



2020 Census Engagement Toolkit for Students

2020CENSUS.GOV
#2020CENSUS

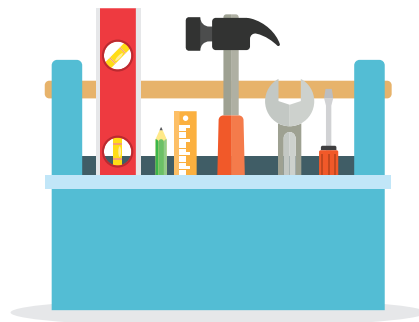
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Census
2020

Using This Toolkit

Thank you for supporting the 2020 Census. Your engagement is essential in informing members of your community about the 2020 Census and spreading awareness about responding to the U.S. Census Bureau.

Your 2020 Census Engagement Toolkit for Students contains information about the census and social media guidelines, tips, and sample posts that will help you reach out to the people in your community and increase their awareness of the 2020 Census.



Census Fast Facts

- As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The U.S. Census Bureau counts every resident in the United States. It is mandated by Article I, Section 2 of the U.S. Constitution and takes place every 10 years. Not only do we have to count people, we have to know where they live so we can provide accurate population numbers for counties, states, municipalities, etc. These numbers are used to draw school and voting districts.
- Census data, collected every 10 years, determines your representation in Congress and determines how funds are spent in your community on things like roads, schools, and hospitals.
- The 2020 Census will use a new design that incorporates online and phone response options in addition to the traditional paper option. The online response option allows people to respond on their desktop computers, laptops, smartphones, or tablets.
- Here's how the census helps you and your community:
 - Communities use the information to plan bus routes, draw school district boundaries, and offer community services.
 - Businesses use census data to decide where to put a store, office, or plant. These new locations create jobs and support the community's economy.
 - Businesses use the information to determine what to sell in their stores so communities get what they need.
 - The information helps your community receive funding from the federal government.



Social Media Guidance

Thank you for helping us spread the word about the 2020 Census. Your trusted voice can help make a difference and help us educate your community about the 2020 Census. The suggested social media content and best practices contained below will help you inform the public about the census.

Census Bureau Specific Tips

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 "uscensusbureau." Select the 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, you 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 your Facebook page timeline. Similarly, you can visit the Census Bureau's Twitter account to share content available there.

When sharing Census Bureau content on social media, we suggest incorporating our content strategy which is focused on three different content types:

- **Priority:** content that connects our data to nationally trending conversations and topics—focused on the 2020 Census and surveys.
- **News-based/timely:** content influenced by ongoing public conversations—timely messaging on news or events and inserting ourselves into the conversation.
- **Evergreen:** content that speaks to the value of our data and draws the connection to everyday life and importance of survey participation.



After determining the content type, you can determine the right social media platform for posting. We encourage you to share our social media posts relevant to your audience. Don't forget to tag us in your census-related posts so that we're notified when you're giving us a shout-out. To get a list of our current social media platforms, visit <https://census.gov/about/contact-us/social_media.html>.

Follow and Monitor

- To stay up-to-date about 2020 Census information, "Like" the Census Bureau's Facebook page and follow us on Twitter @uscensusbureau.
- 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 Facebook post with their question, or send us a message. On Twitter, instruct them to ask their questions at @uscensusbureau.

If You See Something, Say Something

As a trusted voice working to share information for the Census Bureau, there may be instances where you respond to comments or questions on social media about the Census Bureau. Make it clear that you're not an official Census Bureau spokesperson. Don't create social media accounts using the Census Bureau brand to communicate with customers on behalf of the agency. By helping us, you are our eyes and ears on social media. If you see something happening or trending on social media concerning the Census Bureau, please let us know by contacting rumors@census.gov.

Questions? Ask!

Census Bureau personnel are eager to help. You can contact the Census Bureau social media team at <cnmp.social.media.list@census.gov>.

Census Bureau Online Properties for Reference

- Facebook page: <www.facebook.com/uscensusbureau>
- Twitter timeline: <<http://twitter.com/uscensusbureau>>
- 2020 Census landing page: <www.2020census.gov>



Social Media Best Practices

Know Your Audience

Before deciding which social media platforms to join, first, consider your audience. If you're not sure who your audience is, think about your community demographics—such as age, education, geographic region, and cultural or ethnic background. Once you have a clear picture of who your potential audience is, you can determine which social media platforms to use. If your audience is not on a specific platform, then you shouldn't be either. It's important to develop a social media strategy that aligns with and supports your school's mission and overall communications strategy.

Develop Your Content

Once you've identified the social media platforms to reach your audience, the next step is to develop a content strategy. Aim to develop and share content that is relevant to your audience. Focus on the quality of posts, not quantity of posts. Avoid spamming your audience. You don't want to lose your followers that you've worked so hard to gain.

Brand Voice and Tone

After you build a following, creating a strategy for content development and posting online is only the first step. You must engage with your followers to earn their trust and increase transparency. Consider how you want to establish your brand voice and tone on your social media platforms. Your brand voice is your identity. When you reply to private or public messages from your followers, you are establishing your brand voice. In addition to responding to your followers, the visuals and captions you post also establish your brand voice—so it's important that your brand voice is consistent. Use good judgment in deciding how you want to engage or respond on social media, and consult with your team on sensitive or controversial topics.



Comment Policy

It is highly recommended that you consider developing a comment policy or social media community guidelines. If you host live chats, you have a responsibility to ensure that the public can share their thoughts on the relevant topic being discussed; however, you may reserve the discretion to delete or not allow comments that contain the following:

- Vulgar or abusive language.
- Personal or obscene attacks of any kind.
- Offensive terms targeting individuals or groups.
- Threats or defamatory statements.
- Links to any site.
- Suggestions or encouragement of illegal activity.
- Multiple, successive, off-topic posts by a single user, or repetitive posts copied and pasted by multiple users, or spam.
- Unsolicited proposals or other business ideas or inquiries.
- Promotion or endorsement of commercial services, products or entities. (Note: noncommercial links that are relevant to the topic or another comment can be acceptable.)

