2020 Census Resource Guide

Digital Action Weekend (May 1-3, 2020)

Introduction

This document is a quick reference guide of key messaging and resources to aid and inform digital activations for May 1–3, during a digital action weekend for organizations, influencers, celebrities and partners to elevate content about the 2020 Census on social media. Make #2020Census trend on social!

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Key Facts About the Census

The basics:

- The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0.
- It's in the Constitution
- There is NOT a Citizenship question on the 2020 Census.

It's important:

- It's about money, power, and data.
- Every year people pay their taxes. Only every 10 years, we help decide how those dollars come back to us. The 2020 Census will help to distribute billions of dollars in federal resources to your community.
- Our community gets resources based on population counts, that helps pay for schools, roads, police, fire, health care and many more services. An undercount in our community would jeopardize our full share of these resources.
- An accurate and complete Census helps businesses, community leaders and elected officials make informed decisions every day.

It's easy:

• For the first time, people can respond online and by phone, in addition to the mail-in option. It takes about 10 minutes to complete and impacts the next 10 years because the next Decennial Census does not happen until 2030.

It's safe and confidential:

• Your data is protected and it's confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.

COVID-19 & the 2020 Census:

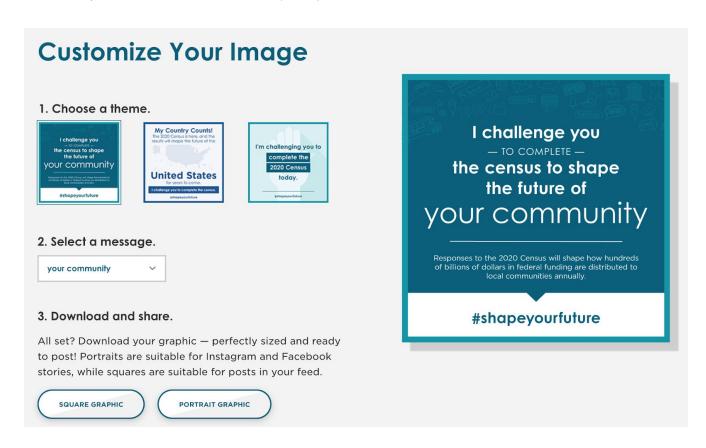
- The 2020 Census is underway and the most important and safe thing you can do is respond online, by phone, or by mail. It has never been easier to respond to the 2020 Census.
- Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up with households.
- Please <u>check this page regularly for updates</u> on operational adjustments in response to COVID-19. See the <u>latest status of operations & current timeline</u>.

Social Media

Share information on your social media channels about the census and why it's important to respond. Everyone can play a role in ensuring that everyone is counted once, only once, and in the right place.

Pledge to Complete the 2020 Census

- You can inspire others. Tell everyone—your friends and family, neighbors and co-workers—that you will complete the census, and that they should respond now, too!
- Post the pledge to social channels to show your support in responding to the census.
- Customize your pledge (English / Spanish). Tag other friends and challenge them to take the pledge and complete the census as well.
- **Instagram Stories:** Post the pledge to your IG story with and tag the friends you are challenging, then post a second slate with the blank pledge so friends can easily share the graphic from there! <u>Customize your post</u>.



Sample Copy: DYK the #2020Census informs hundreds of billions in funding for things like education and health programs that communities need? I pledge to complete the 2020 Census and I am challenging [@ your friends!] to do the same.

General Social Media Collateral & Messaging

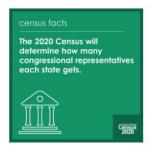
Share graphics, memes, videos, photos, have fun!

- Download Social Media Graphics
- Social Media Video Posts
- Web Badges
- Other Sample Posts
- → Tag @USCensusBureau in your posts. We are on Instagram, Facebook, and Twitter
- → Use the official campaign hashtags: #2020Census and #shapeyourfuture



















- → Link to 2020Census.gov so your followers can learn more and complete the census online

