



يلا ضمنني إلسي التعداد
yalla COUNT ME IN!

APRIL 1, 2019
NATIONAL CENSUS
DAY OF ACTION
SOCIAL MEDIA
TOOLKIT



NATIONAL CENSUS DAY OF ACTION

SOCIAL MEDIA TOOLKIT

TABLE OF CONTENTS

Yalla Count Me In!	3
Why should Arab Americans care about the Census?	3
Connect with us!	4
Census 2020 Timeline	5
Take Action on April 1st	6
Sign our Online Pledge	6
Messaging Guidance	7
Messaging research outcomes overview	7
Tools for Partners	8
Sample Social Media Posts	8
Twitter Text	8
State/local-specific	9
Young Children and their Families	9
Facebook/Instagram Text	9
Campaign graphics	10
Pledge Cards	11
Sample Email to Supporters and Community Members.....	11
Additional Resources	13



YALLA COUNT ME IN!

Yalla Count Me In is a national, grassroots coalition-led movement to Get Out The Count (GOTC) of Arab Americans for the 2020 Census.

Our goal is simple.

We want to make sure everyone knows *what* the Census is, *why* it matters, and *how* we all can make sure we, our families and our communities are counted fairly and accurately in 2020.

Join us on Census Day, April 1st 2020, by saying “Yalla Count Me In!” and pledging to fill out the Census in 2020.

WHY SHOULD ARAB AMERICANS CARE ABOUT THE CENSUS?

The Census is important to our community because it allows us to get access to resources and federal funding that is needed for various programs in our local communities, like public schools. Over **\$800 billion in annual federal funding are at stake**, as well as **the apportionment of seats in the US House of Representatives**. This money is spent on public health, transportation, education, community development and much more. It is also used to redistrict state legislatures and school district assignment areas. It is crucial that Arab Americans are counted and therefore included in these calculations. The Census also allows us to get vital information that will give us a better understanding of the needs of our community—helping us to become better advocates.

For us to be part of the equation, we need to ensure that all members of the Arab American community all over the country are counted. That is why we are starting our Census outreach early, one year from Census Day 2020.



CONNECT WITH US!

Connect with the *Yalla Count Me In* campaign on all of our new social media platforms so we can **amplify each other's messages and make sure every Arab American knows and pledges to be counted during Census 2020.**

We will be re-tweeting and re-posting those who tag **@YallaCountMeIn** in their social media materials, so please be sure to include us and use the campaign hashtags in English,

#YallaCountMeIn and Arabic, **#يلا_ضمني_إلى_التعداد** on all posts so we don't miss yours!



@YallaCountMeIn



@YallaCountMeIn



@YallaCountMeIn



يلا ضمنى الى التعداد
Yalla COUNT ME IN!

KEY CENSUS DATES

JANUARY – SEPTEMBER
2019

*U.S. Census Bureau will open 248 area
Census offices*

APRIL 1, 2019

NATIONAL CENSUS DAY OF
ACTION

*The official launch of the Yalla Count Me
In; mass social media + pledge campaign*

JUNE 2019

SCOTUS DECISION

*Decision from U.S. Supreme Court on
citizenship question case is expected*

JUNE – AUGUST 2019

*Census Test by U.S. Census Bureau to
evaluate effect of Citizenship question on
self-response rates (preliminary results
expected in October)*

SEPTEMBER 2019 AND ON

*Recruitment and hiring by U.S. Census
Bureau of temporary Census field staff*

JANUARY 2020

ENUMERATION BEGINS

*The first enumeration begins in remote
areas of Alaska, before the spring thaw.*

MARCH – APRIL 2020

*Self Response phase of Census 2020
(internet, mail, and phone; four waves of
staggered mail)...*

APRIL 1, 2020

National Census Day.

MAY- JULY 2020

*Primary non-response follow-up
operation (to households that did not
self-respond).*



TAKE ACTION ON APRIL 1ST

Together, we will participate in a **mass social media campaign to organize, educate, and get out the count** for Arab Americans.

All partners are encouraged to use the official April 1st National Census Day of Action campaign hashtag **#YallaCountMeIn**, or the Arabic, **#يلا_ضمنني_إالى_التعداد** – across their social media accounts.

