



#AAPI2020 CENSUS WEEK OF ACTION

Wednesday, March 25 - Wednesday, April 1

Join the national #AAPI2020 Census Week of Action to get our communities counted in the 2020 Census. We've got tons of sample posts and infographics for social media that you can use to spread the word! Let's show that Asian Americans and Pacific Islanders across the country are getting counted.

Use the hashtags #AAPI2020 and #CountUsIn
Follow the coalition at @NCAPAtweets. Join us and get counted!

Twitter handles of coalition members can be found [here](#).
Folder of All Graphics are Available [Here](#)

BONUS! Update your Twitter name with #AAPI2020. [Sample here](#).

Update your Instagram and Twitter bios with my2020census.gov to make it easy for your followers to take the Census online. [Sample here](#).

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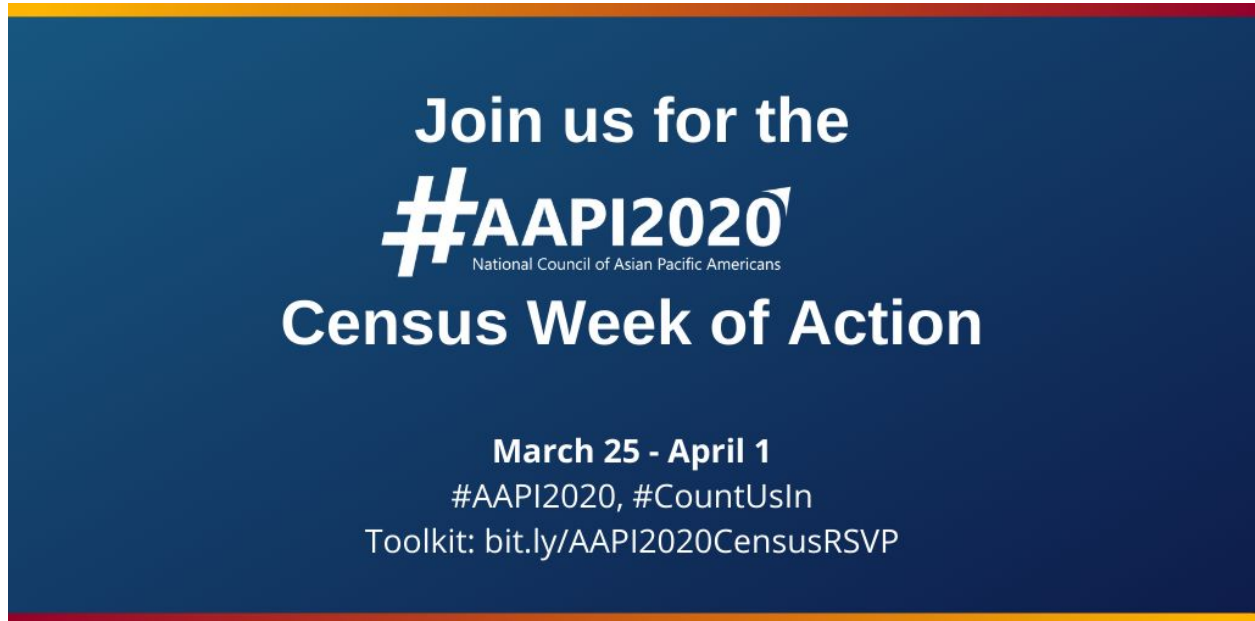
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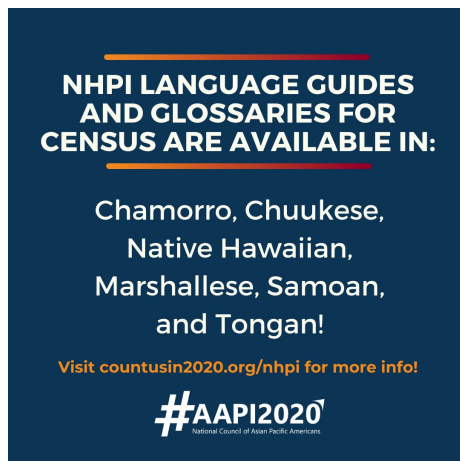
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Promotional Graphic: [Link](#)



