

Partnership Social Media Guide Census Day

Customizable Social Media Content for
2020 Census Partners

March 2020

Census Bureau Social Media Information

2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

Key URLs – Spanish language

2020 Census homepage

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en su comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>

Suggested Schedule for Census Day

Time	Post	Details
Early morning (7am – 10am)	Census Day Roadblock	Kick things off by encouraging people to share and get involved, so they are more invested throughout Census Day.
Late morning (10am – 12pm)	Happy Census Day!	Now that your audience is going, take a moment to share with them what Census Day is and why it is important.
Early afternoon (12pm – 2pm)	The Pledge	They are involved, they know about the 2020 Census and Census Day, so now your fans are ready to take the pledge to complete the 2020 Census and challenge their friends to do the same.

Census Day - Roadblock

Census Day Roadblock

A roadblock is when a large group of people share the same image across social media, flooding timelines and newsfeeds with the same asset in a show of support for a common cause or initiative. On Census Day, our goal is to take over social media with people showing their support of the 2020 Census and we need your help to make it happen!

- On Census Day, change the profile picture on all your social media accounts to the asset on the next slide
- Next, post this asset on your timeline on all your social media accounts and encourage your followers to share your posts, change their profile pictures, and spread the word of the 2020 Census!
- The more people who participate in our roadblock, the more impactful, so share this asset far and wide to your network before Census Day and ask them to support as well
- **Do not update your profile picture or post these photos on any social media before April 1** – and if you share them with other organizations in your network, ask them to do the same

Census Day Roadblock

To save image, right-click and select "Save Media as."

**Shape
your future
START HERE** ✓

United States®
**Census
2020**

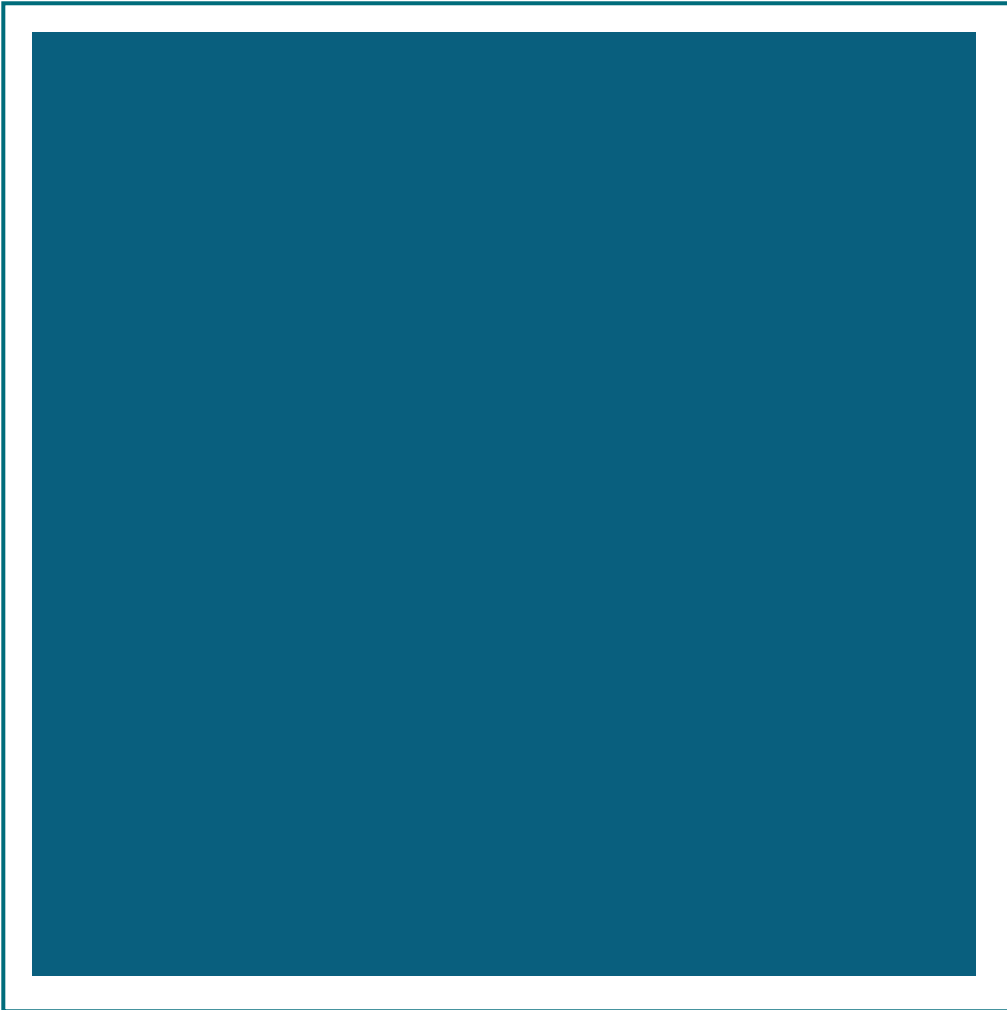
Suggested copy:

We are proud to partner with @USCensusBureau to encourage a complete and accurate count for the #2020Census. Show that you support the 2020 Census by sharing this post or making the image your profile picture. Don't forget to complete the census at 2020CENSUS.GOV!