Nothing Is Ever Deleted

Even though you can delete social media posts, nothing you share on the Internet is gone forever. Please think before you share something, especially on behalf of an organization. Don't share any information that is not public. If you make a mistake, apologize and quickly correct it. Remember your established brand voice and respond accordingly.

Establish Metrics and Goals

When you're developing your social media strategy, you should establish metrics for measuring the overall success and impact of your efforts. Metrics can also help you refine your strategies, support your social media goals, and guide the kind of content you should or shouldn't post. Most social media platforms provide free analytics that give you a general sense of how you're doing. The following are suggested key metrics to regularly track:



- Reach: total number of people who saw a post (that includes fans and nonfans) on their news feeds, on your page, and as shared by friends.
- Impressions: number of times a user is served a tweet in their timeline or search.
- Engagements: number of times users interact with a tweet (like it, retweet, and/or click on any links, images, videos, or hashtags).
- Engagement rate: number of engagements divided by impressions and multiplied by 100 or the percentage of those who did something with the tweet.
- Web site referral traffic.
- Follower count.
- Number of conversations with customers on social media.
- Suggestions or feedback.
- Product/content improvements made from suggestions.

Patience Is a Virtue

It takes time to earn the trust of your audience and build a social media community. Build your followers by following other people or organizations that support the same target audience. Find the influencers in your community and follow them. Give each platform about a year to grow and develop. Track your milestones, and then reflect on the past year's accomplishments and areas to improve. Set new milestones for what your organization can focus on in the next year.



Social Media Content

Here are sample posts you can use and personalize on your social media channels to assist us with promoting the 2020 Census.

Instagram

English

Help your community ensure an accurate count in the #2020Census. Visit <www.2020census.gov> to learn more!

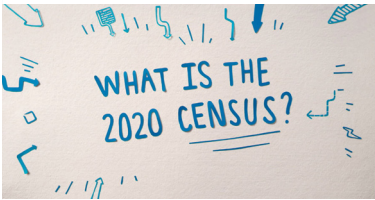
Spanish

Ayude a su comunidad a asegurar un conteo preciso en el #Censodel2020. Visite <www.2020census.gov> para obtener más información.



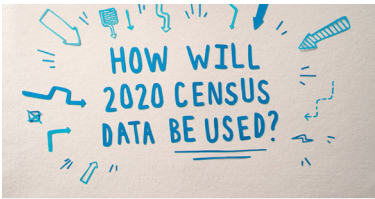
YouTube

Public Service Announcements (PSAs) are an effective way to educate the public about the importance of the 2020 Census and why participation matters. Share these 2020 Census YouTube PSAs on your social media channels:



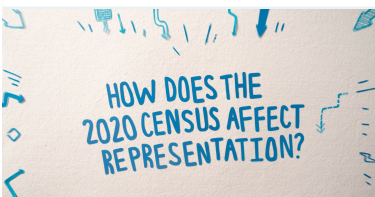
What is the 2020 Census?

(:30) <<https://youtu.be/Syg4zqb0iCU>>



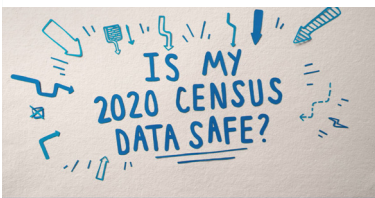
How Will 2020 Census Data be Used?

(:30) <<https://youtu.be/zuEo-IXtVjc>>



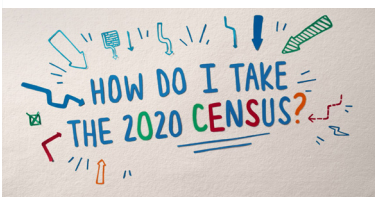
How Does the 2020 Census Affect Representation?

(:30) <<https://youtu.be/83UNSPG3BHA>>



Is My 2020 Census Data Safe?

(:30) <https://youtu.be/qzmB5oJQ_z4>



How Do I Take The 2020 Census?

(:20) <<https://youtu.be/wg2mPgmyvBg>>

Twitter

English

Make sure your state is correctly represented in Congress by participating in the #2020Census. Learn more here <www.2020census.gov>.

Spanish

Participe en el #Censodel2020 y asegúrese de que su estado esté correctamente representado en el Congreso. Obtenga más información aquí <www.2020census.gov>.



Facebook

English

Every ten years, The @uscensusbureau is responsible for conducting the nationwide census. Make sure your community is counted in the #2020Census. Learn more at <www.2020census.gov>.

Spanish

Cada diez años, @uscensusbureau es responsable de llevar a cabo el censo nacional. Asegúrese de que su comunidad se cuente en el #Censodel2020. Obtenga más información en <www.2020census.gov>.



Tips For E-mail Messages

A well-worded e-mail can be an effective way to communicate with many members of your community. Here are a few tips for writing your own e-mail:

- Write an attention-grabbing subject line, but keep it short. E-mail systems often cut off subject lines longer than 50 characters.
- Put the most important information first.
- Feature calls to action—the action(s) you'd like the reader to take.
- Keep it short. People typically spend only seconds scanning an e-mail.
- Use bold font, subheads, bullets, or other methods to clarify the message, promote the call to action, and enable the reader to skim the e-mail.



The U.S. Census Bureau would like to thank you for helping to promote the 2020 Census. If you have additional questions about the toolkit or the Statistics in Schools program, please reach out to us at statsinschools@census.gov.

