. It included a draft press release template for partners to use as needed for their media outreach; and included tips on working with local businesses, such as restaurants or small ethnic markets, to display posters, use postcards, and air PSAs. From January to October, continuous technical assistance and updates (e.g., census bureau operations changes in dates, adjustments to strategies, and policy issues, etc.) were provided via email and addressed in our bi-weekly check-ins.

SwORD Response Rate data on census tracts where AANHPI communities reside in larger concentrations were provided to local outreach partners with spreadsheets that had pertinent information (i.e., response rates, % AA & PI, % LEP, breakdown of languages spoken) for census tracts with greater than 20% AANHPI and response rates that were below the state’s. We supplied this information on a weekly basis; it was particularly helpful for targeting census tracts during the Non-Response Follow Up (NRFU) period where we looked at specific neighborhoods/ethnic enclaves that had very low response rates. These spreadsheets were created for each of the 10 CA census regions and shared with all our statewide partners to share with their local partners for their outreach purposes as well. Trainings and presentations on how to use these data for targeted outreach purposes were provided to statewide partners and to their local partners to organize outreach efforts, such as targeted Facebook ads, door hangers, and door-to-door outreach, during outreach and NRFU phases. For example, in May and then again in August, we provided response rate updates for certain census tracts within ethnic enclaves (e.g., Koreatown, Chinatown, Thai Town, and Carson/Long Beach) in Region 8. These updates not only provided key information, but also activated outreach efforts in very low response rate census tracts with high percentages of LEP AANHPI communities. Ad hoc trainings and presentations were also provided to partners in Region 1, for individual organizations, for collaborative strategic planning purposes and for media.

Although it is difficult to exactly quantify whether an increase in response rates were due to a specific effort, the increase in response rates (i.e., percentage increases in response rates from one time period to a previous time period) after events/outreach efforts shows that outreach efforts to Get Out the Count in targeted census tracts were effective.

Develop and provide outreach materials using Census messaging that has been both tested through national focus groups and surveys and vetted with local CBOs;
• See # 7 – Based on national focus groups, community partner vetting, and the USCB CBAMS study, we developed outreach materials (in-language fact sheets, posters, flyers, postcards, and PSAs) using messaging that resonated best with our AA & NHPI communities.

4. Raise the visibility of the Census, assert its benefits, and work to dispel concerns through earned ethnic and social media coordinated with state media contractors and TDW & Co

• We participated in media events and interviews coordinated through state media contractors, TDW & Co, and through our network’s own ethnic media relationships.

• Once COVID hit, we had to quickly shift our strategy to a digital one. We began providing three (3) social media graphics each week that were sized for Twitter, Instagram, and Facebook for our partners to use. We also launched three (3) #BeSeenBeCounted campaigns with Asian American social media influencers who were asked to post to Instagram about the census and why it’s important to them and for our community. The final round of the campaign also included podcast and radio interviews and/or ads for various Asian American and Pacific Islander outlets. More information is provided under Question 2.

• Additionally, we developed messaging related to census scams and frauds, as well as updates on the USCB operational adjustments.

5. Coordinate local CBO outreach and questionnaire assistance among AANHPI within and across regions and with the Census Bureau, California Complete Count Office, and local Complete Count Committees; and

• The biggest adjustment in our workplan was shifting away from in-person and event-based outreach and convenings to digital formats and other new outreach strategies as a result of COVID.

• Due to COVID, most partners were unable to host QACs/QAKs with tablets; however, some partners that were providing essential services were able to assist with census-related questions/information to their community members.

• When the USCB started sending out MQAs, we coordinated with AANHPI community serving Partnership Specialists to coordinate MQAs at events during NRFU.

6. Provide structure through which local CBOs can share strategies and resources within and across regions, avoid duplication of efforts, and rapidly communicate and organize responses to emerging threats at national, statewide, and local levels.

• We hosted bi-weekly and monthly check-ins with statewide network partners to stay informed and learn best practices from other partners.

• We also sent weekly emails with USCB, CA CCC, CA AANHPI statewide partner updates, and Response rates.

• In addition, we regularly provided essential policy updates and technical assistance to partners during the education, outreach, and NRFU phases; and tracked the census changes closely and provided timely updates, summaries, and talking points to CBO partners.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner’s operations
What worked well operationally?
What outreach tactics worked well?
- Prior to COVID-19:

- Scheduled bi-weekly and monthly check-ins with statewide network partners to stay informed and learn best practices from other partners.
- Sent weekly emails with USCB, CA CCC, CA AANHPI statewide partner updates, and Response rates. Response rates were used to target outreach efforts specifically where our communities reside.
- Provided essential policy updates and technical assistance to partners during the education, outreach, and NRFU phases.
- Tracked the census changes closely and provided timely updates, summaries, and talking points to statewide partners and their partners.
- Developed phone outreach programs and new digital programs (e.g., social media campaigns, digital contests, text banking etc.) that had a strong response during the outreach and NRFU phases.
- The Census Toolkit created by the national Advancing Justice affiliation was useful in the education and outreach phase.
- Collaborated with AANHPI social media influencers on the #BeSeenBeCounted campaigns during outreach and NRFU phases.
- Developed Social Media Toolkits (updated weekly) - tied census to current/relevant issues (COVID, health resources, BLM, health care, essential workers, etc.)
- Shared Press Release templates, Social Media tip sheets, Social Media content planners, and a Digital Marketing campaign tip sheet with our statewide partners.
- Hosted regional convenings of regional organizations to share strategies for outreach and collaboration.

What hindered the operations?
- The 2020 Census being online made it more inaccessible to HTC communities due to lack of technical knowledge and access to technology.
- USCB seemed ill-equipped to pivot when Shelter-in-Place orders began as result of COVID.
- The politicization of the census and the mixed messaging from the USCB made it difficult and challenging.
- Many elders are illiterate even in their native languages and therefore cannot read any of the translated materials or complete the census in the modalities provided by the USCB given the limited language call-in options to complete the census through the USCB.
- Keeping up with all the changes - and consequently, the need to translate the ever-changing information in up to 27 Asian and PI languages - was challenging, difficult, and most times, not possible. Additional support and responsibility from the state and the USCB to coordinate and provide the translation of all the news/updates with the census operations partners would have best served LEP HTC community members in the state and throughout the US.
- Despite the significant education about there being no citizenship question on the census, significant residual fears and mistrust from community members persisted—the administration’s Memo that was released in July 2020 to exclude undocumented people furthered this mistrust of government.
- All of the legal challenges related to the census in addition to the changing operation dates also hindered operations.

Contracted partner’s outreach
What outreach tactics worked well?
- Prior to COVID-19:
Informational census booths, Lunar New Year and Tet festivals attracted several thousand Asian LEP community members.

UPAC also conducted informational/educational outreach at the Pacific Arts Movement Annual Asian Film Festival and created an AAPI informational census slide show that was shown at the 100+ film screenings at major San Diego theaters and UCSD.

- In-language materials distributed through local stores/businesses and schools
- Flyers & Yard signs in Asian languages at ethnic stores and places of worship
- Despite COVID, some partners continued to work in person with community members, specifically those that provided essential social services and COVID relief aid (e.g., food distribution, grocery distribution, COVID testing sites). These partners made sure that community members were educated about the census and were encouraged to complete the census prior to receiving other services.
  - Connecting census outreach to tangible benefits (e.g., food banks, COVID relief mutual aid, signing up for Medi-Cal and Covered California, having their taxes completed, and other resources) tended to have better reception than standalone census events.
  - Census materials were included in direct aid/care packages.

- Media (Traditional) Outreach during education, outreach, and NRFU
  - In-language radio and TV to reach youth and older adults in urban and rural areas.
  - Press conferences with elected officials
  - Media ad buys & op-eds placed
    - Region 1: Printed in-language ads in a local Vietnamese community magazine promoting the Census, reaching more than 1,000 community members bi-weekly.
    - Region 3: Mercury News, East Bay Times, and Oakland Tribune, Punjabi radio, TV, and online shows
    - Region 6: KBIF 900 (Fresno), Hmong USA TV, and Hmong TV Network
    - Region 10: KPBS, KUSI, Channel 10, Fox News, VietNews TV (4 segments with API community representatives and elected officials), San Diego Union Tribune, Filipino Press and Epoch Times
    - AAAJ-LA staff have been featured in the LA Times, Richmond Pulse, ABC7 News, Seoul Broadcasting Station, KCRW, AsAmNews, AsianJournal, and NichiBei, to name a few.

- Social Media Outreach - expanded digital outreach during outreach and NRFU phases.
  - Presence on Facebook, Twitter, Instagram, WeChat
  - #BeSeenBeCounted Social Media Influencers Campaigns
    - May 2020: Launched 1st #BeSeenBeCounted Micro-influencer campaign for APA Heritage Month (included posts from Lisa Ling, Helen Zia, Viet Thanh Nguyen, etc.) Click here to see a reel of the posts.
    - Census Week of Action using social media and Facebook ad credits
    - August 3, 2020: Launched 2nd #BeSeenBeCounted campaign with 16 social media influencers participating, each of whom ranged from 3,143 followers to 97.9 K followers. Their posts were reposted 67 times.
    - September 14, 2020: Launched 3rd #BeSeenBeCounted campaign with Mega Influencers (Asian American celebrities, such as Olivia Munn, Jamie Chung, and Ming Na Wen, etc., who have up to 2.7 M followers) and select AAPI Radio and Podcasts recommended by partners. Posts were mentioned 125 times within one week.
    - Paid Social Media
1. Ad purchases on podcasts
   - CAA created an instructional video in Cantonese on how to complete the census (had nearly 1,500 views) on two Chinese digital media platforms.
   - The Fresno Center hosted a YouTube video competition to create bilingual & multigenerational census videos.

2. Virtual Gatherings & Conferences for Community Members
   - Census outreach through online classes offered to the community (e.g., ESL classes).
   - Webinars for community members.
   - Online community forums, town halls, and roundtables.
   - Facebook live events.
   - Census awareness interwoven in online comedy events, cooking shows, census bingo.

3. Text-banking, Phone Banking, and Email Blasts throughout Outreach and NRFU phases
   - CAA reached over 15,000 limited English Proficient Chinese community members through phone banking.
   - AAPI ForCE reported that 72% of households contacted through phone banking committed to completing the census.
   - AAAJ-LA utilized text-banking in English, Tagalog, Chinese, Korean, and Thai to inform and motivate 1,229 clients to complete the census. AAAJ-LA incorporated census messaging as part of our Disaster Relief Assistance for Immigrants project and sent 5 emails blasts to over 23,000 supporters on key dates (e.g., when census responses began in March, Census Day, last day to complete the census) throughout the campaign.
   - A3PCON text-banked to 37,000 individuals.

4. Census Hotlines that were active during the outreach and NRFU phases
   - Jakarta Movement (Punjabi).
   - A3PCON partner, United Cambodian Community (Khmer).
   - Asian Americans Advancing Justice - AAJC (English, Simplified and Traditional Mandarin and Cantonese, Korean, Tagalog, Japanese, Vietnamese, Hindi, Bangla, and Urdu). This hotline became active 2 weeks before outreach phase began.
   - CAA fielded questions related to census from LEP Chinese-speaking community members (about 200 calls).
   - In Fresno County, TFC and their local partners created a Southeast Asian census hotline.

5. Door-to-Door Outreach/Door Hangers (NRFU)
   - Region 8: Door to door outreach in Koreatown and Lincoln Heights reaching 1,500 households.
   - 29,400 doorhangers placed in Regions 3 & 8 (in-language door hangers in census tracts that have >20% AANHPI and <52% Response Rates when data were analyzed). Sample pictures of the door hangers can be found [here].

6. Relational Organizing
   - Asian Law Alliance recruited and trained more than 50 volunteers to reach out to their networks for a stipend. Volunteers supported census outreach through text messaging, direct messaging, email blasts, social media posts, and more.

7. Events with free giveaways or raffles (advertised via social media) worked well.
8. Multilingual direct mailer program
9. Organized and participated in census caravans throughout the state
   - Regions 3, 4, 8, 9
     - Region 9’s caravan had multiple in-person assistance booths along the route.
What hindered the outreach?

