

# 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*

5. Do we have any online influencers or ambassadors that could help us reach our desired new audiences? If yes, what are two to three actions we can ask of them to support our census organizing?
  
6. Does my team currently measure all of our campaign actions? Do we:
  - a. Gather feedback or survey results from constituents, organizers, local leaders?
  - b. Gather feedback from SMS / text conversations?
  - c. Compile feedback from digital meeting discussions?
  - d. Measure what are the top posts and links clicked on email, social, and our website?
  - e. Measure the most taken actions?

**If not**, what next steps can we take to measure actions and feedback?

**If we do**, what are optimizations that can be implemented in one week? One month?