Day 1 (March 25 at 3pm ET // 12pm PT & throughout the day): Uplift Language Access

Sample Posts for Pacific Islander Communities



Graphics: [Facebook/Instagram](#) | [Twitter](#)

Sample posts:

- In American Samoa, Guam, and Commonwealth of the Northern Marianas (CNMI), #2020Census enumerators will be visiting every household with in-language resources. #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020

- Check out <https://www.countusin2020.org/nhpi> for Chamorro, Chuukese, Native Hawaiian, Marshallese, Samoan, and Tongan resources! #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020
- Cultural values, linguistic needs, and governmental relationships are complex strands woven into every issue faced by NHPs, making the need for data that reflect these distinctions vital. my2020census.gov #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020

Sample posts for Communities that speak Chinese, Vietnamese, Korean, Tagalog, Japanese, Arabic, and Spanish

Graphics: [Facebook](#) | [Insta](#) | [Twitter](#)

- To take the #2020Census in your preferred language, go to my2020census.gov and click “English” on the upper-right corner of the window & pick your language! For help completing your Census, call 1-844-330-2020. To access TDD for the hearing impaired, call 1-844-467-2020.

In-language sample posts

[More here: [in-language/proverbs_graphics](#)]

- 請到網站 my2020census.gov, 選擇視窗右上角的「English (英文)」來轉換語言成「中文 (簡體)」以連到您的中文版2020年人口普查問卷。如果您填寫2020年人口普查問卷時需要任何協助, 請撥打免付費電話1-844-391-2020(中文) 或1-844-398-2020 (廣東話)。 [\[Graphic\]](#)
- 請進入網站 my2020census.gov, 並選擇位於窗口右上角的“English(英文)”來轉換語言成“中文(簡體)”, 以連到您的中文版2020年人口普查問卷表。如果您填寫2020年人口普查問卷表時需要幫助, 請撥打免費電話 1-844-391-2020 (普通話) 或1-844-398-2020 (廣東話)。 [\[Graphic\]](#)
- وحدد “العربية”، الموجودة في الزاوية اليمنى العلوية من my2020census.gov تفضل بزيارة النافذة، للوصول إلى استبيان التعداد السكاني لسنة 2020 الخاص بك باللغة العربية. للمساعدة في استكمال التعداد السكاني الخاص بك لسنة 2020، اتصل على الرقم المجاني: 1-844-416-2020. #CountUsIn #AAPI2020 #YallaCountMeIn <https://www.youtube.com/watch?v=UISAPksWmxo> [\[Graphic\]](#)
- Hãy vào trang mạng my2020census.gov, nhấn mũi tên "English" ở góc trên bên phải của cửa sổ, và chọn “Tiếng Việt” để truy cập bản câu hỏi Thống Kê Dân Số 2020 bằng Tiếng Việt. Để được giúp của quý vị, hãy gọi số miễn phí 1-844-461-2020. #CountUsIn #AAPI2020 [\[Graphic\]](#)
- 2020년 센서스 인구조사 설문지를 한국어로 보시려면 인터넷 사이트 my2020census.gov로 가셔서 화면의 오른쪽 상단 코너에 있는 “English”를 클릭하신 다음, “한국어”를 선택해 주십시오. 센서스 설문지 작성에 도움이 필요하시면, 1-844-392-2020으로 전화해 주십시오. #CountUsIn #AAPI2020 [\[In-Language Graphic\]](#)

[\[English Graphic\]](#)