- Challenges distributing some of the printed materials and swag due to cancellation of in-person events.
- Challenges with Census PDI app and therefore had to use own phone banking lists for outreach that could not easily integrate with the state’s database.
- There was a lot of information for partners to have to filter through with all the changes and updates to policy, toolkits, weeks of action, and press conferences—some partners said it was difficult to keep up with all the information.
- The politicization of the Census made it difficult because staff faced a lot of hostility and negative views/opinions about the census from community members.
- Increase in anti-Asian hate crimes and incidents due to COVID incited additional fears and mistrust of government within the AANHPI community.
- Many AANHPI community members, especially HTC LEP elders, are not present on social media or are illiterate in their native languages.
- Had to figure out how to reach people without planned/large outreach events which necessitated collaborating with other agencies/programs providing COVID aid—while census was important, it was often not a priority to many with all that was going on simultaneously.
- It was challenging getting ethnic media attention to census and census-related activity (unless they were contracted to cover census) because of competing issues (e.g., COVID 19, wildfires, civil unrest and the Black Lives Matter movement)

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

- The biggest challenge we faced was shifting all our in-person outreach plans (e.g., large in-person events, Questionnaire Assistance Centers, door to door outreach) to a digital strategy due to COVID-19. And this happened right as the initial postcards and the online platform to complete the census opened. When the Shelter in Place order was implemented, we had to cancel many of our in-person Census questionnaire centers and community engagement opportunities such as tabling, flyering, door-to-door knocking, and other census events. This made it increasingly difficult to engage with HTC communities about the census. We had to pivot to online media engagement and were consequently only able to reach the younger, more tech savvy population of our communities. Even ethnic media were struggling and sometimes challenged/unable to cover the census when they had to cover more pressing needs and competing issues, such as the pandemic, and were also struggling with their own furloughing and laying off of staff due to the pandemic.
- The many changes to the operational timeline and deadlines due to the Trump administration was another major challenge. The Census deadline initially got pushed back to October 31st because of COVID-19; it then got moved up to September 30th, which resulted in several legal actions that ultimately resulted in an October 15th deadline. Additionally, the Trump administration issued a memo to exclude undocumented persons from the apportionment count, which necessitated advocacy and clear messaging to our community members given the fear/confusion/mistrust such a memo introduces to the census. All these actions caused significant confusion and uncertainty around messaging to our community members and
partners. We did our best to counter these messages, but a far more robust and coordinated effort throughout the state would have made things easier. We continue to remain in census conversations and advocacy efforts at the national and local levels to ensure we provide coordinated and clear talking points and messaging to our partners.

- Within our organization, staff transitions were additional challenges faced during this census season. As the CA CCC is already aware, AAAJ-LA’s Census Statewide Network Manager transitioned from the organization in Fall 2019. Our Demographic Research Project Director, June Lim, subsequently had to quickly transition to oversee the census project. Additionally, AAAJ-LA has gone through some leadership transition during the course of this contract, and after a months-long national executive search, Connie Chung Joe started as Advancing Justice-LA’s new CEO in early August 2020.

- Many of our partners also had to let go of some of their staff and had difficulties transitioning online as a result of the pandemic, which meant that our communication was delayed and project timelines were drastically extended. Additionally, many of our partners began providing COVID-related services (e.g., food and grocery delivery, unemployment assistance, etc.) in addition to their usual services and programs and accordingly, many were overwhelmed and overstretched. This specifically affected issues of translations and in-language audio that we needed for our PSA videos. We originally predicted the project to take several months from start to finish; however, due to the many changes forced by COVID, it took much longer to create the final product. Alongside trying to remain healthy during our current situation, our communities increasingly became targets of hate crimes due to COVID, adding an additional layer of fear and mistrust among our community members.

- Some success we experienced was being able to adjust quickly to the online outreach methods. Our #BeSeenBeCounted campaign was successful in that we were able to get many popular Instagram influencers to participate in the campaign which resulted in an increase in follower engagement, even on our own social media platform. This allowed us to reach many people in a short period of time. We also included messaging for these influencers to encourage their family members (such as parents and grandparents) and friends, as ways to continue the conversation with their elders or LEP community members who may be harder-to-count.

- Many of our partners who provide direct services and began conducting Census outreach and engagement as part of their COVID relief services indicated they were able to reach many community members through this process in ways they hadn’t imagined, because they had a captive audience and were able to frame the census in terms of bringing resources to their community. These organizations truly functioned as the trusted messengers and source of support for their community during these very challenging times. Planning and participating in census caravans were also great ways to bring some levity and togetherness with purpose.

- Please refer to Q2 Outreach tactics that worked well and what hindered outreach for more information.

4) For county and ACBO partners, what was the county (or region’s) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

We conducted trainings and presentations regarding targeted outreach using a
data-driven approach. Specifically, we provided data on census tracts where AANHPI communities reside in larger concentrations, and once response rates became available, provided local outreach partners with spreadsheets that had pertinent information (i.e., response rates, % AA & PI, % LEP, breakdown of languages spoken) for census tracts with greater than 20% AANHPI population and response rates that were below that of the state’s Response Rates. We supplied these data for all 10 regions on a weekly basis to our statewide partners and their respective partners and discussed them with our statewide partners during our monthly check-in meetings. The response rate data were particularly helpful for targeting census tracts during the Non-Response Follow Up (NRFU) period where we looked at specific neighborhoods/ethnic enclaves in the different regions that had very low response rates for very targeted outreach approaches. For example, during NRFU, we looked at census tracts with > 20% AANHPI community members that had response rates below 52%, and decided to coordinate the distribution of 29,400 in-language door hangers to these tracts in Regions 3 and 8, which is where these tracts were heavily located. These data were also used for Facebook and other digital ad placement purposes, and to coordinate efforts with other organizations. For example, we worked with CHIRLA to target areas in LA County that have large populations of Asian and Latinx communities in low response census tracts to identify ways to partner to increase census participation.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

AAAJ-LA's census outreach work required partnership coordination at all levels—across the U.S., up and down the state of CA, and locally in LA and Orange counties. Coordinating work to ensure a count of the very culturally and ethnically diverse communities that comprise the AANHPI community requires substantial support and expertise from local, statewide and national partners. Partnership planning and coordination for census outreach, outreach materials, and fact sheets began in 2018, and development of these fact sheets in 2019. The five Advancing Justice affiliate organizations across the country began planning the materials based on experience from the 2010 census campaign and recognized that the work needed to begin early. The development of census fact sheets, their translations, and the vetting of the translations by community partners all required multiple iterations of the documents to ensure readability and accessibility. These are the fact sheets that can be found at our Advancing Justice census outreach website, www.countusin2020.org.

Simultaneously, AAAJ-LA began building partnerships locally in CA and participated in census funding and policy advocacy through the Census Policy Advocacy Network. AAAJ-LA began identifying AANHPI-serving partners throughout the state to anchor different census regions and worked with local AANHPI service partner organizations who participated in previous census outreach efforts. The CA AANHPI statewide census network, consisting of 11 partners (and subcontractors) in 8 specified census regions (listed in Q6), were tireless partners and advocates for ensuring that census education, outreach, and access to completing the census were available for our AANHPI residents. Once the pandemic began, many of our partners were spread very thin as they also had to provide essential and COVID relief services to their communities. As trusted messengers and resources to the communities we serve, we not only had to dispel census-related mis- and disinformation, but also had to do the same with information related to COVID 19. We relied heavily on our network and their local partners as well, many of which were funded by their
local ACBOS, and many others that, through patchwork funding or pro bono, conducted census outreach and education to their own communities.

In order to provide culturally-relevant and in-language materials and products for our very diverse communities in up to 19 Asian and 8 PI languages, wide partnerships and significant coordination are necessary—all of which require a lot of time and investment. The fact sheets were translated into 17 languages because they were developed way in advance of the census response period. It became increasingly challenging to meet the demands of the translation needs in shortened time frames with quick turnarounds with the everchanging operational deadlines, policy updates, and challenges to the census due to the Trump administration’s memo and other lawsuits. It was hard for our partners, who are key to assisting and coordinating the translation requests among their own volunteers and partners, to keep up with the demands while also conducting their own outreach efforts. We would have all benefited from more updated translated information in Asian and PI languages from the USCB and the state.

We coordinated our efforts with different partners throughout the state, including other statewide partners, such as NALEO, CAIR, and the Black Census and Redistricting Hub; and with other ACBOs throughout the state. We worked especially close with California Community Foundation (CCF) (Region 8) and Charitable Ventures (Region 9) in coordinating, providing technical assistance, and training local AANHPI serving organizations. For example, AAAJ-LA served on the Steering Committee for CCF’s We Count LA campaign and were funded to provide technical assistance to We Count LA grantees providing direct outreach to the AANHPI community. In Region 9, we provided multiple trainings to the AANHPI-serving organizations and partners. AAAJ-LA actively participated in partner calls, trainings, and coordination meetings organized by CCF and Charitable Ventures.

AAAJ-LA also engaged in national partnerships (e.g., the States Count initiative, and the Census 2020 Coalition) related to the census and continues to do so as we shift to a focus on census data and redistricting—all tied to the quality of the census data. Being engaged in the national conversations and collaborations was extremely helpful in ensuring that sound and solid information, especially with all the changing policies and operations from the USCB, and other lawsuits, were shared to our partners—who in turn, shared the information with our community members. Engagement at the national level was critical to understanding the policy changes, their implications, and for our work and our talking points to be grounded in information that was vetted by advocates throughout the U.S.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

To ensure an accurate count of AANHPI populations, AAAJ-LA subcontracted to 11 community organizations for our CA AANHPI statewide network. Our work as a statewide network is described in the above questions. Our 11 statewide partners and their respective local partners/subgrantees and their contributions are briefly described below:

- Asian Pacific Policy & Planning Council (A3PCON) - Region 8
- Orange County Asian Pacific Islander Community Alliance (OCAPICA) - Region 9
- Union of Pacific Asian Communities (UPAC) - Region 10
  - Alliance of Chinese Americans San Diego – Chinese translation, supported with social media
  - Asian Business Association of San Diego
Asian Pacific Island American Public Affairs (APAPA)
- Conducted census outreach at Lunar New Year Events, supported with print and media
- House of China - Hosted information booths at Moon Festival and Lunar New Year, included Census in all materials, ran Census videos
- National Association of Asian American Professionals (NAAAP) - UPAC was a program speaker at an event, and they helped with social media blasts
- National Federation of Filipino American Associations (NaFFAA)
- Pacific Arts Movement (PAC ARTS) - Social media outreach, API census slides shown at 100+ movie screenings during the annual Asian film festival
- Silk Road Productions - Assisted with event planning
- Vietnamese Federation of San Diego – Booths at Tet Festival, Mira Mesa, distributed material to Vietnamese school and support with social media
- Aki Talk – Social media platform shared importance of census
- SDJBA (San Diego Japanese Business Association)
- The Filipino School
- VietNewsTV – Created 4 media segments including B Roll and Vietnamese interviews with UPAC Consultant Lee Ann Kim, and Congressman Scott Peters, and Viet Vote Member; assisted with Vietnamese translation and informational booth at Tet Festivals

Asian Law Alliance (ALA) - Region 3
- Asian Americans for Community Involvement (AACI): Supported with the 2020 Silicon Valley AAPI Civic Leadership Summit, supported with a high school internship
- American Muslim Voice (AMV): Supported programming with high school students, outreached to the Muslim community, participated in the San Jose Census Caravan
- Cambodian Women’s Association (CWA): Worked with local temples and leaders for outreach
- Center for Employment Training, San Jose (CET): Worked with Spanish-speaking outreach program and social media, participated in San Jose Caravan
- Korean American Community Services (KACS): Shared census materials and provided Korean translation services
- LEAD Filipino: Integrated census info into their youth leadership program, provided Tagalog translation, worked with youth groups on college campuses
- One East Palo Alto (OEPA): Conducted outreach for the PI community through podcasts, Census Caravan, working with PI youth and members to increase social capital and representation
- Pakistani American Cultural Center (PACC): Included Census info on their newsletters and supported with general outreach in Milpitas and North San Jose
- Services Immigrant Rights Education Network (SIREN): Developed member videos, helped with door knocking, provided in house phone banking, participated in the San Jose Caravan, developed social media posts, recruited Spanish-speaking volunteers
- Vietnamese American Roundtable (VAR): Provided Vietnamese translation, recruited volunteers, worked with youth to support with social media, produced key digital content for the Vietnamese community in Santa Clara County
Vasconcellos Institute for Democracy and Action (VIDA): Worked with the Public Policy department at De Anza college to recruit, train and engage students in census outreach efforts, worked with departments across Santa Clara County community college system to disseminate Census materials

Vietnamese Voluntary Foundation (VIVO): Provided Vietnamese translation and recruitment of Vietnamese speaking volunteers

Asian Resources Inc. (ARI) - Region 1
- Hmong Innovating Politics (HIP), Chinese American Council of Sacramento (CACS), Iu Mien Community Services, Indocheinese Friendship Association, Chicks in Crisis, To‘utupu´o e ‘Out Felenite Association (TOFA), Hui o Hawai‘i (HOH), Filipino Community, Highlands Community Charter, Organization of Chinese Americans Sacramento (OCA), Health Education Council (HEC), Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL), Council of API Together for Advocacy and Leadership (CAPITAL)
- Organized events, created social media outlets, connected for food distribution, and engaged with the community about the Census through these partnerships.

