2020 CENSUS TOOLKIT
#TOGETHERWECOUNT
Join the Movement.
We are urging community organizations to help encourage a fair and complete count. Every 10 years the Census is conducted throughout the United States to record various types of demography. The information collected by the U.S. Census Bureau is then translated to determine the number of seats each state has in the U.S. House of Representatives, and is also used to distribute billions in federal funds to local communities.

#TogetherWeCount
WHO IS PUBLIC NARRATIVE?

Public Narrative exists to balance the public narrative. Relationships are at the heart of our work. Connecting Community and Media, promoting news that matters, and encouraging better issue reporting.
TOOLS YOU CAN USE

We provide organizations like yours the skills and knowledge necessary to craft effective stories across all social media platforms. Our tools help to deepen your connection with your audience. They are designed to help you create an authentic long-term relationship with your existing community, while expanding your organization's reach to new audiences.
THE DIGITAL STRATEGY

**Awareness**

Let's build our audiences' understanding of completing the 2020 Census.

**Urgency**

Let's focus on the risk, relevancy and overall need for a complete count.

**Motivation**

Let's expose audiences to the Census on their own terms by promoting the Census through networks and platforms they'll likely recognize (i.e. your social media platforms, blogs and website).

**Reminder**

Let's monitor updates provided online through organizations like Forefront's #ILCountMeIn2020 Coalition and the Cook County 2020 Census Commission.

#TogetherWeCount
HELP US REACH THE HARD TO COUNT (HTC) POPULATION:

Low income persons, LGBTQ+ community, undocumented immigrants, persons with non-residential status, veterans, senior citizens, farm workers, young children, and complex households (including blended families, multi-generations, or non-relatives).

#TogetherWeCount
Make at least ONE informational post about the census.

Posts should include the #TogetherWeCount and #ILCountMeIn2020 hashtags.

Make at least ONE reminder post about how to complete the census.

Make at least ONE informational post about the census.

Make at least one personal post about why your organization is part of this push. Tag a partner you believe should also be involved.

Make at least ONE reminder post about how to complete the census.

According to Instagram’s analytics, posts with 2 or more hashtags have a 50% higher chance of visibility and engagement boosts.
Twitter:
Make at least two informational posts about the census within the span of 3 weeks.

Posts should include the #TogetherWeCount and #ILCountMeIn2020 hashtags.

Make at least one reminder post about how to complete the census.

LinkedIn:
Make at least two informational posts about the census.

Make at least one personal post about why your organization is a part of this push. Tag a partner you believe should also be involved.

Make at least one reminder post about how to complete the census.
VISIT ILCOUNTMEIN2020.ORG
FOR MORE CENSUS 2020 MATERIALS

#TogetherWeCount