

Census Digital Organizing Training Questions, Best Practices, and Sample Content

Census Counts Digital Organizing Training Series

[Questions to Ask Yourself When Creating Content](#)

[Content Do's and Don't's](#)

[Email Template](#)

[SMS Script](#)

[Social Media](#)

[Image examples](#)

Questions to Ask Yourself When Creating Content

- What does your content look like? Is it easy to read and scan?
- What will it look like on a phone?
- Is the content compelling and written clearly?
- What is the voice? Does that unique voice come through in the content?
- Is the content accessible and engaging while still taking the issues seriously?
- What is the point of the content? Is it for Education? Messaging? Advocacy? Is the point of the content coming through clearly?
- Could someone outside your organization understand the point of the content and what your organization is about if someone shared it with them?

Content Do's and Don't's

DO

- Post consistently on Facebook (3-6 posts weekly),
- Instagram (2-5 posts weekly), and
- Twitter (2-6 posts daily)
- Actively engage with your community of members in the comments
- Experiment with FB live during newsworthy moments or to break down a complex issue
- Include calls-to-action whenever possible
- Keep copy and asks simple and streamlined
- Engage with hashtags
- Use photos and videos that help tell a story

- Collaborate with partners

DON'T

- Write posts without captions
- Overwhelm your audience with too much content in a single post
- Post pictures that are low quality
- Primarily retweet other voices on Twitter. The most consistent voice should be your own

MISINFORMATION RESOURCE - TOOLS TO CONSIDER

- [Botometer](#)
- [Rapid API Botometer](#)
- [BotHunter](#)
- [Suricata](#)
- [FotoForensics](#)

Email Template

*This is an introduction email for a subscriber that has signed up for an email list through a census campaign site or signup form, **or** has indicated they are interested in census campaign information at the point of signup.*

Hi [first_name],

We're already halfway through 2019, and it feels like 2020 is right around the corner, which means it's time to start thinking about getting counted in the 2020 Census!

The census impacts all sorts of things in your local community like healthcare, infrastructure funding, and even government representation. This is why it's so important to make sure you and your family get counted!

To learn more about what the census is and why it's important, be sure to click here. [link to census info/resources page]

While counting doesn't start until April 1, 2020, there are plenty of things you can do in your local community to make sure everyone is counted. Our Census Resources page [link] has everything you need to learn about how to get yourself, your family, and others counted when the time comes.

If you want to get involved in other ways to ensure everyone gets counted in 2020, you can sign up here to become a Census Ambassador [link to signup form] and participate in local events or

simply [contact us](#) [link to contact form] and let us know the ways you want to help get out the count!

Be sure to also follow us on [Facebook](#) and [Twitter](#) as we'll be posting even more information there about the census and our other initiatives!

Thank you,
[name]

SMS Script

This is a potential peer-to-peer SMS campaign script; peer-to-peer messaging is intended to be conversational and can be used by local staff and volunteers.

1. Hey there! The 2020 Census is coming up soon – do you have all the info you need to make sure your family gets counted?
 - a. If you're unsure what to do, we can definitely help. Have you participated in the census before?
 - b. What kinds of questions do you have about the census? I can share some info but would like to hear your thoughts first.
 - c. Glad to hear you're a census expert – do you want to help us share the necessary info to other people in your community?

2. If you want to learn more about the census in 2020, we definitely have some resources that might help. Do you want me to send that along?
 - a. “Yes”: Awesome! You can check out our resources at this link; we're here if you have any questions or want to know more. Would you mind sharing this with your friends? [link to resources]
 - b. “No”: Not a problem. When your census packet comes, you can reach us here if you have questions, thanks! [link to contact info]

3. Census 2020 info is going to be sent out soon – can you let me know if you've received it in the mail?
 - a. “Yes”: That's great! I'm here if you have any questions. Can you let me know once you're done with it? Thanks!
 - b. “No”: Not a problem! Once it arrives, you can ask me any questions you might have. Will you let me know if you don't receive it by early May?
 - c. Are you still unsure what to do once it comes? I have some resources you can check out – do you want me to send those over?