Chinese for Affirmative Action (CAA) - Region 3
- Asian Refugees United: CAA and ARU partnered on media events
- Korean Community Center of the East Bay: CAA and KCCEB shared in-language information and resources specific to Chinese immigrant community members.
- Southeast Asian Community Center: CAA relied on SEACC to provide Census support in various Southeast Asian languages

Empowering Pacific Islander Communities (EPIC) - Statewide NHPI
- Kutturan Chamoru Foundation, Peninsula Conflict Resolution Center, Samoan Community Development Center, Taulama for Tongans, Motivating Action Leadership Opportunity (MALO)
- Our partners called approximately 8,000 NHPIS in key regions, door knocked, spoke on panels, translated materials, and produced their own content

Jakara Movement – Regions 1 & 4
- Partnered with community groups, families, and formations to expand language access in specific regions, including Assyrians, Ilocano-speakers with roots in the Philippines, and Russian-speakers

Asian Americans Advancing Justice – ALC - Region 3

The Fresno Center (TFC) - Region 6

AAPIs for Civic Empowerment - Statewide
- Chinese Progressive Association (SF): Paid advertisement production and distribution, phone outreach, Census collateral distribution through direct aid offerings
- Khmer Girls in Action (Long Beach): Phone outreach, collateral distribution, digital outreach to young people and their families
- Hmong Innovating Politics (Sacramento, Fresno): Phone outreach, direct aid drop offs with Census materials, digital outreach
- Filipino Advocates for Justice (Alameda County): Collateral distribution through direct aid networks
- Asian Pacific Environmental Network (East Bay Area, Statewide): Phone outreach, direct aid drop offs with Census materials.
- AYPAL (Oakland): Collected commitment cards, informational webinars
7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

The goal of AAAJ-LA as the statewide ACBO was to work with its CA AANHPI statewide network to motivate, educate, and activate Asian American, Native Hawaiian, and Pacific Islander communities in California to participate in the 2020 Census. Given that nearly 60% of Asian Americans in CA are immigrants and over 1 in 3 Asian Americans are limited English proficient, much of the work conducted by the CA AANHPI statewide network and its partners focused on ensuring that AANHPI community members were provided linguistically appropriate census information, education, and access to complete the census. Below are some of the ways in which we, with our partners, provided access to census information to our very linguistically and culturally diverse communities:

- In collaboration with community partners, created an animated Public Service Announcement with voiceovers and subtitles in English and 15 Asian languages (Punjabi, Tagalog, Thai, Urdu, Vietnamese, Japanese, Khmer, Korean, Lao, Mandarin, Cantonese, Burmese, Hmong, Hindi, and Tamil). They were shared for distribution with our community partners, through the California Complete Count’s (CCC’s) partner portal, and through our own social media channels and YouTube. The in-language PSAs were developed to educate and motivate community members as to the importance of the census, how it affects our communities, and how to complete it. We relied heavily on our partners and their networks to support us with translations, recording voiceovers, and vetting the in-language PSAs.

- Developed a variety of in-language materials and resources that were shared with and distributed to our partners, including translated factsheets posted on Advancing Justice’s Census website (countusin2020.org). These 12 factsheets were developed, translated (some in up to 20 Asian languages) and vetted in a joint effort with our four other Advancing Justice affiliates and AANHPI service partners across the U.S. Additionally, we developed, translated, and distributed to our partners, in-language flyers (31,000), posters (6,200), and postcards (31,000) - each translated in 18 languages - and in-language door hangers (29,400) for low response rate census tracts (<52% Response rates) during NRFU.

- Created and distributed Census swag for outreach, including hand sanitizers (44,000), tote bags (22,000), pens (22,000), and masks (5,500). Despite in-person outreach events being canceled, we were able to effectively utilize these outreach materials through COVID grocery, food, and care-package delivery programs to the hard-to-count and underserved communities our partners serve. Community partners incorporated census messaging and opportunities to complete the census with in-language support when community members arrived for other services.

- Also, as described in Q2 under successful outreach, our statewide network and its partners engaged in several different methods (e.g., phone banking, text banking, email blasts, creating videos, in-language hotlines) to engage LEP community members. Many of our partners hired bilingual staff to be able to present information or field questions from community members. Partners also assisted with the translation of in-language materials and provided in-language interviews at times for ethnic media.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.
Census 2020 outreach efforts created a sense of community among those who were engaged in the work. We developed closer relationships with our statewide network partners and their partners as we engaged in this work through a very challenging season. Many of our statewide partners also shared that working on the census helped their organizations forge new and deeper relationships with other organizations.

Advancing Justice’s Census website (countusin2020.org) was a resource to community organizations throughout the U.S. and in CA for census information and factsheets.

We were pleased with the flyers, posters, postcards and doorhangers that were created based on information gathered from focus groups on messaging for our communities. We were also extremely proud of the PSAs that were produced and translated into 15 Asian languages with subtitles. They are available at AAAJ-LA’s YouTube channel. We also have a library of social media graphics, many of which can be used for future census outreach efforts.

Among the census swag we produced, we put our “Count Us In” logo on hand sanitizers prior to the pandemic, unbeknownst to us that it would become a “hot item” for outreach purposes. They became very useful to our partners who incorporated them, as well as other census swag like pens and tote bags, in COVID care packages and grocery/food distributions when they included them with census messaging.

We are extremely proud of the #BeSeenBeCounted campaigns. Samples of the posts in a sizzle reel can be found here.

Aside from videos, EPIC hosted a National NHPI Census Week of Action that coincided with the CA Indigenous Week of Action that EPIC partnered with Native People Count CA to implement. It was powerful, activated many of our partners, and had a broader reach in communities that they hadn’t been able to tap into before.

Story provided by CAA: M.C. is a client of CAA’s Immigrant Rights services and a community leader in this year’s census peer-to-peer outreach. Our census outreach coordinator, Crystal emphasized, "M.C. is just one example of how Census 2020 has been a great leadership development opportunity for marginalized community members who have been able to use the interpersonal skills they’ve developed to expand democratic participation for Census 2020 and beyond.” This year’s Census is the first for many immigrant families, including M.C.’s. They were not only unfamiliar with the content itself, but worried that participating would endanger themselves because of the proposed citizenship question. To combat this, CAA developed extensive training and presentations to help community leaders become trusted messengers on the Census. After many training, meetings, individual studying, roleplays, and practice, M.C built the communication, leadership skills, and confidence needed to effectively outreach to community members. Not only did they inform and encourage community members to participate, but also assisted many in filing out the Census questionnaire. M.C. has continuously shared, “I feel really grateful to have this opportunity to not only develop and elevate my communication and outreach skills, but to also help others understand and participate in this important [Census] event. After this experience, I have definitely learned to be more comfortable sharing my own knowledge and experience."

In ramping up its COVID relief efforts - distributing food to over 1,500 families, assisting individuals with applications for unemployment and health care programs, providing tax assistance to over 800 community members, connecting individuals who have lost their jobs to workforce opportunities – ARI provided a safe and comfortable location for community members to come and complete their Census.

TFC shared that a few people confessed that they have lived in the U.S. for over 30 years, but that this was the first time that they knew about the Census and had the chance to complete it.
• From AAPI ForCE: artist Teo Octavia Saragi

“Today, I wanted to share a reminder about participating in the 2020 Census (www.my2020census.gov) I want to highlight LGBTQIA+ Asian Americans and Pacific Islanders in particular as we often lack funding for community resources such as mental health services. This year, it's important to #CountUsIn and be recognized as part of the #AAPI2020 community!”

• Anmoldeep Singh: “We as immigrants have a duty to represent the values and traditions of where we came from and fight to keep them alive in our new homes. It is often challenging to make ourselves visible in the American landscape, which is why it is paramount that we all complete the 2020 Census. By filling out the Census (www.my2020census.gov), we ensure that
we get our fair share of representation and federal resources for schools, our communities, healthcare, public transportation, and much more. @aapiforceef #CountUsIn #AAPI2020 #Census2020"

ALC: Direct mailers provided a way to geographically target and reach HTC LEP community members who do not engage with social media.
9) Please add any suggestions for the 2030 Census efforts, including timelines.

- Start planning in 2028—This will allow for ample time for building partnerships and collaborations and focus group for Hard to Count communities. Although no one could plan for a pandemic in the way that COVID 19 impacted the census this year, we were better equipped because of the early planning and coordinating with partners we began in 2018. This allowed us to bear the effects of the pandemic as best we could and to quickly pivot the work.
- Start developing training materials in 2028—could be adapted and improved from 2020 materials.
- Prepare for a larger digital presence in 2030, but in combination with traditional field outreach tactics.
- Start developing census materials for translations in multiple languages to ensure language access for our very diverse LEP communities, even those that are in smaller diffusion.
  - These should include plans on how to develop materials for LEP communities that have low literacy or that primarily use oral rather than written languages/modes of communication
- Fund organizations sooner—it takes time to hire/train staff and to create/develop/plan for outreach and materials.
- Each funded organization should be required to specifically indicate in their plans a minimum allocation of their budget to be used for in-language materials/support for their target LEP communities based on their local community’s needs and indicate which languages they will be supporting.
- Rather than having to reach out to partners and individuals in the community whenever there is a translation need, we recommend that for 2030 census efforts there is a list of pre-approved
and designated translators contracted by the state for translation/interpretation needs that are accessible to all funded partners. Finding translators for all our and partners’ needs and administering stipends based on individual flyers/sheets, was extremely time-consuming to coordinate with our partners and the translators themselves.

- Create social media graphics, toolkits and flyers/posters put out by the state/funders that are not only in English and Spanish, but Asian and PI languages as well.
- To reduce the likelihood of duplicating USCB efforts, state and local resources should be allocated to support the development of materials and collaterals in smaller language groups and groups that are disproportionately LEP.
- In-language, step-by-step guides on how to complete the census via video and/or paper guides with visuals should be best practice.
- Print physical copies of the census questionnaire in language to be more accessible to AANHPI LEP elders.
- Funds should be allocated for in-language census hotlines, especially for languages that the USCB does not cover. Community-based organizations with culturally and linguistically competent trusted messengers in the community would be most effective in establishing and operating these hotlines.
- Develop a stronger infrastructure around ethnic media. Allocate funding for paid ethnic media buys in several different languages, including PI languages, and create a transparent ethnic media plan. Convene focus groups and community-based partners to identify community/ethnic media outlets, social media platforms, and information-sharing platforms that are used by different target demographics within each language group. Additionally, smaller ethnic groups are less likely to have robust ethnic media outlets and are likely to rely on other methods to share and access information.
- Work closely with small businesses and other local businesses and help establish relationships between community partners and businesses to partner for census outreach. These can be identified through focus groups as to what local businesses may cater to and draw LEP communities.
- Find ways to improve USCB operations plans and contingency plans, including how their Partnership Specialists are trained and deploy information. Different USCB staff gave very different responses to very basic questions, which caused a lot of confusion. Additionally, without contingency plans in place, the communities that fell through the cracks first were the HTC, LEP, and digitally isolated communities with little in terms of resources to support these communities.
- Census Day is confusing to many—no matter how much we messaged that the census can still be completed—time and time again, community members would indicate they thought it was over on 4/1.
- Provide incentives to community members for completing the census, which can go a long way.
- Combine census outreach events with other resource-related events, such as COVID relief services, food giveaways, tax services, health insurance sign-up, etc. These seemed to do better than standalone census outreach events.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
[Insert contract partner name]

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

**Submission**

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.
#BeSeenBeCounted Influencer Campaign Summary

August 3, 2020

*Summary for August 3, 2020 – August 18, 2020
Presented August 26, 2020*
## Summary of Participating Influencers

