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 Los Angeles 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 “U.S.

Census Bureau.” 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 Los Angeles 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>
* 2016 Census Test landing page: [www.census.gov/2016censustest](http://www.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)** |
| LA residents! You have thechance to participate in the2016 Census Test. Learn how,and like this post if you support#WeCount2016:http://go.usa.gov/cySqP | The 2016 Census Test opens on3/21! #WeCount2016:http://go.usa.gov/cySqP |  |
| We’re partnering with the@uscensusbureau to spread theword about the 2016 Census Testbecause it will help our nation’scommunities receive the fundingand services they need. Like thispost if you’ll join #WeCount2016!http://go.usa.gov/cySqP | We’re partnering w/@uscensusbureau for#WeCount2016 to promote the2016 Census Test. Learn more:http://go.usa.gov/cySqP |  |
| Why do #WeCount2016?Because findings from the U.S.Census Bureau’s 2016 CensusTest will save taxpayers moneyand improve the way the#2020Census is conducted.To learn more about the 2016Census Test being conducted inour area, visithttp://go.usa.gov/cySqP | Want to learn more about the2016 Census Test going on in ourarea? Visit the @uscensusbureau2016 test page to learn more:http://go.usa.gov/cySqP |  |
| Are you ready to make history?By participating in the@uscensusbureau’s 2016 CensusTest, LA residents can helptransform how the nationalcensus is delivered in 2020.#WeCount2016 starts March 21.Here’s how you can participate:http://go.usa.gov/cySqP | #WeCount2016 to improve howthe #2020Census is delivered.Join us to help make history:http://go.usa.gov/cySqP |  |
| Why was L.A. chosen for a@uscensusbureau’s test census?Learn the demographic factorsthat made our region the idealsite for the 2016 Census Test,and tell us why you support#WeCount2016:http://go.usa.gov/cySqP | Read factors that madeour region ideal for 2016Census Test & RT to share why#WeCount2016:http://go.usa.gov/cySqP |  |
| We are on the road to 2020.By participating in the 2016Census Test, you can help the USprepare for the #2020census!#WeCount2016http://go.usa.gov/cySqP | RT if you’ll join #WeCount2016to help improve delivery of the#2020Censushttp://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 ourcommunity aren’t counted in2020, we could lose millions infederal funding. Learn why it’s upto us to pave a brighter future forour nation by participating in the@uscensusbureau’s2016 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 ourcommunity draw voting andschool district lines. That’s whyit’s important that everyoneparticipate in the 2016 CensusTest, ensuring we’re all equallyrepresented. Join us and pledgeto participate by sharing a photowith #WeCount2016:http://go.usa.gov/cySqP | We’re on the road to 2020.Pledge to participate in the2016 Census Test to make sure#WeCount2016.http://go.usa.gov/cySqP |  |
| The U.S. Census Bureau’s 2016Census Test in our area willprovide reliable insight that willhelp save taxpayers money forthe #2020Census. Be a part ofthis so that we can make sure#WeCount2016:http://go.usa.gov/cySqP | Participate in #WeCount2016to make #2020Census moreefficient & effective.http://go.usa.gov/cySqP |  |
| By participating in the@uscensusbureau’s 2016 CensusTest, you’re helping protect ournation’s citizens by ensuringeveryone is counted in the#2020Census. Everyone deservesto be represented—Learn howyou can join us in spreading theword about #WeCount2016:http://go.usa.gov/cySqP | Help ensure everyone isrepresented in the #2020Censusby spreading the word about#WeCount2016.http://go.usa.gov/cySqP |  |
| You can make history by helpingto improve the delivery of thenational census in 2020. Findout how you can participate in#WeCount2016 by taking the@uscensusbureau’s 2016 CensusTest:http://go.usa.gov/cySqP | Learn how 2016 CensusTest 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**

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| **Facebook Post** | **Twitter Post** | **Suggested Graphic** |
| We’re partnering alongside theU.S. Census Bureau and countingdown to Census Day! Make sureyou fill out your census form sothat #WeCount2016! | We’re counting down toCensus Day alongside the@uscensusbureau! RT to join us for#WeCount2016 |  |
| We’ve only got XX days untilCensus Day! Help the U.S. CensusBureau prep for 2020 by being apart 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 formand spread the word about#WeCount2016 | Want to be a part of history? Besure to fill out your census form!#WeCount2016 |  |

## 16Partners