



## #IGotCounted #AAPI2020 Campaign Social Media Toolkit

Join the national “I Got Counted Campaign” to encourage our communities to get counted in the 2020 Census. Post on social media using our Twitter, Facebook, and Instagram frames. Let’s make sure EVERYONE knows that Asian Americans, Native Hawaiians, and Pacific Islanders are here and that we count.

**Use the hashtags #IGotCounted, #CountUsIn, and #AAPI2020 from March 31 - April 3.**  
Join us and get counted!

### Step-by-Step Checklist

- Complete the Census for your household at [my2020census.gov](https://my2020census.gov)
- Create a Canva account at [www.canva.com](https://www.canva.com)
- Use Canva on desktop or download the app on your smartphone  
(Pro-tip: Use the Canva app on your phone to make videos for Instagram stories)
- [Twitter Templates](#)
- [Facebook Templates](#)
- [Instagram Template](#)
- Download a [Printable poster](#), take a selfie with it, and post on social media.

## Instructions to Create your Census Photo Frames

1. Click on the Canva links to access the templates.
  - a. [Twitter Templates](#)
  - b. [Facebook Templates](#)
  - c. [Instagram Template](#)
2. Take a selfie!
3. Upload your selfie to Canva. Drag your photo to the bottom half of the template.
4. Download files in PNG.
5. Share on social media using our sample messages!
6. **\*\*If you can't use Canva\*\***
  - a. Download a [Printable poster](#), take a selfie with it, and post on social media.
  - b. Click on <http://bit.ly/2U2doWA> and update your profile. *Or go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes) and search "#AAPI2020 #IGotCounted Census Photo Frame."* Select it and click Use as Profile Picture.

## Sample Messages

### Twitter:

More than \$1.5 trillion in federal funding is allocated yearly to communities for schools, roads, and hospitals. #IGotCounted in the 2020 Census because it's critical for my community. Take the Census at [www.my2020census.gov](http://www.my2020census.gov)! #AAPI2020 #CountUsIn

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](http://www.my2020census.gov)! #AAPI2020 #CountUsIn

I filled out the #2020Census online and counted myself and **[who you live with]**! Take the Census at [www.my2020census.gov](http://www.my2020census.gov)! #AAPI2020 #CountUsIn #IGotCounted

### Facebook:

The #2020Census is here and everyone counts! It's important for our families and communities to get counted so we can build a more accurate picture of our communities. Take the Census at [www.my2020census.gov](http://www.my2020census.gov)! #IGotCounted

Of the three ways to fill out the #2020Census (online, phone, and mail), I filled it out online! Just 10 minutes or less has the potential to shape the future for your community. Take the Census at [www.my2020census.gov](http://www.my2020census.gov)! #AAPI2020 #CountUsIn #IGotCounted

### Instagram:

Communities of color are underrepresented in the census. Asian American, Native Hawaiian, and Pacific Islander communities have lost millions of dollars in federal funding due to the lack

of accurate representation. This year let's come together and fill out the census. Let everyone know that we are here and we count. Talk to your friends and family about the census—let's make sure everyone gets counted! Take the Census at [www.my2020census.gov](http://www.my2020census.gov) #IGotCounted #AAPI2020 #CountUsIn

I just finished filling out the census, and it took less than 10 minutes! Tell your friends and family how easy it is to fill out. Take the Census at [www.my2020census.gov](http://www.my2020census.gov) #IGotCounted #AAPI2020 #CountUsIn

## Post on Social Media Tuesday, March 31:

- Update your Facebook profile picture with the *I Got Counted* frame
- Make a Facebook post with your *I Got Counted* Facebook frame
- Tweet your *I Got Counted* Twitter frame
- Post your *I Got Counted* IG frame on your Instagram story