



#2020Census Social Media Toolkit

Brief introduction:

Hashtags to incorporate in posts: #901Counts, #2020Census, #CensusDay, #CountMeIn, #DontCountMeOut

When creating infographics that align with campaign message:

- Include date of event (**April 1, 2020**), link to the website (**census.memphistn.gov**) and your hashtag
 - To be created: infographic including the above information, so that our audiences can share the image with their Census-related posts to various media platforms

Writing Templated Posts:

- Optimize posts for FB, Twitter, Instagram
 - Twitter posts: Should be call-to-action and short, concise
 - Encourage the audience to share the image on posts shared
 - Instagram posts: Should be responsive, authentic, creative and visual
- Utilizing Instagram's 24-hour "story" and "highlights" feature
 - Engagement is typically higher with stories. Not everyone will "like" posts, but the audience is guaranteed to click on a profile and view the story posted because it's shown at the top of the feed/timeline. This is a great way to incorporate usage of infographics.
 - Will allow us to collaborate with other brands/accounts; i.e., **@uscensusbureau**
 - Will encourage engagement through poll-stickers that allow our audience to voice their opinion regarding Census content

Facebook:

- "Join us in participating in the Census on **#CensusDay**, April 1, 2020 and help us ensure a brighter future for our children and Memphis!" **#901Counts**
<http://censuscounts.org> , <http://census.memphistn.gov>
- "We're partnering with (@uscensusbureau) to spread the word about the **#2020Census**. If you received a Census form from the U.S. Census Bureau in the mail, respond online, by phone, or mail. This year we also encourage households to respond through online portals. Taking this test will determine future funding and services for our city. Learn more about the Census and participate!" **#901Counts**
<http://go.usa.gov/xnedw> , <http://census.memphistn.gov>
- "Respond to your 2020 Census! The @uscensusbureau is conducting the **#2020Census** right in our city! You can help transform how the #2020Census is conducted. Learn more:"
<http://go.usa.gov/xnedw> **#901Counts**



- “DYK (**Did you know?**) the @uscensusbureau is conducting the **#2020Census** right here in Memphis? Getting the Census right is important for everyone, but particularly those living in communities that are likely to be undercounted. Help us ensure the Census is fair and accurate for our city! Share this post and encourage your friends and family to respond today!”
<http://go.usa.gov/xnedw> **#901Counts**
- “Hey Memphis, today is **#CensusDay**! Be sure to respond to the **#2020Census**. Remember you can respond at our various portal locations at your local library **@MPL**, online, by mail or phone.” **#901Counts**
<http://go.usa.gov/xnedw>
- DYK of which areas in your city are considered “Hard to Count?” These are areas where people of color reside, children under 5, people with Limited English Proficiency, renters, immigrants, low-income populations, and people with no internet access. We are working to ensure that these areas are counted in the **#2020Census**! **#901Counts** Learn more:
<http://censuscounts.org>
- “I’m in college, how will I get counted in the Census? College students living on-campus or in off-campus housing will be counted at their school facilities or at their off-campus housing; regardless of home visits, holidays, school breaks. **#CountMeIn** **#901Counts** Learn more:
<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html>

Twitter:

- “The **#2020Census** is just months away <**4 months away**>! Our county has the opportunity to participate in the @uscensusbureau **#2020Census**! Respond online, by phone, mail, or at various portal locations at your **@MPL**. Learn more here:”
<http://go.usa.gov/xnedw>
- “DYK the @uscensusbureau is conducting the **#2020Census** right here in Memphis? RT and encourage your friends and family to respond today!” **#901Counts**
<http://census.memphistn.gov>
- College students count! Students living on-campus or in off-campus housing will be counted at their school facilities; regardless of home visits, holidays, and school breaks. **#CountMeIn** **#901Counts**
<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html>
- “DYK that participating in the **#2020Census** impacts the funding our city will receive over the next decade? Respond today and don’t miss out!” **#901Counts**
<http://go.usa.gov/xnedw>



- Calling all Memphis residents! DYK that children under 5 are the most under-counted age group for the Census? That's nearly 1 million children. The @uscensusbureau is conducting the **#2020Census** in your area! Learn more about the upcoming 2020 Census here: <http://go.usa.gov/xnedw> **#901Counts**
- #ICYMI the @uscensusbureau is conducting the #2020Census in our area. RT and respond today to help us spread the word! **#901Counts**
<http://go.usa.gov/xnedw>
- Hey Memphis, today is **#CensusDay** 2020! Be sure to respond by phone, at your **@MPL**, or submit online to the **#2020Census** here: <http://go.usa.gov/xnedw>

Instagram:

- The following posts will be made into infographics for the **#2020Census**
- "The **#2020Census** is just months away <4 months away>! Our county has the opportunity to participate in the @uscensusbureau **#2020Census**! Respond online, by phone, mail, or at various portal locations at your **@MPL**. Learn more here:"
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<http://go.usa.gov/xnedw>



Relevant Links & Resources:

- **Where to apply for Census jobs**
<http://2020census.gov/jobs>
- **Pledge to be counted**
<https://secure.everyaction.com/QwjvVucU5kavGosgnUPeYg2?emci=a9d76912-7495-e911-abc4-281878391efb&emdi=38d541f8-bc99-e911-abc4-281878391efb>