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<tr>
<th>Name</th>
<th>Social Media Handle</th>
<th>Followers</th>
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<td>XiXi Yang*</td>
<td>@xixiyang</td>
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<tr>
<td>An Dyer*</td>
<td>@HautePinkPretty</td>
<td>189 K</td>
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<tr>
<td>Loreen Hwang*</td>
<td>CoucouJolieBlog</td>
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<td>Tommy Lei*</td>
<td>@MyBelonging</td>
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<td>Mina</td>
<td>@ChicagoFoodGirl</td>
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<tr>
<td>Jennifer Yu</td>
<td>@MissPigieEats</td>
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<tr>
<td>Kaila Yu</td>
<td>@KailaYu</td>
<td>39.7 K</td>
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<td>Asia Ellington</td>
<td>@asiadraws</td>
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<td>Chris Auyong*</td>
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<td>Ada Trinh</td>
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<td>Jennifer Chan</td>
<td>@JennChanGlam</td>
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<td>Marie Tran</td>
<td>@magicandmarie</td>
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<td>Alisa B. Wong</td>
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<tr>
<td>Trang Dong</td>
<td>@tranganhdong</td>
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</tr>
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</table>

*indicates paid influencer

### Highlights:
- 67 social mentions
- Leading social platform: IG
- Monday’s 8/3 kickoff inspired greater engagement + posts on Tuesday and through the week
#BeSeenBeCounted Video

Tier 1 influencers from May 1 launch featured

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Click [here](#) to see video.
Mention Counts

Changes and number of mentions in the selected date range

5 Web Mentions 03 Aug 2020 - 18 Aug 2020

3 since 18 Jul 2020

67 Social Mentions 03 Aug 2020 - 18 Aug 2020

49 since 18 Jul 2020

72 Total Mentions 03 Aug 2020 - 18 Aug 2020

46 since 18 Jul 2020
Daily Stats

Number of mentions by day

- Monday: 15
- Tuesday: 36
- Wednesday: 7
- Friday: 3
- Saturday: 10
- Sunday: 1
# Top Authors

List of authors ordered by the number of mentions

<table>
<thead>
<tr>
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<th>Website</th>
<th>Influence</th>
<th>Mentions</th>
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<td>2 @aonguyen</td>
<td>twitter.com</td>
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<td>instagram.com</td>
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</table>
Select Screen Captures from Campaign
XIXI YANG // @XIXIYANG // 241K FOLLOWERS
xixiyang 2020 Census: #BeSeenBeCounted! Today starts Census Action Week and I’ve partnered with @aaaajalc and @advancingjustice_la to encourage my Asian-Americans to fill out their 2020 Census!!! As an Asian-American journalist, I’ve covered lots of stories about how significantly underrepresented Asian-Americans are in all areas. Part of the reason why is because we haven’t been doing a good job of completing the census. Not only is it our civic duty to complete the census, representation is so important on all levels - local and national. The data from the 2020 census are used to going towards 3 sector - 1) ensure public services and funding for schools, hospitals and fire departments, 2) plan new homes and businesses and improve neighborhoods, and 3) determine how many seats your state is allocated in the House of Representatives.

You can fill out the Census by mail, by phone, or go to my2020census.gov!

#beseenbecounted #asianamericansadvancingjustice #asianamerican #census2020 #census #2020census #womeninmedia #diversity #xixiyang #asianjournalist
JENNIFER CHAN // @JENNCHANGLAM // 14.1K FOLLOWERS
Quick check in: Have you completed the Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc and @advancingjustice_la to encourage my fellow ASIANS to #BeSeenBeCounted and complete the 2020 Census. 💎 Here's why it's SO important: 1) The Census benefits your community initiatives (legislation, quality of life and consumer advocacy), 2) It helps determine where businesses will be built—which creates jobs for all, and 3) It ensures we have resources for schools, senior and youth centers and hospitals. 👤 Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades, which puts us at a huge disadvantage) — and we need to do better! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community! Help me spread the word— tell your friends and family who may have forgotten to complete the Census and let them know there's still time! 🧔 #2020census #asianamerican #asianhustlenetwork #asiangirls #california #asianexcellence
jennchanglam Still on cloud 🌈 9 after an awesome start to the week! Thank you to everyone who showed support for the #beseenbecounted campaign, which focused on encouraging Asians to complete the #2020Census this year! 🙌 There’s still time—so check in with your fam and friends to make sure they’re counted for (and it takes less than 10 minutes and is SO important.) Up next: Mentally preparing myself to travel to Mexico next week (for work)—and will most definitely be documenting what it’s like to leave the country during #Covid. I’ll be sanitizing like crazy and keeping that mask on! Would you feel comfortable getting on a plane right now? #renttherunway #rtrambassador #rtrunlimited #whatiwore #covid19 #travelwriter #jetsetbabe
@JENNCHANGLAM

STORIES

Stand with me and @niza.ounguyen to be #BeSeenBeCounted

MAKE SURE YOU COUNT

Census allows us to be seen. What part of our heritage or culture are you proud of?

#BeSeenBeCounted

@AAAALC

#BeSeenBeCounted

Tell your friends and family to complete the Census! There’s still time.

Takes 10 mins at my2020census.gov or can be done via phone or mail!

Census impacts resources for our communities. What changes do you want to see in your community?

#BeSeenBeCounted

#BeSeenBeCounted

Have you completed the 2020 Census?

YES NO

The census is about shaping the future of our community for the next 10 years. Here’s what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census
Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

2020CENSUS.GOV

@JENNCHANGLAM STORIES

@JENNCHANGLAM

@COCOJOLIEBLOG

Makeup by me of my gorgeous friend @jennchanglam please check out her post for important to all my CA Residents.

JENNCHANGLAM Quick check in: Have you completed the Census yet? Today kicks off Census Action Week.

@TRANGADATRIN

Thanks you @trangadatrinh for raising awareness and supporting @advancingjustice...
STORIES

@JENNCHANGLAM

Proud to be working on the #beseenbeheard campaign with @advancingjustice_la to promote #2020census

Thanks for participating @jennchanglam

Thanks for spreading the word @hautepinkpretty

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

hautepinkpretty Have you completed your 2020 Census? Did you know the census affects funding, re...

#Beseenbecounted

Census 2020

#BeSeenBeCounted

Post your response to one of our prompts and nominate three friends to do the same in your caption with our hashtag.

- Census allows us to be seen. What part of our heritage or culture are you proud of?
- Census impacts resources for our communities. What changes do you want to see for our community?
- Census affects political representation. Why is democracy or representation important to you?

Tell everyone - friends, family to complete the Census. It takes 10mins on my2020census.gov

It takes less than 10 minutes to fill out the census @advancingjustice_la @aanajlc the Asian community needs to fill it out for better schools, more jobs, hospitals

Make Sure #Beseenbecounted You Count

Who's counting on you?
Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

We need to step up as a community to make sure our communities receive benefits like better roads, schools, jobs and more. They will not citizenship status.

Excited to be part of the #BeSeenBeCounted campaign.

Thanks for spreading the word @chicagofoodgirl

bowserkoopaha This week is the start of the Census Action Week. I have partner with @baajal and @adv...

chicagofoodgirl About the campaign

The identified target groups in the campaign are cultural identity campaigns to inspire, motivate, and change the hearts and minds of Asian Americans and Pacific Islanders. It is particularly true for minority groups that are most vulnerable to social and economic disadvantages. The Asian American and Pacific Islander communities have been undercounted for decades, pushing our communities at a disadvantage. The time is now and we need to ensure our communities are seen and counted to get the funding, resources, and political representation our communities need.
Census allows us to be seen. What part of our heritage or culture are you proud of? #BeSeenBeCounted

Proud to be a Korean-American and living the American dream. My parents immigrated here in 1990 and built a successful business. I owe it to them for instilling a work hard mentality to always go after what you want and never take no for an answer.

cinecosu Friendly reminder that YOUR VOICE MATTERS!

Thank you @mybelonging

My girl @xixiyang bringing straight FIRE to encourage all of our Asians to complete the Census!
Thanks for spreading the message
@isabelle.du ❤️❤️❤️

U.S. Census Bureau

Tới muốn báo mặt đầy liệu của mình. Tôi đang nói về những câu trả lời của tôi trong
Thống Kê Dân Số 2020. Định Hướng Tương Lai. Khối
Đầu Tư Đầu.

See Translation

#BESEENBECOUNTED

misspiggeeats Have you completed your Census yet?
Today kicks off Census Action Week and I’ve partner...
@JENNCHANGLAM

STORIES

Drove by this banner tonight and it was so serendipitous!
Thank you to all of my amazing friends for speaking up today to encourage Asians to complete the #2020Census!

Love my Asian babes spreading the message about the Census! Thanks @goodbadandfab

#BESEENBECOUNTED

Drove by this banner tonight and it was so serendipitous!
Thank you to all of my amazing friends for speaking up today to encourage Asians to complete the #2020Census!

#BESEENBECOUNTED

amandahammond

It's Census Action Week! I completed the #2020Census back in the Spring, an...

#BESEENBECOUNTED

goodbadandfab

Squat but make it fasion. And speaking of Asian, I want to remind my fellow Asian b...
LOREEN HWANG // @COUCOUJOLIEBLOG // 181K FOLLOWERS
1,549 likes

coucoujolieblog I'm partnering with @aaajalc to talk about the importance of filling out the @uscensusbureau

As a Chinese-American I want to raise awareness to the Asian community because as a community we are the lowest percentage filling out the census. You can fill out the census online in less than 10 minutes. I’ll add the link in my stories. If you don’t have access online you can also fill it out by mail or by phone.

The census is important because it helps support community initiatives involving legislation, quality-of-life and consumer advocacy.

Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, fix roads and hospitals.

我是一名華裔美國人。為確保華裔好處我希望我們能夠一起完成人口普查。以此方式為亞洲社區帶來幫助我們社區獲得更好的道路、學校和工作機會。亞洲人填寫率很低，所以我們被忽略了您可以在互聯網，通過郵件或電話進行填寫。他們絕不會詢問您的公民身份。

#beseenbecounted #aaajalc #CountUsIn #Census2020 @advancingjustice_la

View all 108 comments

allevinedesign thanks for sharing this info 😊
tashechanel This is a beautiful cause to partner for

10 hours ago
@COUCOUJOLIEBLOG

It takes less than 10 minutes to fill out the census @advancingjustice_la @aaaajlc the Asian community needs to fill it out for better schools, more jobs, hospitals.

We need to step up as a community to make sure our communities receive benefits like better roads, schools, jobs and more. They will not have citizenship status.

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

Census impacts resources for our communities. What changes do you want to see in your community? #BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census
@MOOGLEFETT // 15.2K FOLLOWERS
mooglefett I’m partnering up with @aaajic to talk about the importance of filling out the @uscensusbureau

Your response matters. Health clinics. Fire departments. Schools. Even roads and highways. The census can shape many different aspects of your community. The census results help determine how billions of dollars in federal funding flow into states and communities each year. The results determine how many season Congress each state gets.

When you respond to the census, your answers are kept anonymous. They are used only to produce statistics. The US Census Bureau is bound by law to protect your answers and keep them strictly confidential by law the Census Bureau cannot release any identifiable information about you, your home, or your business, even to law-enforcement agencies.

You can complete the census in 3 easy ways: online, by mail or by phone. Complete your census today at my2020census.gov

#beseenbeaccounted #census2020

Be sure to respond to the 2020 Census!

Three ways how the census benefits your community:

- Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
- Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.
KAILA YU // @KAILAYU // 39.5K FOLLOWERS
Census impacts resources for our communities. What changes do you want to see in your community? #BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census

945 likes

kailayu 🔥 This is a message to all my Asians to complete the census! It only takes 10 minutes to complete and you can fill it out easily online (or by mail or phone if you prefer). 🙃 The census is all about equal and fair representation. Stand up for your community.

The Asian American and Pacific Islander communities have been undercounted for decades and that puts our communities at a disadvantage.

Complete your census today at my2020census.gov

BTW, this video is from my trip to Puerto Rico, staying at the amazing @CaribeHilton....seems like a lifetime ago.......

#BeSeenBeCounted @advancingjustice_la @aaajalc

#CountUsIn #Census2020

View all 23 comments
davidcleephotography So cute. I did my census 👥👥

7 hours ago
AN DYER // @HAUTEPINKPRETTY // 188K FOLLOWERS
1,302 likes

hautepinkpretty Have you completed your 2020 Census? Did you know the census affects funding, resources, and political representation your community will receive? Asian American and Pacific Islander communities have been undercounted for decades, putting our communities at a disadvantage so I've partnered with @advancingjustice_la and @aaajalc to encourage YOU to #BeSeenBeCounted. It only takes 10 minutes and shapes the future of our communities for the next 10 years! Visit my2020census.gov and complete your census today. #CountUsIn #census2020

View all 7 comments

tavehansberry 🚀🚀🚀
@HAUTEPINKPRETTY

STORIES

Census impacts resources for our communities. What changes do you want to see in your community? #BeSeenBeCounted

Thanks for spreading the word @hautepinkpretty

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

hautepinkpretty Have you completed your 2020 Census? Did you know the census affects funding, too...

