



Urban League of
Louisiana

2020
CENSUS

POWER. RESOURCES. REPRESENTATION.

Digital Census Day Social Media Toolkit

Thank you for being a partner in the Urban League of Louisiana's Digital Census Day! Below are a variety of digital ways that you can raise awareness on **April 1st, Census Day**, to help ensure a complete count in 2020. Included are ready-to-use social media posts by theme – this way you can select the key messages that are most relevant to, and will resonate with, the people you reach on social media.. YOU are a trusted messenger, and your voice is critical in making sure our friends, family, neighbors and colleagues understand how critical it is that they be counted in the Census. Whether you are participating as an individual, an organization, a church, or business – **thank you for doing your part.**

CONTENT - WAYS YOU CAN ENGAGE

1. Social media content by theme:

- Social Distancing
- Count Your Children
- The Census is Safe
- Louisiana Specific

2. Newsletter and email blast templates

3. Phone call and text scripts

THE ONLY RULE:

Tag #ULLACensusDay in your social media posts and track and report back on your outreach efforts. Contact Nicole Jolly at njolly@urbanleaguela.org with any questions.

Key Census Day Talking Points

Emergencies like the COVID-19 pandemic are precisely why the government needs accurate Census data.

Households can self-respond to the Census online at <http://my2020census.gov/> or over the phone in English by dialing 844-330-2020, in Spanish at 844-468-2020 or Vietnamese at 844-461-2020.

Households do not need an ID code to respond to the Census online or by phone.

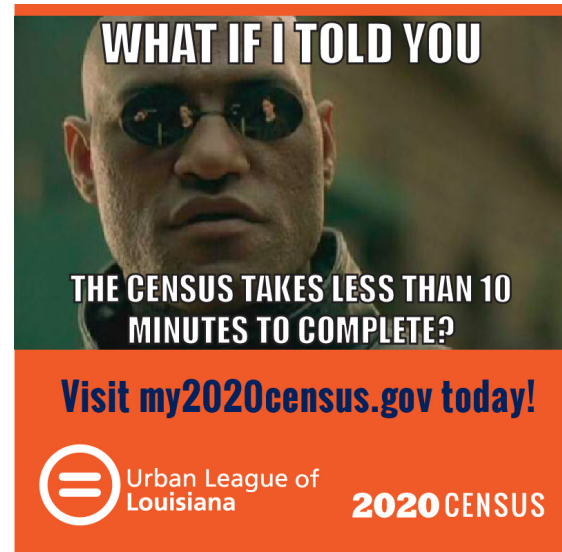
Census participation will help ensure Louisiana and its cities get their fair share of funding for schools, hospitals, and other education and health programs we need to thrive.

The Census is the foundation of our democracy and determines Louisiana's political representation in the federal government in addition to determining local district lines like school districts and city council districts.

SOCIAL MEDIA CONTENT

Social Distancing

IMAGES (click on the image to download)



Social Distancing

POSTS

- POST 1:** Deciding what to do while #socialdistancing? How about bringing your community over \$22,000? It's possible when you fill out the #2020Census! Go to <http://my2020census.gov> to fill out yours!
- POST 2:** Stuck at home? Now is the perfect time to be counted! It takes less than 10 minutes to complete the #2020Census and you can do it from the comfort of your couch! Go to <http://my2020census.gov> or by phone or mail. No contact necessary.
- POST 3:** Things to do while social distancing:
- Read a book
 - Take the Census
 - Clean your room
 - Take the Census
 - Stream that movie you heard good things about
 - Did we mention take the Census?
- It takes less than 10 minutes! Go to <http://my2020census.gov> and take the #2020Census!
- POST 4:** Now more than ever, we need to be counted. The #2020Census determines federal funding for important health-related resources such as health care centers, Medicaid, Medicare, children's health insurance programs, and more. Secure our future at <http://my2020census.gov>.
- POST 5:** While we're all home, there are three ways to respond to the #2020Census from the safety and comfort of your house: online, by phone, or by returning the paper questionnaire in the mail. Visit <http://my2020census.gov> and be counted!
- POST 6:** Being extra careful right now? Well there are three ways to be counted in the #2020Census that are safe from the coronavirus threat - you can fill out the 9-question form online, by phone, or by mail. Go to <http://my2020census.gov> or call 1-844-330-2020 to be counted now!

