



## **Social Media Partner Toolkit – Census Questions**

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Integrating social media into the Census 2020 campaign and activities encourages participation, conversation and a sense of community – all of which can help spread key messages and influence decision-making.

Through social media, legislators and partners can deliver messages tailored to target audiences in a format that is customized to increase the availability and reach of content. Likewise, tapping into personal social networks, presenting information in multiple formats, and utilizing multiple sources to deliver information may make messages more widespread and effective.

This guide provides partners with strategies for social media planning and development, as well as best practices for participating and engaging in conversations about the 2020 Census on Facebook, Twitter and Instagram.

### **Communications Strategy**

Social media is just one tool in a larger, integrated education and communications strategy. In addition to Facebook, California Complete Count – the Census 2020 campaign uses several other channels to increase access to messages, including digital ads, search engine optimization, and collaborative dissemination.

Overarching communication goals should be considered when developing social media activities. The key to effective social media outreach includes identifying and determining target audiences, outreach objectives, social media outlets, and the amount of resources (time and effort) to be invested.

### **Creative Design**

It is important to develop culturally appropriate creative content (images, videos, gifs, other) to correspond with each social media post. Be sure to evaluate proposed content for errors in research, data, statistics, language, cultural sensitivity, diversity in images, and video.



## Guiding Principles

**1. Make Strategic Choices and Understand the Level of Effort:** Be strategic and follow demographic and user data to make choices based on audience, communications objectives, and key messages. Ensure your organization has the staff resources to maintain a social media presence and provide accurate and timely responses to comments and questions.

**2. Reach People Everywhere:** Social media can help reach people everywhere—your organization can assess the relative popularity of social media sites in your organization's area by reviewing user statistics and demographics. If your organization has the capability to promote posts, your organization can target specific groups, like parents, physicians, or racial and ethnic groups that may benefit the effective dissemination of Census-related information.

**3. Make Sure Messages Are Science-Based:** As with all effective communication, messages developed for dissemination through social media channels should be accurate, consistent, and science-based. This is especially true for messages related to the Census and its impacts on public resources. It is important to not overstate risks or benefits.

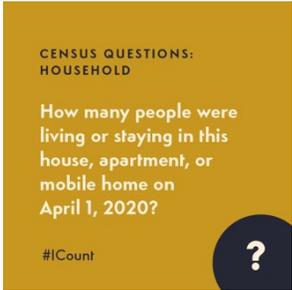
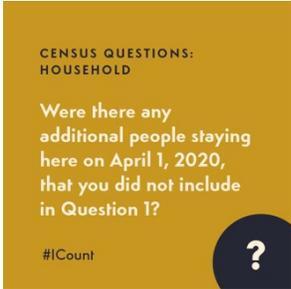
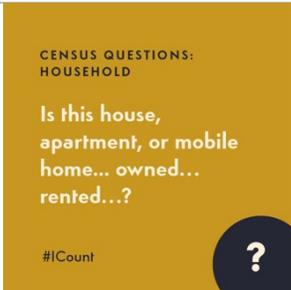
**4. Encourage Participation:** Social media allows for the tailoring of messages to express empathy and acknowledge concern, promote action, and listen to what people are saying about Census-related topics. Two-way conversations can foster meaningful communication with your audience. Active engagement attracts social media followers and builds an on-line community by developing relationships and facilitating sharing and interaction.

**5. Leverage Networks:** Sharing content created by partner organizations enhances Census messaging and may be accomplished without increasing staff workload. As long as information comes from a reputable, trusted source, recycling, or upcycling content may help reach a broader audience outside of your established network.



## Social Media Posts – Census Questions

**Note: These can be posted as 4 separate, categorized posts, as a single Tweet thread, or as one Facebook or Instagram post with multiple images.**

<p><b>Post 1</b></p>	<p><u>Main Post Copy/Tweet 1</u></p>
<p><b>Post 1a</b></p> 	<p>The #2020Census is a simple survey that you will fill out about yourself and everyone who is living in your home as of April 1, 2020. Here's a preview of the first 4 questions you'll be asked. These questions apply to your household and you will only be asked to complete them one time. Go to the link in our bio to learn more about how to participate in the #2020Census today. #ICount #CaliforniaForAll</p> <p>Caption for Post 1 a/Tweet 2</p> <p>1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?</p>
<p><b>Post 1b</b></p> 	<p>Make sure you count everyone who lives and sleeps in your home most of the time. This includes children, roommates, friends, and family members, even if they are only living with you temporarily.</p> <p>Caption for Post 1b/Tweet 3</p> <p>2. Were there any additional people staying here on April 1, 2020, that you did not include in Question 1? (Mark all that apply)</p>
<p><b>Post 1c</b></p> 	<p>Mark the box for anyone that you may have missed on the first question. The purpose of this question is to ensure that no one is missed on your Census form so that we get a complete count of everyone.</p> <p>Caption for Post 1c/Tweet 4</p> <p>3. Is this house, apartment, or mobile home... (Mark ONE box)</p>
	<p>Mark the box that represents your current rental or homeownership status.</p> <p>Caption for Post 1d/Tweet 5</p>



CENSUS QUESTIONS:  
HOUSEHOLD

What is your  
telephone number?

#ICount



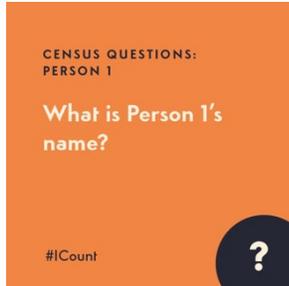
#### 4. What is your telephone number?