- Pumunta sa my2020census.gov at piliin ang lenggwaheng "Tagalog" nasa kanang itaas ng inyong screen. Ito'y upang ma-access ang inyong 2020 Census sa Tagalog. Kung nangangailangan ng tulong sa pagkumpleto ng 2020 Census, tawagan 1-844-478-2020. #CountUsIn #AAPI2020 [\[Graphic\]](#)
- my2020census.gov にアクセスして、ウィンドウの右上角にある「English」を選択し、言語を日本語に変更して 2020年国勢調査にアクセスしてください。2020年国勢調査についてご不明な点があるときは、フリーダイヤル1-844-460-2020 までお電話ください。 #CountUsIn #AAPI2020 [\[Graphic\]](#)
- Vaya a my2020census.gov y haga clic en “English” y cambiélo a “Español” (en la esquina superior derecha de la ventana) para ver el cuestionario del Censo del 2020 en español. Si necesita ayuda, llame gratis al 1-844-468-2020. #CountUsIn #AAPI2020

Sample Post for all AAPI Communities

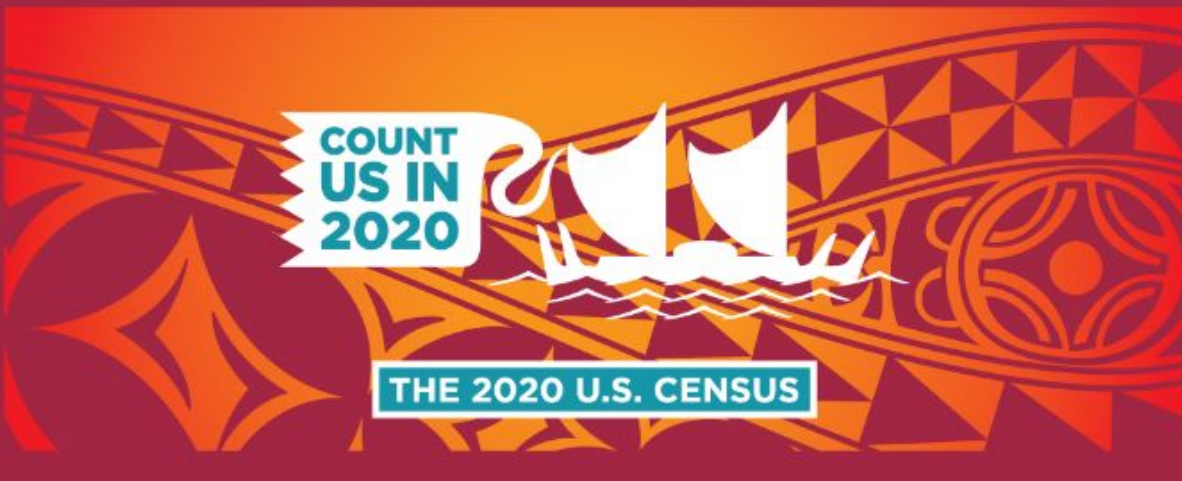
Graphics: [Facebook/Instagram](#) | [Twitter](#)

- Do you know someone who doesn't speak English? There are language guides and glossaries in 59 languages to help them fill out the Census! Visit 2020Census.gov/languages for the full list. #CountUsIn #AAPI2020

Day 2 (March 26 at 3pm ET // 12pm PT & throughout the day): Uplift how the Census has helped our communities

Sample Posts for Pacific Islander communities

Graphics: [Facebook](#) | [Instagram](#) | [Twitter](#)



Sample posts:

- Following the 1990 census, Pacific Islander leaders fought for the creation of our own category separated from Asian American category. Let's get our community counted at www.my2020census.gov #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020
- The Census Bureau created the first NHPI Racial Ethnic Advisory Committee (REAC) to inform their work in preparation for Census 2000. It was the first census that had our own NHPI category. Let's get counted at www.my2020census.gov #PasifikaCount #WhoWillWriteMyStory #AAPI2020