Thank you for including me @jennchanglam!!
ADA TRINH // @TRANGADATRINH // 14.8K FOLLOWERS
Thanks to my sis @jennchanglam for raising awareness and supporting @advancingjustice_la and @aaajal today kicks off the Census Action Week and I’ve partnered up with to encourage fellow Asians to #beseenbecounted and complete the 2020 Census.

Here’s why it’s so important:
1. The Census benefits you community initiatives (registration, quality of life and consumer advocacy)
2. It helps determine where businesses will be built - which creates jobs for ALL
3. It ensures we have resources for school, senior and youth centers and hospitals.

Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades). Let’s change that together! Tell your mom, auntie, grandma, neighbors! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community. Please help me spread the word!

Tag all your asian friends and fam! Photo by @ladyofwhatever

View all 14 comments

@graphicsmetropolis ❤️❤️❤️❤️❤️

8 hours ago
TOMMY LEI // @MYBELONGING // 98.5K FOLLOWERS
mybelonging I recently filled out my census forms but never fully realized just how important this simple survey can be.

... Did you know that simply by filling out this 10-minute survey (online or mail) we could 1) support our local community through legislation, 2) decide where to build factories, offices and stores – which creates more jobs for all 3) and help local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals?

... Yep, it holds that much impact and power. The time to be #BeSeenBeCounted is more pressing than ever before. Fill yours out now @mycensus2020.gov! @advancingjustice_la @aaajalc
Census impacts resources for our communities. What changes do you want to see in your community? #BeSeenBeCounted

#BeSeenBeCounted
Post your response to one of our prompts and nominate three friends to do the same in your caption with our hashtag.

- Census allows us to be seen. What part of our heritage or culture are you proud of?
- Census impacts resources for our communities. What changes do you want to see for our community?
- Census affects political representation. Why is democracy or representation important to you?

#BeSeenBeCounted

Census allows us to be seen. What part of our heritage or culture are you proud of? #BeSeenBeCounted

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

#BeSeenBeCounted
The census is about shaping the future of our community for the next 10 years. Here’s what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census
@MYBELONGING

#beseenbecounted
@advancingjustice_la
@aaajalc

MAKE
SURE
YOU
COUNT

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

Everyone counts.
JENNIFER YU // @MISSPIGGIEEATS // 55.7K FOLLOWERS
misspiggieats Have you completed your Census yet? Today kicks off Census Action Week and I’ve partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it’s so important:

The census benefits your community & supports community initiatives involving legislation, quality-of-life and consumer advocacy.

Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals! Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades) which puts us at a huge disadvantage. So let’s do better. It only takes 10 minutes to complete (online, mail or by phone)! Help me spread the word by telling your friends and family who may have forgotten! 🙏∽️❤️

#2020Census #asianamericans

View all 48 comments

2 hours ago
NIZA OUNNGUYEN // @NIZA.OUNNGUYEN // 7.4K FOLLOWERS
niza.ounnguyen Make sure YOU count. Be part of the count and complete your #2020census today.

I am extremely proud to be Cambodian and also love that the community is loud and proud as well. We’ve come a long way and persevered through difficult times. But we...

188 likes
niza.ounnguyen

I am extremely proud to be Cambodian and also love that the community is loud and proud as well. We’ve come a long way and persevered through difficult times. But we can still do so much more! Like many other first generation Cambodian-Americans, I grew up in a humble home with little resources. After my parents survived the Cambodian genocide in the 1970s, they struggled to assimilate to their local environment because they spoke little English and didn’t have a college degree. I can’t imagine navigating a new place with strangers, not speaking the same language, lacking education or training, while suffering from PTSD (from the genocide).

How many of you share similar stories?

It is important our community gets counted to get proper funding, resources, and political representation for the next 10 years. It’s all about the strength in numbers.

• The census will NOT ask you for your citizenship status
• The census takes 10 minutes to complete
• Your responses are safe and secure
• You can complete the census in 3 easy ways: online, by mail or by phone
• Complete your census today at my2020census.gov
• The census is all about equal and fair representation.

Stand up for your community.
• Three ways how the census benefits your community:
  1. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
  2. Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
  3. Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals

Thank you for your cooperation! #BeSeenBeCounted #CountUsIn #Cambodian #Cambodia #Khmer #Asian #Represent #Culture #Heritage #MotivationMonday #Community @advancingjustice_oc @advancingjustice_la @aaajlc

View all 7 comments
MINA // @CHICAGOFOODGIRL // 61.5K FOLLOWERS
About the campaign

The #BeSeennBeCounted campaign is a social media campaign to
inspire, mobilize, and change the hearts and minds of Asian Americans and Pacific Islanders to participate in our democracy, beginning with the Census 2020.

We are working to inspire and mobilize the AAPI community to participate in the 2020 Census to ensure that our voices and stories are heard. We believe that every voice matters.

Census impacts resources for our communities. What changes do you want to see in your community?

#BeSeennBeCounted

The census is about shaping the future of our communities. It completed overseas few weeks ago. I'm urging all Asians to do their part.

Three ways how the census benefits your community:
1. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
2. Census data helps to ensure that resources for the community, such as schools, senior and youth centers, and hospitals.

Census allows us to be seen. What part of our heritage or culture are you proud of?

#BeSeennBeCounted

Proud to be a Korean American and living the American dream. My parents immigrated here to 1990 and built a successful businesses. I owe it to them for instilling a work hard mentality, to always go after what you want and never take no for an answer.

Drove by this banner tonight and it was so serendipitous!
Thank you to all of my amazing friends for speaking up today to encourage Asians to complete the #2020Census!
ASIA ELLINGTON // @ASIADRAWS // 29.8K FOLLOWERS
2020 CENSUS
#BeseenBecounted

More helpful reminders!

- The census will NOT ask you for your citizenship status
- The census takes 10 minutes to complete
- Your responses are safe and secure
- You can complete the census in 3 easy ways: online, by mail or by phone
- The census is all about equal and fair representation. Stand up for your community!

Check in with your friends and family to make sure they filled out their Census!

@advancingjustice_aajc
#aaajalc

2020 CENSUS
#BeseenBecounted

Three ways the 2020 Census benefits your community:

- Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- Census data helps decide where to build factories, offices and stores - which creates more jobs for all.
- Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.

@advancingjustice_aajc
#aaajalc

2020 CENSUS
#BeseenBecounted

Today is Census awareness day by @advancingjustice_aajc
@aaajalc

Reminder to make sure you fill out your Census if you haven’t already!

It’s so important that everyone is heard and counted for the betterment of your needs and your community’s needs!

Swipe up for the census!
#beseenbcounted #countusin #census2020
1. Fill out the 2020 U.S Census so that you can be counted.
2. Think critically and decide how you feel about police prisons and the abolition of both.
3. Donate money and resources to the Black Lives Matter movement.
4. Share information about donation requests, petitions, and calls to action.
5. Register to vote and show up to vote on election day.
6. Be an educated voter and learn the local issues and local candidates.
7. Read to learn the history of structural racism in America.
8. Educate others about the history of structural racism in America.
CHRIS AUYONG // @HAPPIESTDENTIST // 18.9K FOLLOWERS
CAROUSEL POST

#BeSeenBeCounted
The census is about shaping the future of our community for the next 10 years. Here’s what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census

*Repeated all prompts in a carousel*

**CAPTION**

257 likes

happiestdentist Make sure you count! Please everyone fill out your census! #BeSeenBeCounted

Do you know how the #2020Census benefits you and your community?
Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
Census data helps decide where to build factories, offices and stores — which creates more jobs for all.
Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.
The Census is important because it will shape our community for the next 10 years and will affect our community’s visibility, representation and funding.

Other things you should know about the census:
- The census will NOT ask you for your citizenship status
- The census takes only 10 minutes to complete
- Your responses are safe and secure
- You can complete the census in 3 easy ways: online (my2020census.gov), by mail or by phone
- The census is all about equal and fair representation. Stand up for your community!

#CountUsIn @advancingjustice_la @aaajalc

View all 10 comments
14 hours ago
Please read why completing the #2020Census is important for you and your community.

MAKE
SURE
YOU
COUNT

#BeSeenBeCounted

@happiestdentist

@happiestdentist always sharing important info!  

#BeSeenBeCounted

Count! take part!  
CENSUS 2020

Thanks Risa for caring about the community!
MARIE TRAN // @MAGICANDMARIE // 5,492K FOLLOWERS
Repeated all prompts in a carousel

#BeSeenBeCounted
The census is about shaping the future of our community for the next 10 years. Here’s what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census

360 likes
magicandmarie YOU MATTER.
#BeSeenBeCounted

During these times it’s important more than ever to work together to stand up for our community. The Asian American & Pacific Islander communities have been undercounted for decades, putting our communities at a disadvantage.

YOU can be the change & it only takes 10 minutes to do so. If you haven’t already, complete your census today at my2020census.gov.

The census is all about equal and fair representation & your responses are safe & secure.

- You can find the link in my bio & you can also mail/phone in your responses. Your voice matters!
- #CountUsIn #Census2020 #AsianAmerican #younmatter #motivationalMonday

@advancingjustice_la
@aaajalc
@thedolly.llama / Preset @teenymccurdy Beach Party

COMPLETE THE CENSUS & STAND UP FOR YOUR COMMUNITY
MY2020CENSUS.GOV
@advancingjustice_la
@aaajalc
DOLLY GENOVESE // @THEDOLLY.LLAMA // 5,248K FOLLOWERS
CAROUSEL POST

thedolly.llama A reminder today that YOU MATTER. YOU COUNT.

#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

• Spread the count with #BeSeenBeCounted
• Take the census
• Help your family take the census

*Repeated all prompts in a carousel

CAPTION

306 likes

captions llama A reminder today that YOU MATTER. YOU COUNT.

• #BeSeenBeCounted
• If you haven't already, please take a moment to do your part at > MY2020CENSUS.GOV << It only takes ten minutes to complete by going online! You can even do it by mail or phone.
• Historically, Asian Americans/Pacific Islanders have been undercounted in the census, putting our communities at a disadvantage. By completing the census, we can boost our representation and our resources in schools, senior and youth centers, and hospitals. The census is all about equal and fair representation. It's more important now than ever to stand up for our communities.
• ***IMPORTANT EDIT: The census WILL NOT ASK ABOUT CITIZENSHIP STATUS***
•
• 📸: @magicandmarie / LR preset: @teenymccurdy
•
• @advancingjustice_la
@aaajic
#countusin #census2020 #representasian #aapi
#asianamerican #representation #riseup #monday #motivation
#socal #orangecounty

View all 13 comments
13 hours ago
Don’t hide yourself within a flower. Be seen and be counted by responding to the census!

The census allows us to be seen! Asian Americans and Pacific Islanders have been undercounted for decades putting our communities at a disadvantage. To be counted in the census means we can get better funding and resources like schools, hospitals, and senior centers AND the political representation our communities need. The census is about shaping our future and the future of our communities for the next 10 years!

If you haven’t responded to the census yet, head to 2020census.gov and answer basic questions about the people living in your household. It’s super easy and all your information is kept confidential, which is often a concern for undocumented family members. So make sure to reassure them that being counted will only help!😊

Thank you to @aaajal & @advancingjustice_la for partnering with me to help raise awareness around the census and for the great work you’ve done to strengthen our communities. To learn more about their efforts, visit advancingjustice-alc.org!

Have you responded to the census already?

#BeSeenBeCounted #CountUsIn
TRANG DONG // @TRANGANHDONG // 3,200K FOLLOWERS
CAROUSEL POST

427 likes
tranganhdong Representation matters 😊

While Asian Americans are often underrepresented in the media we also remain one of the most underrepresented groups in the US Census! Today I am partnering with Asian Americans Advancing Justice to encourage you all to #BeSeenBeCounted!

There are a lot of misconceptions about the Census so I’ll break down the basics for you all:
- The census will NOT ask you for your citizenship status
- The census takes 10 minutes to complete
- Your responses are safe and secure
- You can complete the census in 3 easy ways: online, by mail or by phone

The census is all about equal and fair representation for all the diverse communities in our country! To fill out the Census today, just visit my2020census.gov! To learn more about the Census and Asian Americans Advancing Justice you can visit them on Instagram at @advancingjustice_la and @aaajc!

If you had the power to make your home a better place, wouldn’t you? What changes would you like to see in your community over the next decade?