SOCIAL MEDIA CONTENT *continued*

Count Your Children

IMAGES (click on the image to download)



SOCIAL MEDIA CONTENT *continued*

Count Your Children

POSTS

- POST 1:** Does your child attend a Head Start program? You have the power to make sure they receive the funding needed to support your child! Make your child count in just 10 minutes by filling out the #2020Census. Go to <http://my2020census.gov> to fill your Census now and #CountAllKids!
- POST 2:** If we don't count our kids in the #2020Census, the programs they depend on will be underfunded for the next 10 years. Make sure to count all kids staying by you. They're counting on you to count them! For the #2020Census, let's #CountAllKids! Fill out your form at <http://my2020census.gov>.
- POST 3:** Sick of overcrowded classrooms and day care waitlists? Make sure to fill out the census and count all kids who stay with you! Children under the age of 5 were dramatically undercounted in Louisiana in 2010 and we can't afford to let that happen again. For the #2020Census, let's #CountAllKids! Go to <http://my2020census.gov> to be counted.
- POST 4:** A new school to ease overcrowded classrooms. A new road to ease overcrowded commutes. There are many ways the #2020Census can shape your community. Being counted will help determine how billions of dollars in federal funding is distributed to Louisiana and you community every year. Visit <http://my2020census.gov> to be counted!

SOCIAL MEDIA CONTENT *continued*

The Census is Safe

IMAGE (click on the image to download)

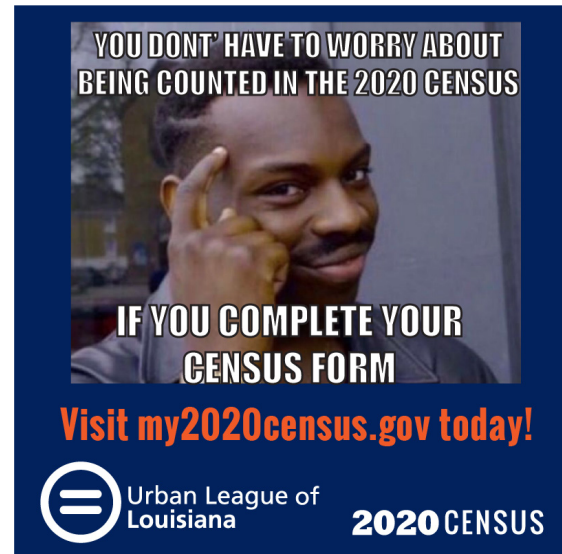


POST: In these times of uncertainty, you can be assured that you're safe with the #2020Census! The Census Bureau can't share your information with anyone, including other government agencies. Your information is totally confidential. Go to <http://my2020census.gov> to secure our fair share of federal resources and political representation!

SOCIAL MEDIA CONTENT *continued*

Louisiana Specific

IMAGES (click on the image to download)



SOCIAL MEDIA CONTENT *continued*

Louisiana Specific

POSTS

POST 1: It's Census Day and you haven't filled out your #2020Census yet? Even referees in New Orleans have to throw the flag on that obvious penalty! Go to <http://my2020census.gov> and fill out your census now!

POST 2: How does the #2020Census impact Louisiana? Did you know it influences resources for youth, economic development, workforce development, disaster recovery, and political representation? You do now! :) Go to <http://my2020census.gov> to complete your census today!

POST 3: Filling out the Census brings \$22,900 in federal funding per Louisiana resident counted. Now imagine if we ALL fill out the #2020Census...

Yeah.

You can do the math and see what it would mean for our community.

Do your part. Fill out your census at <http://my2020census.gov>!

POST 4: \$16,586,108. That is how much funding Louisiana loses PER YEAR due to people not being counted in the Census. Taking less than 10 minutes to fill out the #2020Census can help our community receive millions.

Do your part. Fill out your census at <http://my2020census.gov>!

POST 5: The #2020Census is simple, quick, and secure. Being counted in Louisiana brings your community over \$22,000! Fill out your census at <http://my2020census.gov>. It takes less than 10 minutes!

NEWSLETTER CONTENT

POSSIBLE IMAGE FOR NEWSLETTER OR EMAIL



NEWSLETTER LANGUAGE

The 2020 Census is here and we all must work together to ensure that every single person in Louisiana is counted. Our state's future depends on it.

The 2020 Census is safe and easy and fortunately, it has never been easier to respond to the census on your own -- online, over the phone, or by mail -- without having to meet someone in person. The Census count will determine:

- how much federal funding we receive for critical services like schools, hospitals, health care, infrastructure, housing, and more
- our representation in government

By now, all households have received an invitation in the mail to complete the census. Even if you don't have the Census ID Code from your mailer, you can still go online or call to complete the form. Households can self-respond to the Census online at <http://my2020census.gov/> or over the phone in English by dialing 844-330-2020, in Spanish at 844-468-2020 or Vietnamese at 844-461-2020.