Happy Census Day Video

Happy Census Day Video

To save video, right-click and select "Save Media as."



Suggested copy:

Happy Census Day!

Census Day is important, because whenever you complete your #2020Census, you should count everyone living (or sleeping) in your home most of the time as of April 1—whether you are related to them or not. Respond now at 2020CENSUS.GOV.

The Pledge!

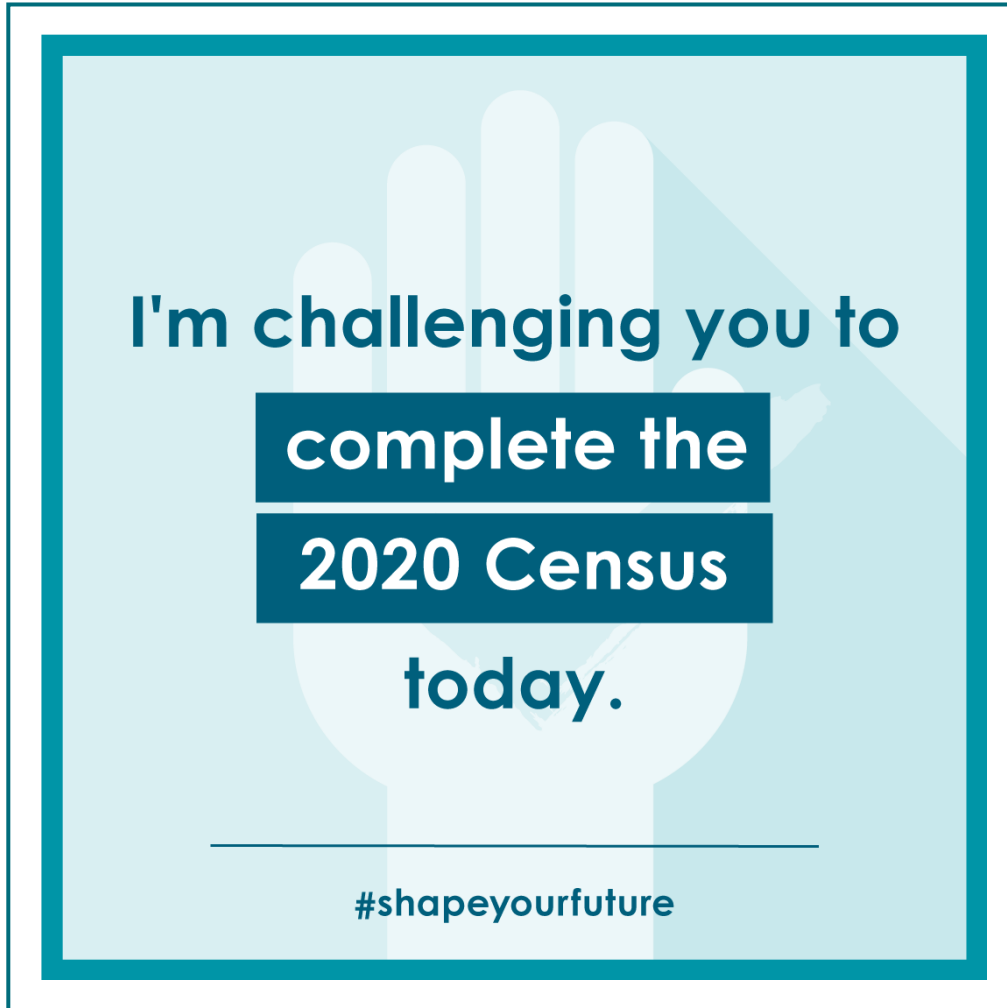
The Pledge

With our social media pledge, we are asking people across the country to pledge to complete the 2020 Census and to challenge their friends to do the same. The more people who pledge and the more people who are challenged, the more people respond! Our goal on Census Day, and beyond, is to get as many people to take the pledge as we can!

- On Census Day, post the asset on the following slide and encourage your followers to take the pledge – there are a variety of pledge options they can choose and customize from on our [How To Help](#) page.
- Next, we encourage you to take the pledge – pick one of the pledge graphics, customize it, and post it to your own social media accounts.
- While you're at it, challenge other organizations in your community or professional network to take the pledge. The more you tag in your post, the more people who will participate.
- Feel free to download one of the pledge graphics now to customize it, but please don't post your pledge to social media until April 1.

The Pledge

To save image, right-click and select "Save Media as."



Suggested copy – April:

Pledge to complete the #2020Census today! Pick a pledge at <https://2020census.gov/en/how-to-help.html>, customize it, and post it! Tag your friends and challenge them to take the pledge too. And, make sure you tag us @USCensusBureau so we can share our favorite pledges.