View all 19 comments
12 hours ago
HOW THE #2020CENSUS BENEFITS YOUR COMMUNITY

- Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- Census data helps decide where to build factories, offices and stores – which create more jobs for all.
- Helps local government officials to ensure public safety and plan new schools and hospitals.

For more information visit: 2020CENSUS.GOV

THE CENSUS TAKER WILL NOT ASK YOU FOR YOUR:

- Citizenship status
- Drivers license
- Social security number
- Credit card, bank, or other financial information
- Money or donation
- PIN codes or passwords
POSTS FOUND UNDER:

#BESEENBECOUNTED
Chris Han
Blogger
Virgo Baby Sep’20
📍 Youtube & TikTok @chrishanxoxo
@chrishanphoto @robertyphotography
chrishanxoxo@gmail.com... more
youtuber/christhanxoxo
Los Angeles, California

POST
#beseenbecounted
chrishanxoxo
Los Angeles Chinatown

16,618 likes
chrishanxoxo #BeSeenBeCounted Kicking off Census Action Week with @aaajalc & @advancingjustice_la I encourage all my fellow Asian Americans to complete the 2020 Census!

You can fill it online (my2020census.gov), by mail or by phone, which only takes a few minutes.

CAPTION
16,618 likes
chrishanxoxo #BeSeenBeCounted Kicking off Census Action Week with @aaajalc & @advancingjustice_la I encourage all my fellow Asian Americans to complete the 2020 Census!

You can fill it online (my2020census.gov), by mail or by phone, which only takes a few minutes.

We are the one of the most underrepresented communities in this country. Your response will make a difference. The census can shape many different aspects of your community, critical resources and political representations.

Please fill it out and urge your family and friends to do the same.

Dress @miss_losangeles
Eyewear @rayban
Bag @louisvuitton
PC @robertyphotography
#census2020 #asianamerican #asianscount #countusin2020 #youmatter

View all 83 comments
tomatosuperstar Very cool stuff here
littlegirlaccessories Every person is important. I completed mines 😊
Advancing Justice-Chicago
We build power through collective advocacy and organizing to achieve racial equity.
Ink.bio/IKBs
4753 N Broadway St, Ste 502, Chicago, Illinois
Advancing Justice Atlanta
Advancing Justice – Atlanta is the 1st nonprofit legal advocacy nonprofit dedicated to the civil rights of AANHPI in Georgia and the Southeast
linktr.ee/aaajatl
5680 Oakbrook Parkway, Suite 148, Norcross, Georgia

@ADVANCING-JUSTICE_ATL // 1,966K FOLLOWERS

POST + CAPTION
#beseenbecounted
advancing_justice_atl · Follow

67 views
advancing_justice_atl Repost from @aaajalc

EVERYONE counts in the census, so fill out your census today!
Census benefits our families and communities, including healthcare, emergency services, education, and representation. #BeSeenBeCounted

@lisalingstagram @douamoua @danielmartin @andreanguyen88 @francis_lam @saloserlies @justflyproject @thisasianamilfe @typefiend @nidihart

1 day ago
Immigrant Law Center MN
ILCM is a nonprofit agency that provides free immigration legal assistance to low-income immigrants and refugees in MN.
my2020census.gov/
450 Syndicate St N, Suite 200, Saint Paul, Minnesota

@IMMIGRANTLAWCENTERMN
1,227K FOLLOWERS
Meet our furry friend Bowser, our furry friend in southern Cali. He’s part doodle and part model in LA.

Refer a pawesome pup when you see one. www.instagram.com/thepawsomepup/

20 likes

This week is the start of the Census Action Week. I have partner with @aaajal and @advancingjustice_la to bring to you the important of filling out your Census. Especially as Asian-American who are largely undercounted which put us in a huge disadvantage. I encourage them to beseenbcounted by filling out the Census.The Census can be easily completed on Online, by mail or by phone in under in 10 mins.

The Census is very important because it help with the following:

1- Supports community initiatives involving legislation, quality-of-life and consumer advocacy.

2- Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

3- Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.
DC MOAPIA
Works to improve the quality of life for DC Asian Americans and Pacific Islanders.
coronavirus.dc.gov/
441 4th St NW, Ste 721N, Washington D.C.

@DCMOAPIA
1,098K FOLLOWERS
JENNY WU // @GOODBADANDFAB
32.4K FOLLOWERS

Squat but make it fasion. And speaking of Asian, I want to remind my fellow Asian brothers and sisters to complete the 2020 Census. We are one of the most underrepresented communities in the US so it’s absolutely crucial for us to be seen and heard! @advancingjustice_la @aaja @beseenbcounted #asianamerican

View all 26 comments

everydaypursuits You are chic in everything you do 😍
mrs.hot.dang U r straight gangsta boss babe!!
AMANDA NGUYEN HAMMOND
@AMANDANHAMMOND
22.3K FOLLOWERS

CAROUSEL POST + CAPTION

#BeSeenBeCounted
The census is about sharing the truth of our communities for the good of everyone. Here's what you can do to make sure our communities are counted:

- Spread the word with #BeSeenBeCounted
- Take the Census
- Help your family take the census

It's safe & secure and the Census2020 does not ask you for citizenship status, driver's license, SSN, financial info, donations or PIN codes/passwords. Participate today to #CountUsIn for equal & fair representation, and help shape our communities for the next 10 years! @aaajc @advancingjustice_aajc @advancingjustice_la @advancingjustice_oc

photo: @bleudogfotography

*Repeated all prompts in a carousel*
POST + CAPTION

kikiwongo Another sibling shred! Guitar: @zemaliguitars Top: @westernerville Quick check in: Have you completed the Census yet? Today kicks off Census Action Week and I’ve partnered with @aajalc and @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census. Here’s why it’s SO important:

1) The Census benefits your community initiatives (legislation, quality of life and consumer advocacy),

2) It helps determine where businesses will be built—which creates jobs for all, and

3) It ensures we have resources for schools, senior and youth centers and hospitals.

Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades, which puts us at a huge disadvantage)— and we need to do better! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community! Help me spread the word— tell your friends and family who may have forgotten to complete the Census and let them know there’s still time! #2020census #asianamerican #asianhustlenetwork #asiangirls #california #asianexcellence #guitar #shred #siblings #metalhead #ironmaiden #thetrooper

View all 65 comments

darthbarnabas You’re an inspiration! Awesome playing! I really need to practice more

brentstewartmusic best guitar faces always

2 days ago
CAROUSEL POST + CAPTION

191 likes
isabelle.du ✓ REPRESENTATION matters

Especially to my fellow Asian Americans, did you know that we are underrepresented in the @uscensusbureau?

The census is all about EQUAL + FAIR representation. Let’s stand up for our communities❤️

It only takes 10 minutes to fill it out! And it will not ask for citizenship status.
http://my2020census.gov

Here are 3 ways the census benefits your community:
1. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
2. Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
3. Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.

#BeSeenBeCounted #CountUsIn #Census2020 #asianamerican #diversity #representationmatters #vietnamese #5ng5ng

Support Asian Americans Advancing Justice
@advancingjustice_la @aaajalc

Photo @choutoo
Casting by @heatherlynncasting @primecasting
Agency @prestigiousmodels

View all 23 comments
adamholgren22 @isabelle.du most definitely!
melaniecasuli @isabelle.du 🌹🌹🌹
CAROUSEL POST + CAPTION

331 likes

@cinecosu Friendly reminder that YOUR VOICE MATTERS!

Quick break from cosplay content to share an important message:

Today is the start of Census Action Week. If you haven’t already, please take a moment to do your part at MY2020CENSUS.GOV

There are over 20 million Asian Americans and Pacific Islanders in America, and for decades we’ve been severely undercounted.

Census data helps determine where funding goes for more than $800 billion dollars on hospitals, roads, and public transportation, as well as our representation in Congress.

It’s super painless, only takes 10 minutes to complete, and you can do it online or via phone or mail.

#BeSeenBeCounted

Make sure our voices are heard!

... And swipe right for more details 😊

. .

. .

@advancingjustice_la @aaajc @CountUsIn

#Census2020

*Repeated all prompts in a carousel*
9/21-9/28 Partners Social Media Posts
Empowering Pacific Islander Communities

September 21 at 7:44 PM

A #2020Census message for our Kosraen siblings. Many thanks to our partner COFA Alliance National Network of WA! #CountUsIn2020

Virtual Talanoa
QTPR The Census: Mental Health Counts
September 24 2020
6-7:30PM

Join U.T.O.P.I.A Seattle for part 2 of #2020Census! They will be featuring QTPR professionals to provide insight on what mental health disparities our community is currently facing.

Welcome to TALANOA
QTPR! THE CENSUS: MENTAL HEALTH COUNTS
Our broadcast will begin shortly.

U.T.O.P.I.A Seattle was live.
September 24 at 6:27 PM

Living Islands
September 24 at 6:23 PM

With one week left to fill out the census, it’s important to remember how big the impact of the census. See More
6 DAYS LEFT
FILL OUT YOUR CENSUS TODAY!
MY2020CENSUS.GOV
844-330-2020

7 DAYS LEFT
FILL OUT YOUR CENSUS TODAY!
MY2020CENSUS.GOV
844-330-2020

Shout out to U.T.O.P.I.A Seattle doing the heart work to get our communities counted! Don’t miss out on their #QTPInTheCensus Talanoa focused on mental health this Thursday, 9/24 at 6:00 PM (PDT). Watch live on Facebook.

UTOPIA works to make sure Pacific Islanders are counted in this year's census

Write a comment...
Union of Pan Asian Communities-UPAC
September 24 at 4:01 PM

Less than one week left to complete the #2020Census! If you need assistance, visit us at our Neighborhood Enterprise Center tomorrow (9/25) from 1pm to 3pm to complete the Census for your household. The census is confidential, quick and helps our communities get the federal funding they deserve. Fill the census out online here: https://my2020census.gov/ Count Me 2020: San Diego and Imperial Counties Census Outreach Coalition

Count Me 2020: San Diego and Imperial Counties Census Outreach Coalition
September 28 at 8:02 AM

2 DAYS LEFT to be counted in the #2020census. Remember, there is NO citizenship question on the census and your answers are CONFIDENTIAL. Will you call 2 frien... See More
The Fresno Center

10 years is a long ways to go. You have the chance to shape your future and your family’s future by simply completing the census.

Only an average of 66.05% of residents from the Fresno and Tulare counties have completed their census. If this number does not change, we will be missing out on 35% of resources for the next 10 years. (Source: https://2020census.gov/en/response-rates/self-response.html)

If you’re still wondering why you should complete the census, here’s a messa... See More
**Chinese for Affirmative Action**

Get counted, San Francisco! Need help filling out your Census form? Come by Portsmouth Square on Friday between 1 and 3:30. There will be FREE PPE and raffle prizes!

The census is for everyone, including the young, the old, citizens and non-citizens, the housed and the unhoused. If you live here, you count! Why is it important? It helps determine funding for schools, hospitals, roads, social services and more for the next 10 years.

There are multilingual events through Tuesday. Thanks, SF Office of Civic Engagement & Immigrant Affairs. Fill out your Census by Sept 30. #Census2020 #SFCounts

You can also fill out the Census online here: my2020census.gov

We at CAA can also help you! Call CAA at 415-761-3222 or access CAA's WeChat account: CAASF2019.
Chinese for Affirmative Action

The White House and @realDonaldTrump are trying to interfere with our Census and make our communities invisible.

#2020Census #CountUsIn

Report: Order to shorten count wasn't made by Census Bureau

apnews.com

CAA @CAAsanfrancisco · 5d
Need help with filling out the Census? Friday @OCEIA_SF will be in Portsmouth Square offering help in many languages. Free PPE & raffle prizes! Fill out your Census by Sept 30. Everyone counts! #Census2020 #SFCounts

CAA @CAAsanfrancisco · 5d
There are events nearly every day in San Francisco through Tuesday to help with Census forms. #Census2020 #SFCounts

CAA Retweeted
OCEIA | San Francisco 🌹 @OCEIA · 6d
COVID-19已改變我們生活的方式，但它並無讓「2020年人口普查」止步。不要讓三藩市的人口普查數據被低估！您的社區有賴於您對人口普查的支持。您的參與有助於本市的醫院、急救人員、學校、小商業以及公共福利計劃等獲得所需的重要撥款。

將您自己統計在內：可瀏覽網站
my2020census.gov
Asian Resource Inc.

Q&A Time! Ever wondered what’s the easiest way to complete the #Census? Check it out! For more information visit www.2020census.gov.
#BeSeenBeCounted
Asian Law Caucus

Asian Law Caucus 🌐 @aaaj_alc · 1d
4 things to know about the #2020Census:
1️⃣ No Citizenship Question.
2️⃣ It only takes 10 minutes.
3️⃣ The deadline is September 30, 2020.
4️⃣ You can find more information at 2020census.gov.

