2016 Census Test

**census.gov/2016Partners**

### Social Media Content for Partners: March 2016

Note to Partners: Thank you for helping us spread the word about the 2016 Census Test in Harris County. Your trusted voice can help make a difference and help us educate your community about the test census. The suggested social media content contained here will help you inform the public about the test.

When posting any of this content on your Facebook page, the U.S. Census Bureau’s name will appear in a drop-down menu after you begin to manually type the “@” symbol and begin to manually type

“uscensusbureau.” Select the U.S. Census Bureau page and continue entering the rest of the post. This will tag the Census Bureau on Facebook and create a live link to the Census Bureau’s Facebook page.

In addition, partners can visit the Census Bureau’s Facebook page to share published posts by clicking “Share” and selecting “On a page you manage” from the drop-down menu. This action will link to

the Census Bureau’s Facebook page and post the selected content to the partner’s Facebook page timeline. Similarly, a partner can visit the Census Bureau’s Twitter account to share content available on this platform.

Other Social Media Tips for Partners:

1. Follow @uscensusbureau on Twitter and “Like” the Census Bureau’s Facebook page to stay up to date

about the 2016 Census Test.

1. Include #WeCount2016 in social media posts about the 2016 Census Test. That way, your posts and multimedia will appear in searches of the hashtag.
2. Search #WeCount2016 for social media mentions and engage with others who are talking about the 2016 Census Test by commenting on posts and replying to tweets. That way we can generate organic, two-way conversations about the test.
3. Monitor posts and reply to questions and comments. If you don’t know the answer, instruct the user to visit the Census Bureau’s Facebook page to comment on a 2016 Census Test Facebook post with their question. On Twitter, instruct them to ask their questions at @uscensusbureau using #WeCount2016.
4. Encourage Harris County residents to participate in the #WeCount2016 photo campaign. Instructions are outlined in the social media content on the next page.

Census Online Properties for Reference:

* [Census Facebook page: www.facebook.com/uscensusbureau](http://www.facebook.com/uscensusbureau)
* [Census Twitter timeline: http://twitter.com/uscensusbureau](http://twitter.com/uscensusbureau)
* 2016 Census Test landing page: census.gov/2016censustest

**WE COUNT**

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**Spread the word**

#### U.S. Census Bureau Partners — 2016 Census Test Example: 2016 Census Test: March – May 2016

|  |  |  |
| --- | --- | --- |
| **Facebook Post** | **Tweet** | **Image (Images require 23 characters on Twitter)** |
| Harris County residents! You have  the chance to participate in the  2016 Census Test. Learn how,  and like this post if you support  #WeCount2016:  http://go.usa.gov/cySqP | The 2016 Census Test opens on  3/21! #WeCount2016:  http://go.usa.gov/cySqP |  |
| We’re partnering with the  @uscensusbureauto spread the  word about the 2016 Census Test  because it will help our nation’s  communities receive the funding  and services they need. Like this  post if you’ll join #WeCount2016:  http://go.usa.gov/cySqP | We’re partnering w/ @  uscensusbureau for  #WeCount2016 to promote the  2016 Census Test. Learn more:  http://go.usa.gov/cySqP |  |
| Why do #WeCount2016?  Because findings from the U.S.  Census Bureau’s 2016 Census  Test will save taxpayers money  and improve the way the  #2020Census is conducted.  To learn more about the 2016  Census Test being conducted in  our area, visit  http://go.usa.gov/cySqP | Want to learn more about the  2016 Census Test going on in our  area? Visit the @uscensusbureau  2016 test page to learn more:  http://go.usa.gov/cySqP |  |
| Are you ready to make history?  By participating in the  @uscensusbureau’s 2016 Census  Test, Harris County residents can  help transform how the national  census is delivered in 2020.  #WeCount2016 starts March 21.  Here’s how you can participate:  http://go.usa.gov/cySqP | #WeCount2016 to improve how  the #2020Census is delivered.  Join us to help make history:  http://go.usa.gov/cySqP |  |
| Why was Harris County chosen  for a @uscensusbureau’s test  census? Learn the demographic  factors that made our region  the ideal site for the 2016 Census  Test, and tell us why you support  #WeCount2016:  http://go.usa.gov/cySqP | Read factors that made  our region ideal for 2016  Census Test & RT to share why  #WeCount2016:  http://go.usa.gov/cySqP |  |
| We are on the road to 2020.  By participating in the 2016  Census Test, you can help the US  prepare for the #2020census!  #WeCount2016  http://go.usa.gov/cySqP | RT if you’ll join #WeCount2016  to help improve delivery of the  #2020Census  http://go.usa.gov/cySqP |  |



