

Hello there. We are

**Do Big Things**

# Digital Organizing for Census 201

**Cheryl Contee,**  
*CEO, Do Big Things*  
cheryl@dobigthings.com

**Sam Marx**  
*Sr. Dir. Data & Research, Do Big Things*  
sam@dobigthings.com

**Please mute**

Ask questions at any time in chat to everyone  
or message Sam Marx directly.



**Hi, I'm Cheryl!**

**CEO**

*Do Big Things*  
*@ch3ryl*



**Hi, Sam!**

**Sr. Dir. Data & Research**

*Do Big Things*

# Who We Are



## Do Big Things and NewCo

We are community organizers, digital strategists, communications professionals, and data scientists who have dedicated our lives to building communities, campaigns, and organizations focused on making the world a better place.

Through our work with nonprofits, foundations, and political campaigns, we know that organizing starts with a deep understanding of your community. Over the years we've worked with hundreds of national and international advocacy organizations to build out their campaign and engagement programs.

# Digital Organizing Next Steps Campaign Planner

## Digital Organizing for the Census 201 Planning Sheet

The purpose of this sheet is to help you and your organization optimize your digital campaigns for Census 2020 campaigns.

1. **Where** does my organization currently participate in online Census organizing and awareness? Who are our audiences there?
  - a. **What online actions** can those people accomplish on our behalf?
  - b. To what extent are our audiences currently engaged with our most important content?
2. **Who** do we currently not reach online that we need to engage?
  - a. What **online actions** would we want those people to accomplish on our behalf?
3. What are gaps in our digital organizing we are aware of?

Ex. shareable video content, data integration, digital advertising, SMS campaigns
4. If we were going to prioritize **TWO** of the gaps listed above based on existing and desired online audiences and their needs, what would those be?
  - a. What is something I can do **this week** to begin to fill those digital organizing gaps?

Ex. Purchase a cost-appropriate SMS tool, brainstorm video content and create a content calendar, sign up for Google Grants
  - b. What is something I can do **this month** to continue to fill those digital organizing gaps?

Ex. Develop an audience to target with Facebook ads, survey volunteers to see who can help translate key content, ensure all outgoing messages are mobile-friendly

# Today's Agenda

1. Goals for today's workshop
2. The Census 2020 organizing landscape
3. Leveling up your existing Census campaigns
4. Tools to consider for Census organizing
5. Measuring and optimizing your Census organizing
6. Q&A Discussion

# Goals for Today's Workshop

1. Understand where your organization can “level up” its Census 2020 GOTC organizing
2. Get familiar with next level strategies and tactics to improve Census organizing online
3. Learn ways to optimize your digital Census organizing through testing and analytics measurement



# The Census 2020 organizing landscape

Currently there are hundreds of organizations at the national, state, regional, and local level participating in GOTC efforts for Census 2020.

1

These organizations employ both offline and online organizing tactics to reach audiences and increase census counts. **The most important audiences to reach are hard-to-count communities.**

2

These organizations use dozens of resources available across [GOTC hubs](#), [State Voices networks](#), the [Census Bureau](#), [State Complete Count Commission Sites](#), and other Census resource hubs such as [CensusCounts.org](#) to get up to date information and drive GOTC efforts.

3

Across our research and collaboration with organizations participating in GOTC campaigns, we found **building capacity for GOTC efforts** and **integrating digital GOTC organizing** to be among the primary challenges.

# Recommended Census Resources

Check out these census resources:

- [U.S. Census Bureau](#)
- [Census Counts Website](#)
- [Census 2020 HTC Map](#) (Romalewski)
- [GOTC Toolkit](#)
- [Count All Kids](#) (children)
- [Prison Policy Initiative](#) (incarcerated people)
- [Community Connect Labs](#) (SMS, census digital/field tools)
- [State Voices Tools For All](#) (email)

# Leveling Up Your Existing Census Campaigns

## Digital Organizing Activities

- **Email** information + actions
- **SMS / text** campaigns
- **Social media** posting + engagement
- **Online discussion** groups
  - Facebook, listserv, WhatsApp, Slack, etc.
- Census information on **org's website**

## “Leveled Up” Organizing Activities

- **Ambassador + Influencer** engagement
- **Digital advertising**
  - Social media
  - Google / YouTube search
- **Video content**
  - YouTube
  - Instagram / Facebook stories
  - TikTok
- Campaign **microsite** with actions + signups
- **Multilingual** content

# Identifying your GOTC campaign gaps

Common gaps that have been identified across organizations include:

- Consistent video content
- Information sharing + data integration
- Robust SMS campaigns
- Digital advertising programs
- Creation of multilingual content
- Easily accessible mobile content



Main thing we want you to keep in mind is – **where are your people** and **what are they using?**



# Filling your GOTC campaign gaps

Filling your GOTC campaign gaps can feel daunting – that is why it is so important to ask **where are my people** and **what are they using?**

By asking this, you can narrow down your existing campaign gaps to one or two achievable solutions that address that gap.