We will track tweets and Instagram photos using the #YallaCountMeIn (and **#يلا_ضمنني_إالى_التعداد**) hashtag. We will be re-sharing your posts as well as using the images for future campaign materials, so feel free to have fun with them and get creative! We want to remind everyone that the Census is coming, and they should pledge to be sure that they are counted!

Making sure that you spend just ten minutes filling out the census form ensures that your community will get its fair share of federal and state funding. We're asking you to take five minutes, a year out, to make sure your friends and family do the same.

SIGN OUR ONLINE PLEDGE

Starting on April 1, 2019, we will be **circulating a nationwide pledge** for people to commit to ensuring that they and their families participate in the 2020 Census count. This is our big push to reach as many Arab Americans who live in the United States as we can, so it is crucial for you to share it and get others to fill it out! The pledge reads,

***"As an Arab American, I pledge
to fill out the Census and ensure
everyone in my household is counted!"***

Or, in Arabic,

بصفتي عربي أمريكي ، أتعهد بالمشاركة في التعداد وضمان احتساب كل أفراد أسرتي

Click the, "**Yalla, Count Me In!**" box to confirm your registration for the pledge.

Find and sign the pledge on the campaign website: YallaCountMeIn.org



MESSAGING GUIDANCE

An **accurate census count is not a partisan issue**, so please remember to keep all posts nonpartisan and positive. Positive messaging will ensure everyone is excited to fill out the Census, and we want to cultivate that excitement in our community.

Each post should **include images** to increase engagement among your followers. We recommend tailoring the sample language and hashtags based on your organization's location, focus areas and what matters most to your community.

A selection of **sample social media posts** that partners can use for April 1st—and throughout the campaign—are available below in the section titled, Tools For Partners.

MESSAGING RESEARCH OUTCOMES OVERVIEW

Extensive messaging research was conducted, including polling and focus groups, on the motivations and behaviors of Arab Americans about filling out the Census. Our goal was to understand how we could increase participation in the 2020 Census. **We found that themes including material benefits, inclusivity, convenience and family-focused messaging were most effective.** Our recommendations for all Census-related messaging targeting Arab Americans include:

- ✓ Stress **benefits** of Census participation to the Arab American community, especially material benefits.
- ✓ Emphasize **the importance for the future** and for children.
- ✓ Be **inclusive in messaging**, showing our common culture, but also being sensitive to reflecting how diverse we are as a community. This was the most-expressed sentiment in our focus groups.
- ✓ **Convenience** is important in encouraging people to fill out the Census (like the online version).
- ✓ Focus on the importance of the Census for **families**.

Please be mindful of these recommendations when crafting your own materials to ensure you reach a larger audience.



TOOLS FOR PARTNERS

Let the people in your networks know about your participation in the *Yalla Count Me In* campaign! Below, in the Tools For Partners section, you will find a sample e-mail to encourage members of your community to join us in participating in the *Yalla Count Me In* campaign by filling out the online pledge form. You will also find draft tweets to share on Twitter accounts, as well as original draft Facebook and Instagram posts for you to share about why the Census is important for the Arab American community.

Please remember **the best content is true content** (factually accurate) that is kept original and is able to resonate with your target audience. You know your audience best, meaning you know what will catch their eye and make them want to pledge to fill out the form. **We are providing you a template**; you can use whatever you think will work and make edits to the content so that it sticks with the people you are intending it for! This includes translation and Arabic language messaging when appropriate.

SAMPLE SOCIAL MEDIA POSTS

You will also find **sample social media posts** and **shareable images**—for Facebook, Twitter, and Instagram—to educate your communities about the 2020 Census or to send people to the pledge on www.YallaCountMeIn.org

TWITTER TEXT

- ✓ "As an Arab American, I pledge to fill out the Census and ensure everyone in my household is Counted!" ← take the pledge: www.YallaCountMeIn.org #YallaCountMeIn #CountMeIn #Census2020 #SaveTheCensus #CensusCounts
- ✓ Funding for infrastructure, schools, and our local communities are on the line. #YallaCountMeIn Take the pledge! www.YallaCountMeIn.org
- ✓ I signed the #YallaCountMeIn pledge to participate in #Census2020 because I know the value of my community. Yalla, can I count on you? Take the pledge: www.YallaCountMeIn.org
- ✓ I just signed the pledge to #YallaCountMeIn for #Census2020. Yalla, can I count on YOU? Take the pledge: www.YallaCountMeIn.org