Provide a phone number that the Census Bureau can use to reach you in case there are any questions about your Census form. You will only be contacted for official Census business, and this phone number will not be shared

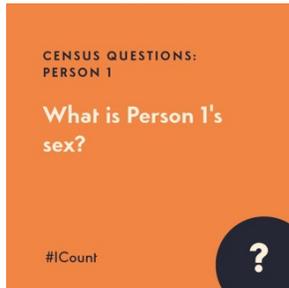


## Post 2

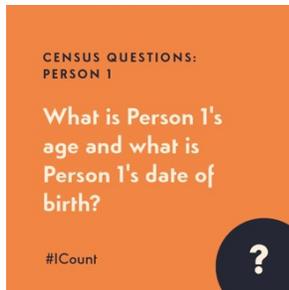
### Post 2a



### Post 2b



### Post 2c



## Main Post Copy/Tweet 1

Once you complete the first 4 household questions on the #2020Census, you will be asked to list Person 1 in your household. You should list the person who owns the home or pays rent as Person 1, or you can list any adult in the home. Here's a preview questions 5-7 that you'll be asked about Person 1. Go to the link in our bio to learn more about how to participate in the #2020Census today. #ICount #CaliforniaForAll

## Caption for Post 2a/Tweet 2

### 1. What is Person 1's name?

List the first name, middle initial, and last name of Person 1.

## Caption for Post 2b/Tweet 3

### 2. What is Person 1's sex? (Mark ONE box)

The Census does not allow individuals to identify themselves as a sex other than male or female, or as more than one sex. You should check the box that is most representative of your sex. Remember, responses are confidential and will not be shared outside of the Census Bureau.

## Caption for Post 2c/Tweet 4

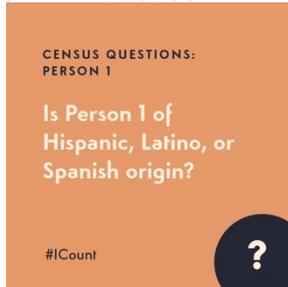
### 3. What is Person 1's age and what is Person 1's date of birth?

Make sure you list Person 1's age as of April 1, 2020. If this person is a baby under 1 year old, you should list their age as 0 (do not write their age in months).

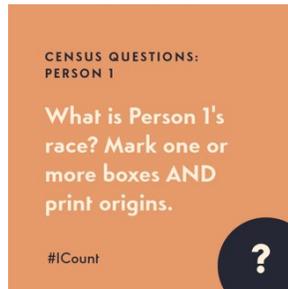


### Post 3

#### Post 3a



#### Post 3b



#### Master Post Copy/Tweet 1

You're almost done filling out your Census for Person 1! There are just two more questions to complete. Make sure you answer BOTH questions. Here's a preview of them.

Go to the link in our bio to learn more about how to participate in the #2020Census today. #ICount #CaliforniaForAll

#### Caption Post 3a/Tweet 2

1. Is Person 1 of Hispanic, Latino, or Spanish origin?

Hispanic/Latino origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the US. People who identify as Hispanic, Latino, or Spanish may be any race. For this Census, Hispanic/Latino origins are not considered a race.

#### Caption Post 3b/Tweet 3

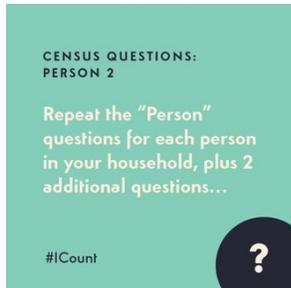
2. What is Person 1's race? Mark one or more boxes AND print origins.

You can check as many boxes as apply to you. Make sure to print origins in the box for race as provided.

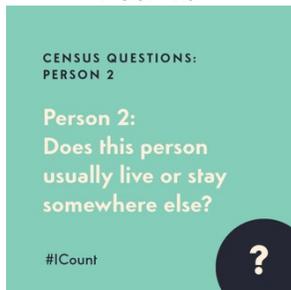


### Post 4

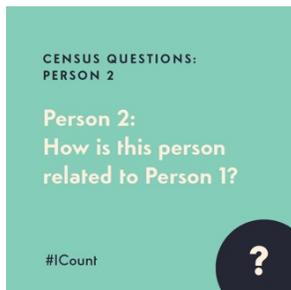
#### Post 4a



#### Post 4b



#### Post 4c



### Master Post Copy/Tweet 1

After you complete the questions for Person 1, you will be asked to complete a similar questionnaire for each additional person living in your household. List the next person in your household as Person 2. The questions for Person 2 will be the same as those for Person 1 with two additional questions. Here's a preview of those questions!

See our previous posts for a preview of the other questions that will be asked and go to the link in our bio to learn more about how to participate in the #2020Census today. #ICount #CaliforniaForAll

Caption for Post 4a/Tweet 2 (Mark all that apply)

Does this person usually live or stay somewhere else?

Mark any answers that apply to Person 2. This question is used to make sure that the Census Bureau only counts this person one time.

Caption for Post 4b/Tweet 3

How is this person related to Person 1? (Mark ONE box)

Mark the box that describes the relationship this person has to Person 1. Remember, Census responses are confidential and will not be shared outside of the U.S. Census Bureau.

[#CaliforniaForAll](#) [#ICount](#)