- The NHPI population grew 40% between 2000-2010, a rate faster than the total population (10%) and just behind Latinos (43%) and Asians (46%). Let's get counted at my2020census.gov #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020
- In the U.S., the NHPI label encompasses at least 20 distinct communities, including larger communities such as Native Hawaiians, Sāmoans, Chamorros, Fijians, Tongans, and smaller communities such as Marshallese, Chuukese, Palauans, and Tahitians, just to name a few. #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020
- Did you know? After California, the largest community of Fijian, Samoan, and Tongan Americans are 20,000+ strong in Utah! Take the #Census so our communities are able to learn and use these stats! www.my2020census.gov #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020

Sample Post for Hmong Americans

- Did you know? Over 40% of Hmong Americans are younger than 18--that's the youngest pop. of all racial groups and AAPI ethnicities. AAPIs are not a monolith: our unique communities must be represented in the Census. www.my2020census.gov #DataDisaggregation #CountUsIn #AAPI2020

Sample Post for Pakistani Americans

- Did you know? Over 67,000 Pakistani Americans call Texas home? Stats like this wouldn't be possible without disaggregated data, and disaggregated data wouldn't be possible without the Census! www.my2020census.gov #CountUsIn #2020Census #AAPI2020

Sample Posts for all AAPI communities

[\[In-language/proverbs graphics - select one to use with your post!\]](#)

- Did you know the #2020Census is the only national source of disaggregated data? Without this data, the specific needs of our diverse AANHPI communities would be hidden under broad categories and rendered invisible. Get counted at my2020census.gov #CountUsIn #AAPI2020
- Did you know? Redistricting after the 2010 census allowed New York to send its first Asian American to the House of Representatives @RepGraceMeng! A complete count leads to representation, so fill out the #2020census at www.my2020census.gov #CountUsIn #AAPI2020
- Did you know? Because of staunch advocacy by Pacific Islander community leaders and Senator Daniel Akaka (Hawai'i), Pacific islanders created their own category on the #Census: "Native Hawaiian and Other Pacific Islander." Get counted my2020census.gov

#CountUsIn #AAPI2020

- Did you know? Language access at polling places is determined by census data. Help your community members who aren't English proficient access their right to vote and fill out the #2020census! Get counted at my2020census.gov #CountUsIn #AAPI2020
- AANHPIs are not a monolith. Together this community is made up of people of nearly 50 ethnicities who speak more than a hundred languages. Fill out the #2020Census to make sure we are all seen and heard! www.my2020census.gov #CountUsIn #AAPI2020

Day 3 (March 27 at 3pm ET // 12pm PT & throughout the day): EVERYONE in the household should get counted

Sample Posts for all AAPI communities



Graphics: [Facebook](#) | [Instagram](#) | [Twitter](#)

Sample posts:

- ICYMI - you should include EVERYONE who lives with you when you fill out the #2020Census. This includes that family friend or uncle who lives with you. Take the Census at www.my2020census.gov #CountUsIn #AAPI2020
- Congratulations! If you are a new parent by April 1st, make sure you count your newborn in the #2020Census. Get counted at www.my2020census.gov #CountUsIn #AAPI2020
- Did you know: Immigrants and non-citizens are ALL counted in the #2020Census! Your Census information is confidential and critical for getting resources for your community! Take the Census now at www.my2020census.gov #CountUsIn #AAPI2020

No Citizenship Question

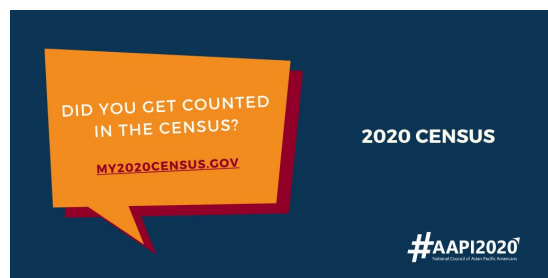
Graphics: [Facebook](#) | [Instagram](#) | [Twitter](#)

- The #2020Census WILL NOT ask you about your citizenship status.
The #2020Census WILL NOT ask you about your citizenship status.
The #2020Census WILL NOT ask you about your citizenship status.