[Insert your organization's name] is committing to a complete count to ensure that our community has what it needs to thrive, but we need you to do your part too – be counted at <http://my2020census.gov>.

EMAIL CONTENT

EMAIL LANGUAGE

Dear Partner,

I'm asking you to get the word out about the importance of participating in the 2020 Census. That means telling your friends, family, and community members about the benefits of an accurate count for the people of Louisiana.

Census data determine our representation in Congress and are used to redraw boundaries of congressional and state legislative districts. They also inform the allocation of funding for our community's public resources—things like roads, hospitals, schools, senior centers, and more. In fact, Louisiana communities receive around \$15 billion in federal funds based on census data.

In the last Census, around 25% of Louisianans and over 50% of New Orleanians did not self-respond, potentially undermining an accurate count and shortchanging communities across the state. Things will be different this time around. While people can still respond by paper and phone, for the first time ever, people are able to respond online at <http://my2020census.gov>.

For the 2020 Census, I'm calling on you for help to ensure we have a complete and accurate count.

Whatever time and resources you can commit, you can make a difference. Here are a few ways you can be involved:

- Respond to the 2020 Census for your household, and make sure to count everyone who stays with you.
- Put a link to 2020census.gov in your email signature.
- Post on social media about the benefits of the Census to your community.
- Write a letter to the editor in your local newspaper explaining the benefits of the Census.
- Call in to your local talk radio station and explain why you're filling out the Census.
- Ask the leader at your place of worship to include the Census in messages to your congregation.

PHONE SCRIPT

If you have access to a list of phone numbers for members of your congregation, participants, clients, or other contacts, please consider making phone calls to remind people why being counted is critical to them and their community and make sure they know how to be counted.

NOTE: It is important that the people making phone calls DO NOT collect Census responses or complete the form on behalf of others; instead they can direct people to the Census Bureau's resources as described below.



Good afternoon, this is [name] with [organization affiliation]. Today is National Census Day, and we are reaching out to all of our [congregation, participants, partners] to encourage you to complete the 2020 Census form, if you haven't already. If you're not sure how to, then I can provide you with ways to complete it online, by phone, or by mail. Being counted in the Census is critical to making sure [city] receives its fair share of federal funding for schools, hospitals, health care, disaster recovery, and more.

The form is only 9 simple questions about the people that stay with you, like their birthday, sex, race, and ethnicity, and it does not ask about personal information such as income, taxes, or citizenship. And the information you provide is only used for statistics, so your individual information is never shared, not even with government departments.

PHONE SCRIPT *continued*

You can go to www.my2020census.gov to complete the form or if you'd prefer to give your responses over the phone, you can call [English by dialing 844-330-2020, in Spanish at 844-468-2020 or Vietnamese at 844-461-2020]. I cannot take your answers, because I don't work for the Census, but the Census Bureau can answer more specific questions if you have trouble filling out your form.

If you can't complete the form now, would you like a reminder? Great, if you provide your email address you will receive a reminder email or you can get a text instead.

(phone banker should then sign-up the individual using the form at urbanleaguela.org/voice)

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SAMPLE TEXT BLASTS

If you have access to a list of phone numbers for members of your congregation, participants, clients, or other contacts, AND have permission to text these numbers, please consider doing a text blast on and following Census Day to remind people why being counted is critical to them and their community and make sure they know how to be counted.



“[org name] wants to remind you to complete your 2020 census form at <http://my2020census.gov>. Help ensure our community has what it needs to thrive by being counted!”



“[org name] is committed to a fair and accurate count in the 2020 Census so that our community has what it needs and deserves. That requires YOU to be counted – go to <http://my2020census.gov> to complete the short 9 question form.”

THANK YOU!

Follow Us on Social Media:

Twitter: [@urbanleaguella](https://twitter.com/urbanleaguella)

Facebook: [@urbanleaguella](https://www.facebook.com/urbanleaguella)

Instagram: [@ulla504](https://www.instagram.com/ulla504)

Hashtag:

#ULLACensusDay

Remember to use our hashtag in your social media posts and track and report back on your outreach efforts.

Questions?

Contact Nicole Jolly at njolly@urbanleaguella.org with any questions.