- ✓ Census data drives more than \$800 billion in resources into our communities. Say #YallaCountMeIn by signing the @YallaCountMeIn pledge for #ArabAmericans to fill out the Census and ensure everyone in our households are counted: www.YallaCountMeIn.org
- ✓ #ArabAmericans contribute in so many ways in all 50 states— be proud, be counted! Sign the #YallaCountMeIn pledge to make sure you and your family are counted in #Census2020: www.YallaCountMeIn.org
- ✓ Say #YallaCountMeIn to protect the census by ensuring an accurate count of our community. Join me! Sign the #YallaCountMeIn pledge to advocate for a fair and accurate count on www.YallaCountMeIn.org #SaveTheCensus
- ✓ A fair and accurate count ensures that we live up to our country's promise as a representative democracy by ensuring equal political representation and funding for our communities. Visit www.YallaCountMeIn.org to sign the pledge and #CountMeIn!
- ✓ Census data will determine where more than \$800 billion a year in federal funding will go. Say #YallaCountMeIn by signing the @yallacountmein pledge to advocate for a fair and accurate count: www.YallaCountMeIn.org

STATE/LOCAL-SPECIFIC

- ✓ #ArabAmericans contribute so much here in [state/city/region name]—be proud, be counted! Sign the #YallaCountMeIn pledge to make sure you and your family are counted in #Census2020: www.YallaCountMeIn.org #SaveTheCensus #CensusCounts

YOUNG CHILDREN AND THEIR FAMILIES

- ✓ In 2010, the census missed more than 10% of young children – about 2.2 million children! When young kids are missed it disadvantages their families, communities and neighborhoods. Say #YallaCountMeIn by signing the pledge: www.YallaCountMeIn.org

FACEBOOK/INSTAGRAM TEXT

- ✓ The exclusion of the Middle Eastern and North African (MENA) category prevents us from knowing the full breadth of issues impacting Arab Americans and other

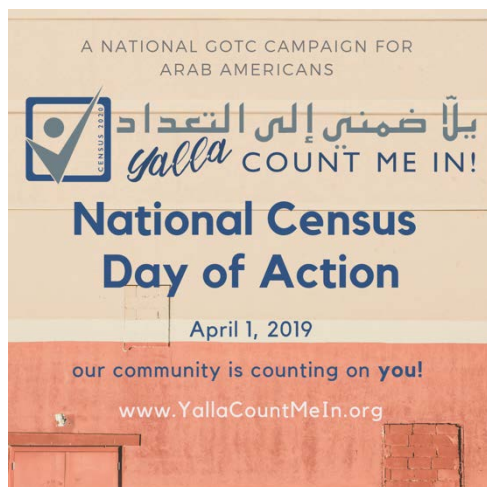


communities who fall within that designation. It also denies these communities much needed resources. Say #YallaCountMeIn by signing the pledge for a fair and accurate count on www.YallaCountMeIn.org

- ✓ Completing the census form ensures that neighborhood schools, health centers, programs and other vital parts of our communities are adequately funded. Say #YallaCountMeIn by signing the pledge to be counted in Census2020: www.YallaCountMeIn.org
- ✓ Arabic is currently the 6th most commonly spoken language in the US, and it is one of the fastest growing. Government materials should be bilingual when needed. That's why I pledge to fill out the Census in 2020. #YallaCountMeIn #CensusCounts #SaveTheCensus

CAMPAIGN GRAPHICS

The following graphics, pre-formatted to fit the image requirements of major social media platforms including Twitter, Facebook, and Instagram, are available for download at www.YallaCountMeIn.org.



A NATIONAL GOTC CAMPAIGN FOR ARAB AMERICANS



يَلَّا ضَمْنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

TAKE THE PLEDGE TO FILL OUT THE 2020 CENSUS

www.YallaCountMeIn.org



يلاّ ضمّني إلى التعداد
yalla COUNT ME IN!

" As an Arab American,
I pledge to fill out the Census
and ensure everyone
in my household is counted!"