Campaign Gap	Priorities
Video content	Instagram / Facebook stories, short YouTube info videos (shot on mobile)
Information sharing + data integration	Internal comms systems (Slack, Microsoft Teams) + sharing processes
Robust SMS campaigns	SMS software, volunteer / ambassador support
Digital advertising	Google Grants, social ads
Multilingual content	Organizational partnerships, volunteer translation support
Mobile content	Create <b>everything</b> to be consumed mobile first

# Finding your best ambassadors and influencers

Ambassadors & influential creators are a great way to expand the reach of a GOTC campaign, but identifying who will be a good messenger can be hard. **An ideal messenger is someone who is already where you want to be:**

- Shares GOTC campaign content with existing online networks
- Attends / hosts events (online + offline)
- Participates in online discussions
- **Feels empowered to create their own GOTC content** (video, social media, blog posts, discussions)

## Identifying Ambassadors

- In your CRM, who **clicks email links** the most?
- Via social media, **who likes, shares, or comments** the most, especially on target hashtags or subjects?
- Who **participates** in online conversations?
  - Facebook groups
  - WhatsApp groups
  - Slack channels
- Who **creates their own GOTC content** in your area?
- Who has **a lot of followers** on social media?

# Engaging your ambassadors and influencers

When engaging potential influencers and creators, it's important to be a human with a personality, not an organization. Find **common ground**, **thank them** for the work they've done to support you, and provide clear and easy opportunities for them to **get involved**:

- Offer **ready-made content** for targeted campaigns + mentions directed towards orgs / groups that serve HTC communities
- Ask them to **lead discussions** & provide input for the online Census discussion community
- Ask them to **create Instagram / Facebook stories** to post on your org's page about why the census is important
- Ask them to **host a digital event** such as a tweet chat, or moderate a Live video discussion



# Engaging your ambassadors



**FIRM Action** @FIRM\_Action · Oct 23, 2019

"Encourage everyone you know to take part in the 2020 **Census** so we can get [funding] for our communities."

Meet Prudence who says [#WeCount](#) & will participate in next year's **census**. Record a video & let us know why you will fill out the [#2020Census](#): [bit.ly/2MCvPQg](https://bit.ly/2MCvPQg)



5



6



**Julie Menin**  
@JulieMenin

Let's follow East Flatbush Village Cultural Centers' lead! Get your community excited to be counted in the [#2020Census](#). Join a teach-in in your area tomorrow: [on.nyc.gov/teach-ins](https://on.nyc.gov/teach-ins) [#GetCountedNYC](#) [#WeCount](#)



11:00 AM · Feb 10, 2020 · [Twitter for iPhone](#)

10 Retweets 19 Likes

# Digital advertising

When starting a digital advertising campaign, it's important to:

- Choose your target audience based on your goals (ex. Providing GOTC info to HTC communities, signing up volunteers, promoting an event, etc.)
- Am I targeting the lowest hanging fruit?

For GOTC campaigns, we recommend targeting:

## **BASED ON INTERESTS & AFFINITY AUDIENCES**

Audiences based on self-selected interests + habits: Elections, local events, Politico.com, political issues impacted by Census results such as federal funding and representation in Washington, immigration, education, housing, etc.

## **CUSTOM AUDIENCES**

Audiences based on your organization's email list, people that like partner org social pages, people that like your org on social media

# Digital advertising



When creating **video content** for digital advertising, consider the following best practices:

- This is not a TV commercial
- 15 seconds or less
- Makes the point in the first 5 seconds
- Selfies can help personalize a campaign
- Make people feel emotionally *good*


When creating **images** for digital advertising, consider the following best practices:

- Use images of real people and real places
- Show *drama!*
- Make sure to have a call to action

# Digital advertising

**FIRM Action**  
Sponsored · Paid for by Center for Community Change Action · 


Grecia is a naturalized citizen who plans to be counted in the 2020 census. If everyone is counted, we'll get the school funding and the political representation we're paying for. Will you record your own video today about why you plan to be counted?



members.