#BeSeenBeCounted

Asian Law Caucus Retweeted
AAAJ_AAJC 🌐 @AAAJ_AAJC · 5d
Now Congress must do its part to #SaveTheCensus and put this order into law!

Trump Administration Appeals Order That Extends Census Counting Through... npr.org
“Today’s decision is a victory for data quality,” said the incoming president of the American Statistical Association, Rob Santos. “It’s vitally important to give the hard-working census employees the time to ensure as fair and accurate a census as possible.”

EVERYONE counts in the census, so fill out your census today! Census benefits our families and communities, including healthcare, emergency services, education, and representation. #BeSeenBeCounted

Complete the Census online by September 30: 2020census.gov
Every tally counts with the #2020Census. When you complete the Census, it helps determine funding for schools, hospitals, fire departments, social services and more. Fill it out today! #CountUsIn

A3PCON Census English

Get the YouTube: Watch, Listen, Stream app

10:53 AM · 9/24/20 · Twitter Web App

2 Retweets 2 Likes

A3PCON @A3PCON · 9/22/20
Are you confused or skeptical of how the #2020Census Census impacts you?

Watch the video below to learn some the direct ways taking the #census will show up in your community.

We Count LA @wecoun... · 6/16/20
“When we have a fair and accurate picture. We can expect more resources and more access to better-funded programs.” Hear more from Kirk Samuels from @CoCoSouthLA about why it’s important we are ALL counted in the #2020Census. Fill out your form online my2020census.gov

Asian Pacific Policy and Planning Council

Our student interns at UCLA Asian American Studies Department created this informational walk-through video on the #2020Census!

Take the Census today at: 2020Census.gov!

#AAPI2020 #aapicensus #StopAAPIHate

https://www.youtube.com/watch?v=6etif9w1veE

We know that language barriers make it more difficult to understand why personal information is necessary to share in the census. This year, the 2020 census is available in 13 languages!

---------------------------------------------------

It’s easier than ever to be counted in the #2020census!
Is there someone in your life who mainly speaks a language other than English? You and your loved ones can answer the census in any of the thirteen languages available online right now at the easy click of any mobile device. www.my2020census.gov #WeCountLA #AAPICensus

The census is available in 13 languages.
AAAJLA

IT'S CENSUS TIME!
ONLY 1 WEEK
TO GO!
GOT 10 MINUTES?

VISIT 2020CENSUS.GOV AND
COMPLETE THE CENSUS!
COUNT US IN
2020
DEADLINE TO RESPOND:

COMPLETE THE
CENSUS BY
SEPTEMBER 30, 2020
FOR MORE
INFORMATION VISIT
2020CENSUS.GOV

FAIR REPRESENTATION
IMPORTANT RESOURCES AND SUPPORT FOR
LOCAL FIRE DEPARTMENTS
SCHOOLS
HOSPITALS AND MORE
HELPS DETERMINE WHERE FUNDS ARE
ALLOCATED IN YOUR COMMUNITY FOR THE
NEXT 10 YEARS

WHAT'S THE
EASIEST WAY
TO COMPLETE
THE CENSUS?
- ONLINE
- BY PHONE
- BY MAIL

Q & A

4 QUICK THINGS TO KNOW
ABOUT THE CENSUS:
1. NO CITIZENSHIP QUESTION
2. IT ONLY TAKES 10 MINUTES!
3. COMPLETE THE CENSUS BY SEPTEMBER 30, 2020
4. FOR MORE INFORMATION VISIT: 2020CENSUS.GOV

Liked by advancingjustice_aajc and 16 others
advancingjustice_la Check out our new post above to find
out why the #Census matters! We’ve broken it down for
you in just 3 simple points! For more information visit
www.2020census.gov. #BeSeenBeCounted
September 23

14 likes
advancingjustice_la Q&A Time! Ever wondered what’s the
easiest way to complete the #Census? Check it out! For
more information visit www.2020census.gov.
#BeSeenBeCounted
6 days ago

advancingjustice_la 4 Quick things to know about the
#Census - (1) No Citizenship Question. (2) It only takes 10
minutes! (3) Complete the #Census by September 30,
#BeSeenBeCounted
5 days ago
If completing the #Census didn’t matter, Pres. Trump wouldn’t have tried so hard to end it early.

Only 5 days left, make sure you’re counted! #Census2020

It is important that Congress acts swiftly to ensure that we have a complete and accurate Census.

BREAKING: A federal judge in California orders #2020Census counting to be extended through Oct. 31 nationwide, blocking the Trump administration’s plan to end early. The admin is expected to appeal, further complicating what could be the count’s final days.

4 Quick things to know about the #Census -
1. No Citizenship Question.
2. It only takes 10 minutes!
4. For more information visit 2020census.gov. #BeSeenBeCounted
Q&A Time! Ever wondered what’s the easiest way to complete the Census? Check it out!
For more information visit 2020census.gov. #BeSeenBeCounted

It’s Census Time! Only 1 week left to complete the #2020Census! Visit 2020Census.gov to respond before the deadline on September 30, 2020 #BeSeenBeCounted.

Check out our new post above to find out why the Census matters! We’ve broken it down for you in just 3 simple points! For more information visit 2020census.gov. #BeSeenBeCounted
It is important that Congress acts swiftly and puts this into law to ensure that we have a complete and accurate Census.
ENUMERATORS POSTS

POST 1 FB: If you have not completed the #2020Census, Census takers will visit homes starting August 11. Census takers are hired from your area, and their goal is to help you and everyone in your home be counted in the Census. Check out the slides above to see what Census takers will have when they arrive at your door. #BeSeenBeCounted #ShapeYourFuture #CountUsIn

https://www.dropbox.com/sh/fs0axafaiak5p1o/AACbsbn26p-2U9QfGU4n_v82a?dl=0

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https://www.dropbox.com/sh/1h6v87n6mlv1yw/AABinb9EQAYiTFpliJClVirza?dl=0

TEMPLATE LINK:

POST 2 FB: Census takers will visit homes that haven't yet responded to the #2020Census to help you and your household to #BeCounted. We've mapped out what to expect starting August 11. #ShapeYourFuture

https://www.dropbox.com/sh/eaymrj55pel2u8r/AAAdnLQmWp9jCBTe9nalOCRZ5a?dl=0

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https://www.dropbox.com/sh/iaw30qw69ponzyj/AAC5BhRCqc9ORCobnn4y70ypa?dl=0

TEMPLATE LINK:
https://www.canva.com/design/DAEB5bkWRDk/_5C47U0yJ9SKrsVU_hRvtxg/view?utm_content=DAEB5bkWRDk&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

POST 3 FB: Have you ever wondered what is a Census taker or what one looks like? We've got you covered! #BeSeenBeCounted #ShapeYourFuture #CountUsIn
https://www.dropbox.com/s/0lxpxb2kdzu7241/Post%203%20FB.png?dl=0

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POST 3 TW: Have you ever wondered what is a Census taker? We've got you covered! #BeSeenBeCounted #ShapeYourFuture
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FB STORY: https://www.dropbox.com/s/v5a1mwstnlxczt/Post%203%20FB%20Story.png?dl=0

IG STORY: https://www.dropbox.com/s/ogt0s84qx14gdke/Post%203%20IG%20Story.png?dl=0

TEMPLATE LINK:
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REGULAR POSTS

POST 4 FB: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

https://www.dropbox.com/s/zzik512gc2fc9df/Post%204%20FB.png?dl=0

POST 4 IG: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

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POST 4 TW: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

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FB STORY: https://www.dropbox.com/s/t89f7qniao2v4zw/Post%204%20FB%20Story.png?dl=0
IG STORY: https://www.dropbox.com/s/o6ozzsgmilxx6m/Post%204%20IG%20Story.png?dl=0

POST 5 FB: A few quick facts about the #2020Census #BeSeenBeCounted #ShapeYourFuture
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POST 5 IG: A few quick facts about the #2020Census #BeSeenBeCounted #ShapeYourFuture
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POST 5 TW: A few quick facts about the #2020Census #BeSeenBeCounted #ShapeYourFuture
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FB STORY: https://www.dropbox.com/s/e80mgzfl49lkaiy/Post%205%20FB%20Story.png?dl=0
IG STORY: https://www.dropbox.com/s/1apds2k0s6udv8d/Post%205%20IG%20Story.png?dl=0

POST 6 FB: Question: Does the #2020Census ask about citizenship status? Answer: No. The #2020Census doesn’t ask whether you or anyone in your home is a U.S. Citizen. #BeSeenBeCounted #ShapeYourFuture

https://www.dropbox.com/s/gp84cmdb7l00bme/Post%206%20FB.png?dl=0

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FB STORY: https://www.dropbox.com/s/i67iqe9d5zyyyo9/Post%206%20FB%20Story.png?dl=0
IG STORY: https://www.dropbox.com/s/wnel2y9mph07ict/Post%206%20IG%20Story.png?dl=0
SETTING THE RECORD STRAIGHT

WHEN COMPLETING THE CENSUS, YOU WON’T BE ASKED WHETHER YOU OR ANYONE IN YOUR HOME IS A U.S. CITIZEN.

WE'RE ALL COUNTED 😊
THE CENSUS TAKER WILL NOT ASK YOU FOR YOUR:

- Citizenship status
- Drivers license
- Social security number
- Credit card, bank, or other financial information
- Money or donation
- PIN codes or passwords

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG
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COUNTUSIN2020.ORG
IF YOU HAVE NOT COMPLETED THE CENSUS, CENSUS TAKERS WILL VISIT HOMES STARTING AUGUST 11

All Census takers will have...

- A valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

- A Census Bureau bag or other equipment with the Census Bureau logo.

- Personal Protective Equipment (masks, gloves, etc.)
THIS IS WHAT YOU CAN EXPECT A CENSUS TAKER WILL LOOK LIKE

IMAGE: CENSUS.GOV
Census takers may carry a laptop, laptop bag, confidentiality notices, and an "Official Business" notice for their vehicle.

Census takers may also deliver a paper questionnaire by hanging it on the front door in a water-resistant plastic bag.
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HERE'S WHAT TO EXPECT

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG
• Census takers will wear masks & follow local public health guidelines when they visit your home.

• Census takers will complete a virtual COVID-19 training on social distancing and other health and safety protocols before beginning their work in neighborhoods.
• If the Census taker who visits your home does not speak your language, you may request a return visit from a Census taker who does speak your language.

• If no one is home when the Census taker visits, the Census taker will leave a notice of their visit with information about how to respond online, by phone or by mail.
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WHAT IS A CENSUS TAKER?

Someone hired from your local community by the Census Bureau to knock on doors and collect responses to the Census for households that have not yet responded.

Starting August 11, Census takers will visit homes that haven't yet responded to the 2020 Census.

TAKE THE CENSUS NOW AT 2020CENSUS.GOV
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TAKE THE CENSUS NOW AT 2020CENSUS.GOV
EVERYONE COUNTS

COMPLETE THE CENSUS TODAY

COUNT US IN 2020

There's Power in Being Counted

#2020CENSUS

COUNTUSIN2020.ORG
EVERYONE COUNTS

COMPLETE THE CENSUS TODAY

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COUNTUSIC2020.ORG
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COUNTUSIN2020.ORG
EVERYBODY COUNTS

9 QUESTIONS

SAFE & SECURE

RESPOND TODAY

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There's Power in Being Counted
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COUNTUSIN2020.ORG

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EVERYBODY COUNTS

9 QUESTIONS

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SAFE & SECURE

RESPOND TODAY

CENSUS 2020

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG
EVERYBODY COUNTS
9 QUESTIONS
SAFE & SECURE
RESPOND TODAY

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There's Power In Being Counted
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CENSUS 2020
DOES THE 2020 CENSUS ASK ABOUT CITIZENSHIP STATUS?

THE 2020 CENSUS DOES NOT ASK WHETHER YOU OR ANYONE IN YOUR HOME IS A U.S. CITIZEN.

Spread the word to make sure everyone has the right information about the 2020 Census.

FOR MORE INFORMATION VISIT: 2020CENSUS.GOV
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FOR MORE INFORMATION VISIT: 2020CENSUS.GOV
Campaign Outreach & Highlights

2020 Census Season Recap
JANUARY

• Developed Marketing Outreach timeline to guide Census campaign planning
• Planned materials + campaign update for launching kickoff calls with partners
• Managed production of Census-branded totes, hand sanitizers, and pens
FEBRUARY

• Led bi-weekly Regional Partner calls to track campaign process
• Conceptualized messaging and visuals for public service announcement videos
• Designed and produced in-language flyers, posters, and postcards for partners
• Developed and distributed a template press release for Regional Partner events*

*Press Release developed at a time when events were still occurring, and before stay-at-home orders were announced.
PSA Storyboard

Multilingual Posters / Flyers / Postcards

Kumpletuhin ang senso, hulmahin ang iyong komunidad.