 Here's sample post copy to get you started:
 - In our country, everyone counts—no matter who you are, what you do, how you worship, or whom you love. I'm proud to support the @USCensusBureau and the #2020Census. Respond to the census now at <u>2020Census.gov</u>.
 #shapeyourfuture
 - Why do I support the #2020Census? The census informs where federal funds go every year for things like our healthcare workers, EMTs and firefighters. Go to #2020Census now to respond! #shapeyourfuture
 - The #2020Census counts everyone who lives in the United States. No matter who you are, we all count! Go to <u>2020Census.gov</u> now to be counted. @USCensusBureau. #shapeyourfuture
 - There's still time to shape the future for your community. You can complete the #2020Census now online, by phone, or by mail. Visit 2020Census.gov.
 - No matter where you call home, the #2020Census is your chance to shape the future of your community. Complete the census today! <u>2020Census.gov</u>
 - Complete the #2020Census to help shape the next 10 years for health care and infrastructure. There's still time to respond! Visit <u>2020Census.gov</u>
 - The #2020Census helps direct billions of dollars of funding for things that your community needs, including roads. Complete the census today. Visit 2020Census.gov
 - Help the schools in our communities when their doors reopen and for the next 10 years by responding to the #2020Census now. You can answer online, by phone, or by mail. Visit 2020Census.gov
 - The #2020Census informs funding for the services that keep your community safe and prepared. Complete the census today! 2020Census.gov
 - Your answers to the #2020Census are safe, secure, and used only to produce statistics. Learn more at 2020Census.gov.

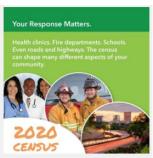
Create Your Own Content

- Go to CreativesForTheCount.org, check out the gallery, download content and post!
- Over 500+ pieces of content have been created through <u>Census Accelerate</u>, an initiative of the U.S. Census Bureau to encourage user-generated, open-sourced content available for anyone to use.
- Create your own content and post your graphics, memes, video, photos and more. Post
 on social media and upload to the <u>Creatives For The Count gallery</u>.



















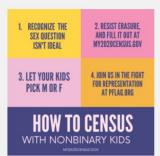


















Make a Video

Create and post a video or PSA (Public Service Announcement) by using the **sample video scripts** below. Check out Census Bureau's <u>library of PSA's</u> and <u>YouTube channel</u> to get inspired!

5 seconds

When you respond to the 2020 Census you help ensure that your community receives the funding for healthcare that it deserves. Respond today at <u>2020Census.gov</u>.

5 seconds

In our country, everyone counts—no matter who you are, how you worship, or whom you love. The 2020 Census is how this great American promise is kept. Respond today at 2020Census.gov.

5 seconds

Even while social distancing, please take a moment to respond to the census. You can do it online, by phone, or by mail. Respond today at <u>2020Census.gov</u>.

15 seconds

Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to <u>2020Census.gov</u> and respond today to make America's tomorrow brighter.

15 seconds

The COVID-19 pandemic underscores the importance of census data and responding to the 2020 Census. Respond today at <u>2020Census.gov</u> and make sure your family, friends, and neighbors do too! It's safe, easy, and important.

15 seconds

It's time to respond to the 2020 Census. Your community needs your help. It's essential that everyone gets counted, including young children. Your responses are safe and confidential. Respond today at <u>2020Census.gov</u>.

15 seconds

The COVID-19 pandemic underscores the importance of Census data and responding to the 2020 Census. Together with data from the Census Bureau's American Community Survey, census data also allows scientists and healthcare experts to model the potential impact of an emerging health threat. Respond today at 2020Census.gov.

30 seconds

The COVID-19 pandemic underscores the importance of responding to the 2020 Census and the importance of census data. That's because your response helps shape decisions about how billions of dollars in federal funds flow into communities each year for the next 10 years for critical services. Like health care clinics. And hospitals. And emergency services like EMTs and fire departments. Emergency situations like COVID-19 illustrate just how important it is to respond to the census. So please do today at 2020Census.gov.

30 seconds

Getting an accurate count of everyone who lives in the United States is so important. Especially right now! The census helps inform how billions of dollars in federal funds are spent every year for services that are critical to all of us, including hospitals, health clinics and emergency response like EMTs and fire departments. Today we all see how important these services are. So, please respond at 2020Census.gov as soon as you can.

30 seconds

There will be parties again soon, and family gatherings. There will be parades and sporting events and concerts. To help our communities when they come back together after the COVID-19 pandemic, I'm asking you to please respond to the 2020 Census now. Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to 2020Census.gov and respond today to make America's tomorrow brighter.