Get counted today - it's critical for our communities
my2020Census.gov #AAPI2020

Day 4 (March 30 at 3pm ET // 12pm PT & throughout the day): Uplifting Folks who do not live in Traditional Households

Graphics: [Facebook/Instagram](#) | [Twitter](#)



Sample Posts for College Students

Sample *THREAD*:

- Tweet 1/2: College students should be counted where they live while attending school, even if you've temporarily relocated due to #COVID-19! If you live off-campus: fill out the #2020census at my2020census.gov (click "Don't have my ID"). #CountUsIn #AAPI2020

Tweet 2/2: If you were living in a dorm before #COVID-19, you will still be counted as part of Group Quarters operations. The Census Bureau is asking universities to contact their students and remind them to respond. www.my2020census.gov #CountUsIn #AAPI2020

Sample Post for folks who live in group homes

- The #2020census counts people where they "eat and sleep most of the time," so folks living in group homes or senior centers will be counted where they are living via Group Quarters. Check out www.countusin2020.org for more info #CountUsIn #AAPI2020

Sample Post about incarcerated folks

- The #2020census counts people where they "eat and sleep most of the time," so incarcerated folks will be counted at the location of their prison, not their residential address. Check out www.countusin2020.org for more info #CountUsIn #AAPI2020

Sample Post for folks experiencing homelessness

- The #2020Census counts everyone - regardless of where they live. Folks experiencing homelessness will be counted by census takers! #CountUsIn #AAPI2020
If you need assistance: <http://bit.ly/2x8UT12>

Sample Posts for LGBTQ Folks

- #2020census only has male and female options for "sex." Sadly, transgender and GNC folx only have binary options for their sex assigned at birth or how they identify. You'll still be counted if u skip the Q but may be visited by a Census-taker.
www.my2020census.gov #AAPI2020
- The Census does not ask sexual orientation but it DOES ask about relationships. Same-sex married spouses and same-sex unmarried partners can check a box on the Census. We need better LGBTQ representation. For now, let's get counted at
www.my2020census.gov #CountUsIn #AAPI2020
- LGBTQ AAPIs must be counted! Our communities are here and will not be made invisible. Get counted with us at www.my2020census.gov #CountUsIn #AAPI2020

Day 5 (March 31 at 3pm ET // 12pm PT & throughout the day): Represent Our Communities in the Ethnicity Section



(check out the [I Got Counted Toolkit](#) for more photo frames like this. We have samples for Facebook, Instagram, and Twitter!)



(check out the [NHPI Toolkit](#) for more photo frames like this. We have samples for Facebook and Instagram)

Sample Posts

General Graphics: [Facebook](#) | [Twitter](#) | [Instagram](#)

Pacific Islander Templates: [Facebook/Instagram](#)

(You can also print out the template, fill it out, and take a photo with it!)

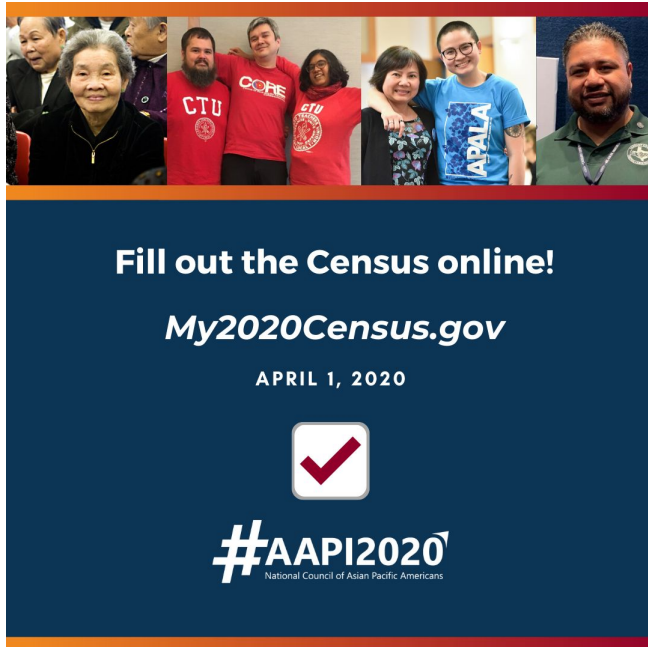
Sample posts:

- I checked off [your ethnicity] so that my community is seen, visible, and heard in the #2020Census and the decade to come! Take the Census at www.my2020census.gov! #AAPI2020 #CountUsIn

- 🗳️ Calling all biracial or multi-ethnic folks for the #2020Census 🗳️ You can check multiple boxes and write in additional details about your ethnic background! Take the Census at www.my2020census.gov #CountUsIn #AAPI2020
- Pls--don't see your community on the #2020census? Check "Other Pacific Islander," then **WRITE IT IN!** (ex: Chuukese, Fijian, Marshallese, Palauan, Tongan, etc.)
www.my2020census.gov #CountUsIn #PasifikaCount #WhoWillWriteMyStory #AAPI2020
- FYI--if you don't see a checkbox for your ethnicity on the #2020census, make sure to check "Other Asian" and then write in your ethnicity! (e.g: Hmong, Pakistani, Sikh) Take the Census now at www.my2020census.gov #CountUsIn #AAPI2020
- When filling out the #2020census, don't forget to rep your community and **!** write in your ethnicity **!** if you mark "Other Pacific Islander" or "Other Asian." Take the Census now at www.my2020census.gov #CountUsIn #AAPI2020

Day 6 (April 1 at 3pm ET // 12pm PT & throughout the day): It's Census Day of Action!

Sample Posts for all communities



Graphics (General): [Facebook/Instagram](#) | [Twitter](#)

Graphics My2020Census.gov: [Facebook/Instagram](#) | [Twitter](#)

- You can fill out the Census from the comfort of your own home! It has never been easier to respond on your own, whether online, over the phone, or by mail - all without having to meet a census taker. ➔ <https://My2020Census.gov/> ⬅️ #AAPI2020 #CountUsIn
- Happy Census Day of Action! Now that you know who counts and how to get counted, it's time to participate in the #2020Census. Take one for your family and your community! ➔ <https://My2020Census.gov/> ⬅️ #AAPI2020 #CountUsIn
- It's Census Day of Action! Asian Americans, Native Hawaiians, and Pacific Islanders are the fastest growing population. We have a lot to lose if our communities don't get counted! ➔ <https://My2020Census.gov/> ⬅️ #AAPI2020 #CountUsIn

Sample Posts for Identifying a Census Enumerator

Graphics: [Facebook](#) | [Instagram](#) | [Twitter](#)

- Census Takers are taking precautions during the COVID-19 outbreak! They will be avoiding physical contact and staying 6 feet away while they ask you to fill out the Census form.

Get counted today - it's critical for our communities
my2020Census.gov #AAPI2020

Sample Posts for Pacific Islander Communities:

Graphics General: [Facebook/Instagram](#) | [Twitter](#)

Graphics My2020Census.gov: [Facebook/Instagram](#) | [Twitter](#)

- It's officially #Census Day! Have you filled out your census form yet? Go to my2020Census.gov. #PasifikaCount #CountUsIn #WhoWillWriteMyStory #AAPI2020
- If you're not Chamoru, Native Hawaiian, or Samoan, make sure you check 'Other Pacific Islander' and **WRITE IN** your ethnicity (Chuukese, Marshallese, Palauan, Tongan, Fijian, etc.) #PasifikaCount #CountUsIn #WhoWillWriteMyStory #AAPI2020