MARCH

• Led bi-weekly Regional Partner calls to track campaign process
• Developed Census API Collaboration Press Release
• Developed Social & Digital Marketing Tip Sheet for Regional Partners
• Developed PSA Voice Over ‘How To’ Tip Sheet for Regional Partners
• Developed messaging for Census scams + fraud
APRIL

• Outreached to influencers to drive Census messaging for APA Heritage Month
• Developed social posts and images for the month of April
• Developed Facebook and Twitter cover images for Regional Partner use
MAY

• Produced public service announcements in 16 languages (samples on next slide)
• Developed social posts and images for the month of May
JUNE

• Month-long disruption with Black Lives Matter and social justice protests
• Developed racial equity content to make Census messaging relevant and inspire action to participate and be counted
Racial Equity Posts

**ASIANs FOR BLACK LIVES**

How to Advocate For Racial Justice

**WE STAND IN SOLIDARITY**

Let's learn to be allies

**YOUR VOICE MATTERS**
YOUR REPRESENTATION MATTERS

Stop hate & spread

#shapeyourfuture

Find out more: 2020census.gov

FILL OUT YOUR CENSUS SO THAT PEOPLE KNOW WHO YOU ARE AND WHERE YOU ARE.
JULY

• Developed social posts for the month of July
• Developed milestone posts touting the arrival of the enumerators
AUGUST

- Launched August 3rd Census social influencer campaign; see full recap here
- Developed social posts and images for the month of August
### Summary of Participating Influencers

<table>
<thead>
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<th>Followers</th>
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<tr>
<td>XiXi Yang*</td>
<td>@xixiyang</td>
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<tr>
<td>An Dyer*</td>
<td>@HautePinkPretty</td>
<td>189 K</td>
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<tr>
<td>Loreen Hwang*</td>
<td>CoucouJolieBlog</td>
<td>181K</td>
</tr>
<tr>
<td>Tommy Lei*</td>
<td>@MyBelonging</td>
<td>97.9 K</td>
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<tr>
<td>Mina</td>
<td>@ChicagoFoodGirl</td>
<td>61.6K</td>
</tr>
<tr>
<td>Jennifer Yu</td>
<td>@MissPigieEats</td>
<td>55.2 K</td>
</tr>
<tr>
<td>Kaila Yu</td>
<td>@KailaYu</td>
<td>39.7 K</td>
</tr>
<tr>
<td>Asia Ellington</td>
<td>@asiadraws</td>
<td>29.4 K</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<th>Followers</th>
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<tr>
<td>Chris Auyong</td>
<td>@chrisauyong</td>
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<tr>
<td>MoogleFett</td>
<td>@MoogleFett</td>
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<tr>
<td>Ada Trinh</td>
<td>@TrangAdaTrinh</td>
<td>14.9 K</td>
</tr>
<tr>
<td>Jennifer Chan</td>
<td>@JennChanGlam</td>
<td>14.1 K</td>
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<td>Niza Ounnguyen</td>
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<tr>
<td>Marie Tran</td>
<td>@magicandmarie</td>
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<tr>
<td>Alisa B. Wong</td>
<td>@abitwong</td>
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</tr>
<tr>
<td>Trang Dong</td>
<td>@tranganhdong</td>
<td>3,143 K</td>
</tr>
</tbody>
</table>

*indicates paid influencer

### Highlights:
- 67 social mentions
- Leading social platform: IG
- Monday’s 8/3 kickoff inspired greater engagement + posts on Tuesday and through the week
@JENNCHANGLAM

IG STORIES

Stand with me and @niza.ounnguyen to be #BeSeenBeCounted

MAKE
SURE
YOU
COUNT

#BeSeenBeCounted

It’s Census Action Week, and we NEED to be counted for! Asians have largely been undercounted for decades and we need to do better!

Census allows us to be seen. What part of our heritage or culture are you proud of?

#BeSeenBeCounted

Tell your friends and family to complete the Census! There's still time.

Takes 10 mins at my2020census.gov or can be done via phone or mail

Census impacts resources for our communities. What changes do you want to see in your community?

#BeSeenBeCounted

#BeSeenBeCounted

Have you completed the 2020 Census?

YES
NO
POST

863 likes

misspiggeeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

- The census benefits your community & supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
- Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals! Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades) which puts us at a huge disadvantage. So let's do better. It only takes 10 minutes to complete (online, mail or by phone!) Help me spread the word by telling your friends and family who may have forgotten! 🙏🏼❤️️️️

#2020Census #asianamericans

View all 48 comments

2 hours ago

CAPTION

863 likes

misspiggeeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

- The census benefits your community & supports community initiatives involving legislation, quality-of-

STORY

Better Together

Drove by this banner tonight and it was so serendipitous!
Thank you to all of my amazing friends for speaking up today to encourage Asians to complete the #2020Census!

#beseenbecounted

#BeseenBecounted

#BeSeenBeCounted
#BeSeenBeCounted Video

Celebrities and Social Media Influencers Promote the Census

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td>@danielmartin</td>
<td>138 K</td>
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<tr>
<td>@andreanguyen88</td>
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<td>@lisalingstagram</td>
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<td>@francis_lam</td>
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<td>@thisasianamlife</td>
<td>4,100</td>
</tr>
<tr>
<td>@douamoua</td>
<td>13.3 K</td>
</tr>
</tbody>
</table>

Click [here](#) to see video.
SEPTEMBER

• Three community doorhanger campaign in six Asian languages on 9/7, 9/14, 9/21
• Produced more branded hand sanitizers and included branded Census masks
• Podcast, online radio and mega influencer celebrity paid media integrations
• Develop social posts and images for the month of September
• View doorhangers in Bay Area & LA Drop 1 [here](#)
• View doorhangers in Bay Area & LA Drop 2 [here](#)
Olivia Munn

Proud Asian American 🌈
shelterpetproject.org/
Everyone should do this. Asian Americans even more so. AAPI are the most underrepresented in this country. We can change that by taking only 10 mins to fill out the 2020 census. It's easy. It's important. That's why I've partnered up with @advancingjustice_la and @aajila to get the word out! 🎉。

Go to my2020census.gov. Deadline is Sept 30th. Tell all your friends and family to do it.
#BeSeenBeCounted #CountUsIn #census2020 #representationmatters
MELISSA KING // @CHEFMELISSAKING // 152K FOLLOWERS

6,256 likes

Chefmelissaking: Bringing this picture back because representation matters (or is it representation 🤔). Being seen and counted in the census matters. It directly impacts resources available to our AAPI community and citizens. Visit my 2020census.gov to complete the census today. @advancingjustice_la #beseenbecounted #countusin #censuspartner

Swipe up to complete the census today!
cherylb Burke Missing family and friends in the ballroom this year! 
Wanted to take a moment as I've partnered with @aajl & @advancingjustice_la to encourage all of my fellow Asian-Americans to complete the 2020 Census.

You can fill it out online (my2020census.gov), by mail or by phone, which only takes a few minutes!

We are the one of the most underrepresented communities in this country and your response will make a huge difference. The Census can shape many different aspects of your community, critical resources and political representations. #BeSeenBeCounted
#BESEENBECOUNTED STORIES

@cherylburke
Thank you for your support
@cherylburke
@aaajalc

@kimikoglenn
Thank you @kimikoglenn!!!

@kimikoglenn
Remember to fill out your census!! Go to My2020Census.gov or click the link in my bio to get...

@themamamai
Ahhh I love you @themamamai!!!! ❤️❤️❤️ thank you!!

@themamamai
Maria Mai want the Asian Community to TAKE ACTION to help America become the best plac...

@oliviamunn
Thank you @oliviamunn ❤️❤️❤️

@oliviamunn
My fellow Asian-American community, there's still time to complete the 2020 Census. We ar...
If you, a family member, roommate, neighbor, co-worker, or ANYONE ELSE YOU KNOW has yet to take the few minutes to complete the 2020 Census, please be sure to take care of this task ASAP. Although the deadline has been moved back to Oct 30th, we all will have ENOUGH on our minds as Nov 3rd approaches. Thanks so much! Getting an accurate count of everyone who lives in America is crucial for the proper allocation of Federal funds, appropriate representation in Congress, and so... See More

https://2020census.gov

CENSUS 2020
BE COUNTED

This will determine the distribution of political power and financial resources throughout the country for the next ten years.

1. The census won't ask you for your citizenship status.
2. It takes less than 10 minutes to complete.
3. Your responses are 100% safe and secure.
4. You can complete the census in 3 easy ways: online, by mail, or by phone.
5. Go to https://my2020census.gov to complete it.
6. The census is all about equal and fair representation. We all need to stand up for our communities!

Please share this encouragement widely! The deadline had been moved up to 8/30, but a federal judge has put a temporary restraining order on that, moving the deadline back to the end of October. Regardless, please take the next few minutes to fill it out now. This only happens every 10 years and impacts how the government will allocate $1.5 trillion dollars.
asiannotasianpod @thefumiabe and @nicepantsbro don’t live together (because our romantic partners vetoed it) but we’re still filling out our census forms. The census helps inform budgeting and resource allocation. FILL IT OUT!

#CountUsIn #Census2020 #BeSeenBeCounted #sponsored
@advancingjustice_la @aaajalc

IMPORTANT INFO

- [ ] Complete the census by September 30, 2020
- [ ] The census will NOT ask you for your citizenship status
- [ ] The census takes less than 10 minutes to complete
- [ ] Your responses are safe and secure
- [ ] You can complete the census in 3 easy ways: online, by mail or by phone
- [ ] Complete your census today at my2020census.gov
- [ ] The census is all about equal and fair representation. Stand up for your community.

Three ways how the census benefits your community:
- [ ] 1. Ensures resources for our families and our community, such as schools, senior and youth centers, libraries and hospitals.
- [ ] 2. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- [ ] 3. Helps plan for business development and determine where to build factories, offices and stores – which creates more jobs for all.

View all 11 comments

September 14
#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census

Advancing Justice
Listen to PSA

#BeSeenBeCounted appears at approximately 44:24
I’m sure you all have seen people mention the 2020 Census over social media. But why does it matter to you?

The census counts everyone living in the USA to help our government determine the allocation of funds that can help our state & local communities.

We know a lot of our listeners are ABGs & ABBs out there, and all of us collectively cast a wide net in terms of our social impact on the Asian and API communities. This census only happens once a DECADE. And in order for us to be SEEN, HEARD, and COUNTED by our local governments, we need to fill out our census and help and encourage our parents, grandparents, and family members to fill out theirs too.

The deadline for the 2020 census is September 30th, which is coming up in less than TWO weeks. If you, your friends, or your family members have NOT filled out your census yet, please make sure to do so before then.

It takes 10 minutes to complete, and they will NOT ask you for citizenship status if that is of any concern. You can complete the census in 3 easy ways: online, by mail or by phone.

Complete your census today at my2020census.gov! #CountUsIn #Census2020 #BeSeenBeCounted

5w
Be Seen. Be Counted.

The deadline to fill out the census is approaching fast. Filling out the 2020 Census was probably one of the easiest forms we’ve ever filled out (we were done in less than 10 min) & we were able to call our parents and made sure they filled it out as well. We need to make sure we do our part, especially as Asian Americans, to ensure our voices are seen & heard. The census directly impacts the funding & resources available to our community.

Complete your census today at my2020census.gov!
#CountUsIn #Census2020 #beseenbecounted
SAVAGE ISLAND RADIO

Place cursor over each icon to listen.

PSA #1

PSA #2

PSA #3
ISLAND BLOCK RADIO

Place cursor over each icon to listen.

PSA #1 English

PSA #2 Samoan

PSA #3 Samoan

PSA #4 Tongan

PSA #5 Chamoru

PSA #6 Wontak
1-hour program on the Census

Listen here
OCTOBER

• Developed social posts and images for final census reminders
2020 Census Season Recap

Contact:
June Lim
Demographic Research Project Director
Asian Americans Advancing Justice | Los Angeles

(213) 241-0246
jlim@advancingjustice-la.org
Honor an essential worker by filling out your census.

Visit my2020census.gov and fill out the 2020 Census!
The Census is For Everyone.
BE COUNTED. - 2020census.gov