Census Video Prize Challenge

Learn more about the Get Out the Count <u>Video Prize Challenge</u>, with \$50,000 in prizes. This is an excellent opportunity to engage your audiences, networks, partner organizations and trusted voices working on census efforts, as well as individuals, students, content makers and influencers. Challenge <u>Rules and Guidelines</u> available on challenge.gov, please see <u>FAQ's</u> and/or contact <u>census.accelerate@census.gov</u> if you have any questions.

Three prizes will be awarded:

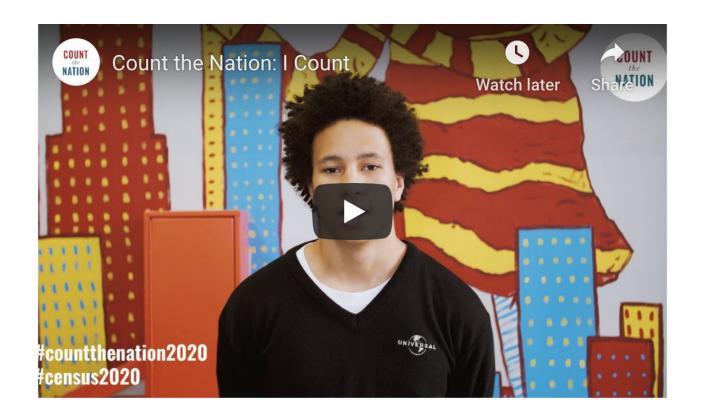
- \$30,000 grand prize
- \$10,000 runner up
- \$10,000 student prize

Promote the Video Challenge on social media, sample posts below:

link: bit.ly/CensusVideoChallenge | Share video animation/ promo graphics on social media

- Got some time on your hands? Check out how making a short video for the #2020Census could win you \$30,000. Submit your entry by May 7th (link) #CensusVideoChallenge
- Calling all content creators! Create a short video about the #2020Census for your chance to win you up \$30,000. Apply by May 7th! (*link*) #CensusVideoChallenge
- Calling all students! Got some extra time on your hands? Create an original short video about the #2020Census for a chance to win up to \$30,000. (link) #CensusVideoChallenge
- Can you produce quality video content for the #2020Census? Then try your hand at winning up to \$30,000 in the #CensusVideoChallenge open until May 7th. The Census is looking for the most impactful, inspiring, creative, and short original videos to help GET OUT THE COUNT. (link)