Join me! Take the pledge at: www.YallaCountMeIn.org



يلاً ضمنى إلى التعداد
yalla COUNT ME IN!

بصفتي عربي أمريكي
أتعهد بالمشاركة في التعداد
وضمنان احتساب كل أفراد أسرتي

www.YallaCountMeIn.org

THE CENSUS MATTERS BECAUSE

it is how Congress decides how many
congressional seats are in the House of
Representatives per state.

My voice counts!



يَلَا ضَمْنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE

I want to be sure Arab American
needs are considered when Congress
divides up more than \$800 billion in
federal funding.



يَلَا ضَمْنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE
it impacts how much funding
goes to programs at my
children's schools.



يَلَّا ضَمِّنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE
we can't fully address the health
risks facing Arab Americans without
adequate research based on
accurate census data.



يَلَّا ضَمِّنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE

new members of our community are
entitled to bilingual support in schools
and at the polls.



يلا ضمّني إالى التعداد
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE

it helps the Arab American
community get the data we need
to advocate for ourselves!



يَلَّا ضَمِّنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!

THE CENSUS MATTERS BECAUSE



يَلَّا ضَمِّنِي إِلَى التَّعْدَادِ
yalla COUNT ME IN!



PLEDGE CARDS

Take a picture holding the full-page *Yalla Count Me In* logo to spread awareness about the campaign, or pose with any of the pledge cards provided above:

- Pledging to participate in the Census 2020 Count
- Pledging to talk with your friends and family about Census 2020
- Pledging to ensure your entire family is counted in Census 2020
- Pledging to contact your elected representatives about ensuring a fair and accurate Census 2020

Use the *Yalla Count Me In* pledge card by printing them and distributing them to staff and community members, allowing them to share why the Census matters to them. You can also take-advantage of the blank, “The Census matters because...” pledge card and write in a response, offering an even more personalized option. Take pictures and upload them to your social media accounts to show the rest of the country that Arab Americans are going to be counted during the 2020 Census.

Note: Pledge cards can also be used as campaign graphics during the Day of Action and beyond—any time you are promoting the pledge or the campaign.

Send us these images for inclusion and we will repost them to our social media account throughout the campaign!

SAMPLE EMAIL TO SUPPORTERS AND COMMUNITY MEMBERS

Below you'll find a sample e-mail to send to the people in your community.

POTENTIAL SUBJECT LINES

Yalla Can We Count You In? Join Our April 1st Day of Action

Pledge to Fill Out The 2020 Census – Yalla Can We Count You In?



SAMPLE CONTENT

Dear [ORGANIZATION NAME] Supporter,

We are excited to announce our participation in the nationwide Census Day of Action on April 1st, an effort to kickstart our campaign to engage Arab Americans in preparation for the 2020 Census. We know how important the Census is to our community and thoroughly believe in Arab American representation. That is why we are joining in on the #YallaCountMeIn campaign.

April marks one year from the official Census day. That is why we must join together now and start working to ensuring every Arab American is fairly and accurately counted.

The Census is important because it allows us to get access to resources and federal funding that is needed for various programs in our local communities, like public schools. It also allows us to get critical data that will give us a better understanding of the needs of our community, helping us become better advocates. The data collected by the Census is used to distribute more than \$800 billion in federal funding. We want to make sure that everyone is counted.

But we can't do this without your help. Please join us by:

- Signing an online pledge and commit to getting yourself counted at YallaCountMeIn.org;
- Sharing your photo with our pledge cards or campaign graphics using the hashtag #YallaCountMeIn on social media; and
- Tweeting, Facebooking, or otherwise sharing your thoughts on why the Census is important.

We are excited to be able to join hundreds of groups across the country for this important campaign and hope you can join us.

Yalla, can we count **you** in!?

Sincerely,

[NAME, ORGANIZATION NAME]



ADDITIONAL RESOURCES

Click the links below to access additional resources related to Arab Americans, the decennial census, and the national campaign, Census Counts, of which the *Yalla Count Me In* campaign is a partner.

[Yalla Count Me In website](#)

[Census 2020 Issue Brief](#)

[Quick Facts About Arab Americans](#)

[AAIF Arab American Demographics Research Summary](#)

[AAIF Census Information Center](#)

[Census Counts website](#)

[Count All Kids website](#)