**FIRM**  
Action

Powered By Soapboxx



 x




FIRMACTION.SOAPBOXX.US

**Help Spread the Word**

Our voices matter in the 2020 census

[Learn More](#)

  Valter Desouza, Ricky Madera and 60 others · 8 Comments · 6 Shares · 476K Views

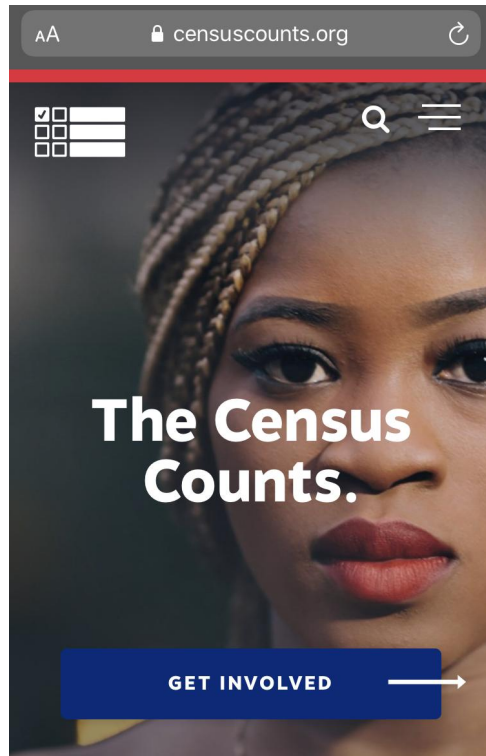
 Like  Comment  Share

# Creating mobile-first content

Many of the HTC communities we need to reach with GOTC campaigns are primarily using mobile devices to access the internet.

In order to ensure your content is mobile friendly, take a **mobile-first** approach when creating content:

- Keep things simple with a clear call to action.
- Don't use overly large images that will load slowly.
- Content on mobile-first platforms such as Instagram + Twitter can be easily reshared elsewhere.
- Test every email in your email system with a mobile viewer before sending.



## Digital Organizing 201:

# Tools to consider for GOTC

Your GOTC campaign tools should make your work easier, not create additional work. Avoid extremely robust CRMs or CMSs that require hours of set up and training.

It is also important to avoid tools that are not scalable for the work you need to do.

At this point in time, a number of tools that are recommended to bolster your work and build capacity include:

## Tools to Consider:

- Sprout Social / Hootsuite (social media)
- HotJar Heat mapping (analytics + optimization)
- Canva Pro (digital content creation)
- Google Ad Grants (search ads)
- SAP Litmos Learning Management System (learning + resource sharing)
- Asana or Monday (project management)
- Adobe Spark (video editing)

# Strengthen your SMS Census network

In order to maximize the power of existing SMS networks and widen its reach further:

- **Be consistent:** Send messages weekly from various staff / volunteer members
- **Drive readers to specific GOTC actions:**
  - Volunteer resources
  - HTC-specific information
  - Online community conversations
- **Ask questions, be conversational!**
  - Ask if they or a family member needs help with understanding the census and direct them to a staff member or volunteer as necessary

## SMS Tools to Consider:

- CommunityConnect Labs
- Hustle
- Smart as a Fox SMS
- Groundbase
- RapidResist
- GetThru

## Measure engagement + optimize

Once a Census campaign has determined its KPIs, measure success and optimize efforts based on the qualitative and quantitative data.

### Qualitative data to measure

- Feedback / survey results from constituents, organizers, local leaders
- SMS / text conversations + feedback
- Digital meeting discussions + feedback
- **Top post types / links clicked (email, social + website)**

### Quantitative data to measure

- Email + SMS open, click through rates
- Google Analytics (or other website analytics)
  - Top visited pages
  - Mobile v. desktop usage
- **Actions taken (Social, website, SMS, email)**



## Measure engagement + optimize

Optimizing based on feedback and metrics can be one of the hardest parts of a digital campaign. In order to do so, consider the following questions:

- **What platforms** experience the most success? Are there other platforms our constituents use that we are not using yet?
- **Are audiences engaged** with our most important content? Do we know why (or why not)?
- What content does engage our audiences? How can we **prioritize that content** to support GOTC efforts?
- **Who are we not reaching** with important census information that needs to see it? **What resources do we have** at our disposal to support this work?
- Is our content optimized for mobile? If not, why?

## Q&A Friendly reminders!

- Please mute if you're not speaking
- Ask questions at any time in chat
- Raise hand if you have an answer to a question
- Stay tuned for follow up Campaign Planner one-pager