

United Way for West Ellis County
Census 2020 Language for Newsletters and Social Media
REVISED: 01/31/2020



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OVERVIEW

Sharing accurate information about the 2020 Census is crucial for everyone to be counted. The United Way for West Ellis County has created this document with sample post templates for Ellis County organizations to utilize for census outreach.

Please feel free to:

- Copy, paste, schedule and post any or all of our sample posts.
- Follow all of the hashtags listed.
- Follow and retweet us @UWelliscounty

Messaging Goal:

Inform community members of **the basics** of Census 2020 by posting at least 1x/week through the course of the Census (ends July 31, 2020).

Main messages:

1. Available online, by phone, and by mail starting March 2020.
2. Confidential, secure, and used only for statistical purposes (no questions about citizenship or immigration status).
3. EVERYONE counts (babies, young children, adults, seniors).
4. Important for our community's funding and political representation (education, roads, health care, social services, housing).

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MESSAGING OVERVIEW TIMELINE

JANUARY 1 - MARCH 11: MOTIVATE

- Motivate and assure people of the impacts of their participation and the confidentiality of their response.
- Make sure people know how they will be counted: They will receive a mailed invitation in March and should respond by the end of April.
- Everyone counts, everyone benefits.
- Encourage people to apply for census jobs as an integral way to support a complete count.

DATE	CONTEXT
January 1-31	<p><i>It's a big year for civic engagement!</i> People should know to look out for the census and understand how/why to participate.</p> <p><i>The Census Bureau is hiring locally!</i> Working for the census is an impactful way to support a complete count and they are hiring thousands of workers in Ellis County. Candidates should apply before Jan. 31. They will be accepting applications until the end of February.</p>
February 3-28	<p><i>Incorporate Census information on all your civic activities</i> The airwaves are very busy during this time due to the upcoming presidential primary election. Keeping a regular posting schedule will help incorporate census participation as a part of the larger civic movement taking place.</p> <p>Census taker interviews will also have begun – applicants should be checking their email for updates on their status.</p>
March 4-11	<p><i>Be ready to complete the census starting next week</i> The Texas primary is over and census forms will be mailed next week. By this point everyone should understand how and why to participate in the census.</p>



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MARCH 12 - JULY 31: ACTIVATE

- Encourage people to respond online or by phone by April 31.
- Promote accessible resources such as:
 - Census Bureau language hotlines
 - Language resources
 - Places where people can complete the census, e.g. libraries

March 12-20	Census invitation is mailed to most households.
March 23 - April 3	<i>National Census Week</i> Reminder postcards are sent to households that have not yet responded. This week is “National Census Week” and there will likely be daily posts from multiple sources you can amplify.
Mach 31 - April 2	<i>Count of Persons Experiencing Homelessnes</i> Census Bureau staff will be counting persons experiencing homelessness in shelters and encampments. If persons experiencing homelessness are not counted during these three days, they may complete their census anytime from March 11 - July 31st.
April 6-17	If households have not yet responded, they will receive a paper form in English/Spanish and can respond by mail.
Apr. 20 - May 1	Final chance to self-respond before Census Takers are deployed beginning May 1. They will visit all addresses that have not yet submitted a form by April 30.
May 1 - July 31	Census Takers are following up starting May 1, but you can still self-respond through July 31.

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HASHTAGS

#EllisCountyCounts
#Census2020

SAMPLE POSTS

Looking for meaningful work with good pay and flexible hours?

The @uscensusbureau is hiring thousands of workers across the country to support the #Census2020. Census takers work part time & will be paid \$17-21/hr in Ellis County. Apply before Jan. 31! Visit <https://2020census.gov/en/jobs.html>

Benefits of a complete count —

Did you know an accurate #Census2020 count in Ellis County will help our communities get their fair share of government funding for schools, healthcare, highways & housing? We're county on you, Ellis County. Be counted this March! #EllisCountyCounts

Generic Ellis County Counts Message (with graphic) — Did you know that the results of the census affect funding for schools, roads, healthcare, and much more? That's why we're asking every person to participate! To learn more visit EllisCountyCounts.com
#EllisCountyCounts

What will the census questionnaire ask?

Every 10 years we can stand up for ourselves and our community by getting counted in the census. The #Census2020 asks basic questions like the name, age and race/ethnicity of each person living at your address. Respond confidentially starting March 2020. #EllisCountyCounts



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Confidentiality Message (with graphic) — Did you know the 2020 Census is secure and confidential? Your personal information cannot and will not be shared with any agency. Visit EllisCountyCounts.com for more info. #EllisCountyCounts

Is the Census Safe? (with graphic)

Your census response is private, protected & confidential. Respond to the #Census2020 this March knowing that your info can only be used to produce anonymous statistics & CANNOT be shared with your landlord, immigration or any other agency. When you respond, everyone benefits. #EllisCountyCounts

How can I be counted? (Post with EC Logo)

The #Census2020 questionnaire takes around 10 minutes & your response helps bring federal funding to your community over the next 10 years. Look out for a mailed invitation in March and confidentially respond online, by phone or by mail. Let's make sure #EllisCountyCounts

Who should I count?

Make sure to count EVERYONE living at your residence in the #Census2020. This includes babies, relatives, non-family renters in the garage or backyard unit & even that roommate you may not get along with so well. When you respond, everyone benefits. Let's make sure ##EllisCountyCounts in March!

Stand Up and Be Counted (post with EC logo) - The census happens once every 10 years & your response in the #Census2020 will shape our community's future. When you respond, you help bring political representation and \$\$ to our community. Let's make sure our voices are heard – Stand up, be counted in March! #EllisCountyCounts



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Everyone Counts (spanish) — No matter where you're from, your nationality, your immigration status, or who you live with, everyone counts for the 2020 Census. Watch this [PSA in Spanish](#) explaining we have the power to make a difference just by participating in the 2020 Census. For more information visit: <https://2020census.gov/#EllisCountyCounts>

Healthcare Message (with graphic) — Did you know that filling out the census helps fund life-saving medical programs for you and your family? Visit EllisCountyCounts.com for more info. #EllisCountyCounts

Education Message (with graphic) — Did you know that filling out the census means funding for valuable education programs in your children's schools? Make your voice count! Visit EllisCountyCounts.com for more info. #EllisCountyCounts

Statistics in Schools — This program offers K-12 educators free online activities, games and other resources to help them bring statistics into their classrooms, including activities for students to learn about the importance of having everyone in their families counted in the 2020 Census. For more information visit: <https://www.census.gov/schools/#EllisCountyCounts>

Census Day Awareness — April 1 is National Census Day! You should receive your invitation to participate by this date. Once your invitation arrives, you can respond for your home in one of three ways: online, by phone, or by mail. Visit EllisCountyCounts.com for more info. #EllisCountyCounts

Late April / May Post — Haven't filled out your 2020 Census yet? There's still time! You may receive a visit from the Census Bureau this month to ensure every person is counted. You can still complete your census online, by phone, or by mail. To learn how, visit EllisCountyCounts.com.