**U.S. Census Bureau Partners — 2016 Census Test Continued Example: 2016 Census Test: March – May 2016**

|  |  |  |
| --- | --- | --- |
| **Facebook Post** | **Tweet** | **Image (Images require 23 characters on Twitter)** |
| Why do #WeCount2016?  Because if residents in our  community aren’t counted in  2020, we could lose millions in  federal funding. Learn why it’s up  to us to pave a brighter future for  our nation by participating in the  @uscensusbureau’s 2016 Census  Test:  http://go.usa.gov/cySqP | Why do #WeCount2016?  Because we want to help the  @uscensusbureau prep for the  #2020Census.  http://go.usa.gov/cySqP |  |
| Data collected by the  @uscensusbureau helps our  community draw voting and  school district lines. That’s why  it’s important that everyone  participate in the 2016 Census  Test, ensuring we’re all equally  represented. Join us and pledge  to participate by sharing a photo  with #WeCount2016:  http://go.usa.gov/cySqP | We’re on the road to 2020.  Pledge to participate in the  2016 Census Test to make sure  #WeCount2016  http://go.usa.gov/cySqP |  |
| The U.S. Census Bureau’s 2016  Census Test in our area will  provide reliable insight that will  help save taxpayers money for  the #2020Census. Be a part of  this so that we can make sure  #WeCount2016  http://go.usa.gov/cySqP | Participate in #WeCount2016  to make #2020Census more  efficient & effective.  http://go.usa.gov/cySqP |  |
| By participating in the  @uscensusbureau’s 2016 Census  Test, you’re helping protect our  nation’s citizens by ensuring  everyone is counted in the  #2020Census. Everyone deserves  to be represented—Learn how  you can join us in spreading the  word about #WeCount2016:  http://go.usa.gov/cySqP | Help ensure everyone is  represented in the #2020Census  by spreading the word about  #WeCount2016:  http://go.usa.gov/cySqP |  |
| You can make history by helping  to improve the delivery of the  national census in 2020. Find  out how you can participate in  #WeCount2016 by taking the  @uscensusbureau’s 2016 Census  Test:  http://go.usa.gov/cySqP | Learn how 2016 Census  Test findings will shape the  #2020Census’ future & see why  #WeCount2016:  http://go.usa.gov/cySqP |  |

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#### U.S. Census Bureau Partners — 2016 Census Test Example: Census Day Tweets/Posts

|  |  |  |
| --- | --- | --- |
| **Facebook Post** | **Twitter Post** | **Suggested Graphic** |
| We’re partnering alongside the  U.S. Census Bureau and counting  down to Census Day! Make sure  you fill out your census form so  that #WeCount2016! | We’re counting down to  Census Day alongside the @uscensusbureau! RT to join us for  #WeCount2016. |  |
| We’ve only got XX days until  Census Day! Help the U.S. Census  Bureau prep for 2020 by being a  part of history and making sure  #WeCount2016! | XX days until Census Day!  #WeCount2016 |  |
| Want to be a part of history?  Be sure to fill out your form  and spread the word about  #WeCount2016. | Want to be a part of history? Be  sure to fill out your census form!  #WeCount2016 |  |

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