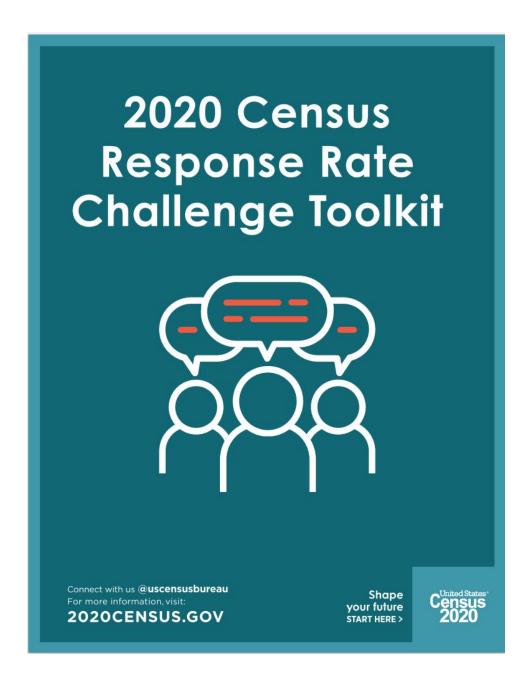




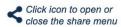


Join the Response Rate Challenge

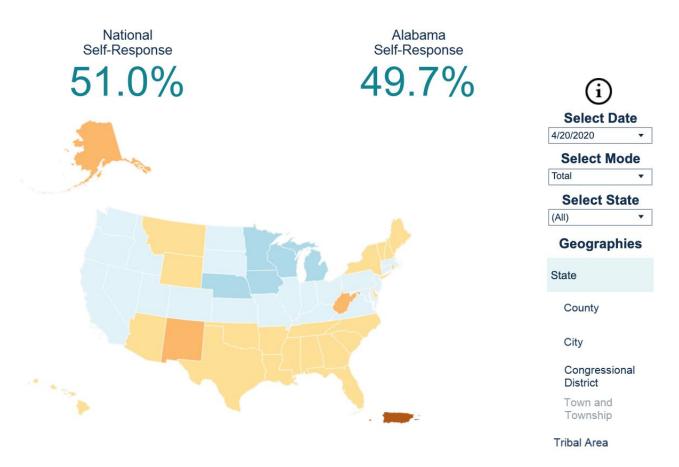
- Are you curious about how many people in your community are responding to the 2020 Census? Check out how your county, city, or state is doing and <u>challenge</u> <u>everyone</u> to increase response rates for your state, city or county.
- While you keep tabs on local response rates, challenge others on social media to respond, check out the <u>Response Rate Challenge Toolkit!</u>



2020 Census Self-Response by State



This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in <u>rankings here</u>.



https://2020census.gov/en/response-rates.html

National Campaigns of Census Partners

Take a look at social media toolkits and other content from partner's national campaigns:

CensusCounts.org

Countusin2020.org

Countallkids.org

Hagasecontar.org

Countthenation.org

Rockthevote.org

Census.narf.org

2020 Census Language Translation Resources

The <u>2020census.gov</u> informational website and language guides are available in **59 non-English languages**.

The online questionnaire itself (<u>my2020census.gov</u>) is available in **13 languages** (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).

- <u>Video Language Guides</u> "How-to" walkthrough videos that help respondents complete the 2020 Census **online**.
- <u>Print Language Guides</u> These help respondents complete the 2020 Census **paper form**. Also available in braille and large print.
- <u>Language Glossaries</u> Translations of commonly used terms for the 2020 Census.
- <u>Language Templates</u> Template versions of the guides and glossaries are available for communities to create materials in additional languages beyond the 59 supported non-English languages.

Official Census Bureau Campaign

Shape Your Future. Start here. Awareness Campaign videos 2020 Census Ads

2020 Campaign Slogan & Messaging

"Shape Your Future. START HERE." is the foundation for all advertising and communications about the 2020 Census. This tagline highlights that people can shape their future by responding to the 2020 Census. The campaign reinforces that message by explaining how their future and their community's future are impacted by the 2020 Census.

Message Testing & Research Studies

2020 Census Barriers Attitudes and Motivators Study (CBAMS)

- CBAMS Summary Findings Presentation
- CBAMS Survey Report
- CBAMS Focus Groups Report

Audience Segmentation

2020 Census audience segments are groups of census tracts with similar predicted self-response behavior and similar demographic variables associated with self-response. These audience segments were determined by the U.S. Census Bureau for their distinctive patterns of media consumption and distribution of census mindsets. The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond.

2020 Census Audience Segments

Hard-to-Count (HTC) populations

The Census Bureau recognizes a range of socio-demographic and other groups as hard-to-count. The following communities are at risk of being undercounted in the 2020 census. These individuals are considered hard-to-locate; hard-to-contact; hard-to-persuade; and/or hard-to-interview.

- African American and Black
- American Indian and Alaska Native (AIAN)
- Asian America, Native Hawaiian, and Pacific Islander
- Hispanic / Latinx
- Middle Eastern and North African (MENA)
- LGBTO+
- Children 0-5
- Complex households/ multi-family households
- Low English proficiency/ ESL
- Low internet proficiency

- Digitally disconnected communities
- Immigrants
- Rural populations
- Young and mobile/ Millennials/ Gen Z
- University/ College Students
- Renters

Responding to the 2020 Census

Paper Questionnaire:

2020 Census Questionnaire (Paper Form)
Respondent Guide

Online - Internet Self Response:

Video of the online census

Questions and Answers for Stakeholders Supporting the 2020 Census

Invitation Letter:

Sample copy of the Census letter inviting households to respond

Materials, Factsheets and Other Resources

Census 101: What you Need to Know

How the 2020 Census will invite everyone to respond

Census at a Glance Factsheet/Timeline

Who counts on the census?

Questions asked on the Census

About Census Takers/Enumerators

2020 Census Press Kit

Brand Guidelines, US Census Bureau

2020 Census Outreach Materials

Where you are counted matters- Residence Criteria

The Census Safety and Security