4. Did you get to fill out your census info yet? How long did it take? Was it difficult?

- a. That does sound a bit tricky! Thanks for letting me know. Let me get some additional info for you. Is there anything else you're uncertain about?
 - b. Great! Glad to hear it was easy. Do you know of anyone that might need help with their census paperwork?
 - c. Did you tell your friends you filled out the census? Do you think they'll need any other info? Thank you for your help!
5. Would you like to help us make sure everyone in [state] gets counted in the 2020 Census?
- a. "Yes": That's great! Would you be interested in hosting an event, or should I just send along some info that you can share with your friends?
 - i. Hosting an event is easy – we can even help you set that up! What kinds of information do you think would be best to share with your community?
Thank you for your help!
 - b. "No": That's totally fine. Lots of people near you might have questions about the census; can we count on you to send them our way with questions? Thank you for your help!

Social Media

These sample posts and sample hashtags can be used on Facebook or Twitter as posts or pinned posts. Organizations are able to update hashtags to reflect the campaign messaging of their choice.

- The 2020 Census is around the corner – do you know how to make sure you and your family are counted? Learn more about how to #getcounted here: [link]
- In 2020 the census counts more than ever – do your part and learn more about making sure you and your family #getcounted: [link]
- The 2020 census impacts your community in ways you may never expect. Learn more about why the #censuscounts and how to get counted here: [link]
- 2020 will be here before you know it, which means it's time to start thinking about the census! Make sure you have the info you need to get counted #census2020 [link]
- We're working to ensure everyone gets counted for the #census2020 – click here to learn more, get counted, & support our work: [link]

- Get counted in 2020! The #census2020 is around the corner – do you know what it takes to make sure you are counted? Learn more & share: [link]
- Not sure what to do about the census next year? We’ve got you covered with all the #census2020 info & resources you need to #getcounted [link]

Facebook:

- Frequency
 - 3-6x/week
 - Use Facebook insights
 - Tailor your posting frequency to the audience
- Value
 - Facebook is the best for building community with current and potential supporters
 - Remember: your audience is there because you’re a trusted source, and they’ll invite others.
- Best Practices
 - Design a high quality profile picture, timeline cover, and tab icons
 - Turn on “similar page suggestions” to increase your likes
 - Post on weekends
 - “Pin to top” important updates
 - Have multiple admins

Twitter:

- Frequency
 - 2-6x/day
 - Use Twitter analytics
 - Tailor your posting frequency to your audience
- Value
 - Twitter is best used for sharing temporal content (Tweets that dispel misinformation)
 - Remember: don’t forget to engage with your audience regularly; Twitter is a real time platform.
- Best Practices
 - Tweet useful, interesting, and relatable content
 - Curate content through retweets
 - Include links in tweets when possible
 - Share graphics that are sized for Twitter
 - Create custom images

Instagram:

- Frequency
 - 2-3x/week

Use Instagram insights

Tailor your posting frequency to your audience

- Value

Instagram aims for users to tell and discover stories through image and short videos

Great for personifying your organization's mission and telling the stories of your constituents.

- Best Practices

Make it personal

Show real people

Quality over quantity

Tie your content to larger trends through #hashtags

Engage and instigate action

Learn from others

Image examples



www.shutterstock.com • 344191121

[Group of people team diversity smiling](#)



www.shutterstock.com • 300567440

[Team Corporate Teamwork Collaboration Assistance](#)



www.shutterstock.com • 141892750

[Handsome teen volunteer](#)



www.shutterstock.com • 500005738

[Diverse group of people community togetherness](#)

Find additional free images at the following websites:

- <https://unsplash.com/>
- <https://www.shutterstock.com/>

For specific guidance on image size best practices, utilize [this website](#).