



## Social Media Partner Toolkit

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Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making.

Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

### Communications Strategy

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### Creative Design

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

**1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.

**2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.

**3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.

**4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.

**5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.

## Social Media Posts

### Post 1



#### Facebook

The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much money is allocated to roads and highways, emergency services, parks, and more! #CaliforniaForAll #BeCounted <https://californiacensus.org/why-the-census-matters/>

#### Twitter

The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much is allocated to our roads, emergency services, parks, and more! #CaliforniaForAll #BeCounted <https://californiacensus.org/why-the-census-matters/>

#### Instagram

The #2020Census will inform how billions of federal dollars reach our communities over the next 10 years. By filling out the Census, we can impact how much money is allocated to roads and highways, emergency services, parks, and more! #CaliforniaForAll #BeCounted

### Post 2

**CENSUS AVAILABLE IN**



**LANGUAGES ONLINE**

#### Facebook

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

#### Twitter

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

#### Instagram

It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. #BeCounted #CaliforniaForAll

**Post 3**



**Facebook**

The #2020Census will impact the next generation! Information collected during the Census will inform funding for special education, teacher training, youth programs and more. By filling out our Census forms, we're giving California's kids a brighter future. Learn more: <https://californiacensus.org/why-the-census-matters/> #CaliforniaForAll #BeCounted

**Twitter**

The #2020Census will impact the next generation! Data collected during the Census will inform funding for special ed, teacher training, youth programs and more. By filling out our Census forms, we're giving California's kids a brighter future. #BeCounted <https://californiacensus.org/why-the-census-matters/>

**Instagram**

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**Post 4**



**Facebook**

When you fill out the #2020Census you are telling YOUR family's story. Give your story a voice by visiting the California Census website and sharing why the Census matters to you! #CaliforniaForAll #BeCounted <https://californiacensus.org/>

**Twitter**

When you fill out the #2020Census you are telling YOUR family's story. Give your story a voice by visiting the @CACensus website and sharing why the Census matters to you! #CaliforniaForAll #BeCounted <https://californiacensus.org/>

**Instagram**

When you fill out the #2020Census you are telling YOUR family's story. Give your story a voice by visiting the @CACensus website and sharing why the Census matters to you! #CaliforniaForAll #BeCounted

**Post 5**



**Facebook**

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

**Twitter**

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll <https://californiacensus.org/about-the-2020-census/>

**Instagram**

The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape our community for the next 10 years. #BeCounted #CaliforniaForAll

**Post 6**



**Facebook**

An undercount on the #2020Census could impact our communities for decades to come. Do you live in one of California's hard-to-count zip codes? Visit the California Census website to learn more about your neighborhood: <https://californiacensus.org/why-the-census-matters/> #CaliforniaForAll #BeCounted

**Twitter**

An undercount on the #2020Census could impact our communities for decades to come. Do you live in one of California's hard-to-count zip codes? Visit the @CACensus website to learn more about your neighborhood: <https://californiacensus.org/why-the-census-matters/> #CaliforniaForAll #BeCounted

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