

# SAN MATEO COUNTY CENSUS 2020 SOCIAL MEDIA GUIDE

JUNE-SEPTEMBER 2019



## BACKGROUND

The next national census is less than a year away. Every 10 years, the federal government is required to count each and every person living in the country – regardless of citizenship status, age, or criminal history. Ensuring a complete and accurate count in Census 2020 is critical for many reasons.

The decennial census serves as the cornerstone of our democracy and is written into the U.S. Constitution. It was included to ensure that everyone is equally represented in our political system and government resources are allocated fairly. It is also used to make important community and business decisions.

There is a lot at stake for San Mateo County residents in the upcoming Census 2020. If we don't have an accurate count, we won't have adequate representation in state and national government or get our fair share of funding for services that residents rely on. Critical community programs will be affected, like public libraries, early childhood education, school lunch programs, health services, and affordable housing. Traffic will get worse and public transportation will fall short of demand. Planning for natural disasters and emergencies will miss their mark.

That's why it's important that EVERYONE participates in Census 2020.

**We need your help to make sure residents across San Mateo County understand what census is, why it matters, and how to participate. We are asking all partners to regularly share information via social media to educate, motivate, and activate residents.**

- **At least one post per week**
- **Share and comment on San Mateo County census-related posts**

**Please tailor the messaging and sample posts in this guide for the residents you serve to make them relevant and compelling.**

This guide provides:

- Census 2020 communication phases (June 2019 – May 2020)
- Census 2020 key messages
- Ideas for generating content and increasing engagement on social media
- Resources on how to respond and engage with audiences on social media
- Sample messages for June – September 2019 (Phase 1)

Sample messages for subsequent communication phases will be added in August 2019.

Additional outreach resources, including talking points, FAQ, factsheets, and videos are available on: [www.smccensus.org](http://www.smccensus.org).

If you have any questions, please email [SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org).

**CENSUS 2020 COMMUNICATION PHASES**

<p><b>APRIL - SEPTEMBER 2019</b></p> <p><b>AWARENESS &amp; SUPPORT</b></p>	<p><b>OCTOBER – DECEMBER 2019</b></p> <p><b>ENGAGEMENT &amp; EDUCATION</b></p>	<p><b>JANUARY –MARCH 2020</b></p> <p><b>MOTIVATION &amp; PERSUASION</b></p>	<p><b>APRIL – MAY 2020</b></p> <p><b>COMPLETION SUPPORT</b></p>
<p>Obtain support of local community leaders and trusted messengers</p> <p>Increase awareness through existing networks, channels, and programs</p>	<p>Increase understanding of the value of Census 2020 and importance of everyone being counted through <b>broad</b> media and community outreach</p>	<p>Motivate residents to respond and address questions/concerns through <b>targeted</b> media and community outreach</p>	<p>Remind residents to complete the census in their preferred format</p> <p>Support residents in completing the census through digital access, language support, and help desk</p>
<p>KEY MESSAGES</p> <p>Every 10 years, the federal government is required to count every person residing in the U.S. through a national census.</p> <p>Ensuring an accurate count in Census 2020 is essential because it affects political representation, funding for critical programs, and decisions made by local governments, businesses, and nonprofits.</p>	<p>KEY MESSAGES</p> <p>There is a lot at stake with Census 2020 for all of us.</p> <p>If some residents are not counted, their voices will not be heard and their needs will not be considered.</p> <p>Critical community programs will be affected, like public libraries, early childhood education, school lunch programs, health services, and affordable housing.</p>	<p>KEY MESSAGES</p> <p>Standing up for the count is one of the most powerful things you can do to support your community.</p> <p>It is the best way to ensure that the diverse voices across the county are heard, growing needs are met, and the right programs and services are available.</p> <p>Without an accurate count, the programs and services you rely on may not be available.</p>	<p>KEY MESSAGES</p> <p>You can now complete the census form online, on paper, or by phone in different languages.</p> <p>If you need help filling out the form, there is support.</p> <p>The information you give to the Census Bureau will be confidential (protected by law) and only reported as statistics.</p>
<p>CALLS TO ACTION</p> <p>Join complete count efforts.</p> <p>Learn more about Census 2020.</p>	<p>CALL TO ACTION</p> <p>Learn more about how Census 2020 will affect your community.</p>	<p>CALL TO ACTION</p> <p>Pledge to participate in Census 2020.</p>	<p>CALL TO ACTION</p> <p>Complete your census form now and encourage everyone you know to fill it out.</p>

## CENSUS 2020 KEY MESSAGES

1. Every 10 years, the federal government is required to count every person residing in the U.S. (regardless of age, immigration status, or criminal history) through a national census. April 1, 2020 is our next National Census Day.
2. Ensuring an accurate count in Census 2020 is essential because it affects political representation, funding for critical programs, and decisions made by civic, business, nonprofit, and community leaders.
3. If San Mateo County has an undercount in Census 2020, critical community programs will be affected, like public libraries, early childhood education, school programs, health services, and affordable housing.
4. Without an accurate Census 2020 count, services we rely on may not be available, traffic could get worse, and public safety could be compromised.
5. Making sure everyone you know participates in the Census 2020 count is the best way to ensure that diverse voices across San Mateo County are heard, growing needs are met, and the right programs and services are available.
6. The Census 2020 questionnaire will ask basic questions about each person living in the household (name, age, sex, race/ethnicity). **It will NOT ask about citizenship or immigration status.**
7. Residents will be able to complete the Census 2020 questionnaire starting in late March 2020, either online, on paper, or by phone in English and other languages. Households that don't respond on their own will be visited by Census Bureau workers starting in May 2020 for in-person interviews.
8. Household and individual information provided on the Census 2020 questionnaire is strongly protected by law. Names, addresses, and other personal details will not be shared.
9. The Census Bureau takes many steps to protect the privacy of the information they collect. The Census Bureau only reports data as statistics and does not share personal information with any other government agencies.

## **IDEAS FOR GENERATING SOCIAL MEDIA CONTENT AND INCREASING ENGAGEMENT**

### **Storytelling**

In a Q&A format to create compelling narratives with a human-interest element, post stories of individuals and communities talking about how they use census data to demonstrate its value and influence. Pair with a photo. Or using an iPhone, shoot a 45-second video of the subject (community-based organizations, stakeholders, leaders) telling their story of how census data is used.

### **Twitter Chat**

Host a live Twitter chat at a pre-determined time to discuss a 2020 Census topic using a designated hashtag for each tweet contributed. Moderator to a) post questions to prompt responses from participants and encourage interaction among the group and b) answer and address all questions. Promote the event beforehand to increase participation. Chats typically last an hour.

### **Customer Service Hashtag**

Develop a customer service-oriented hashtag as a vehicle for audiences to ask questions, get information, and receive support. This is a flexible option where users can ask questions on any channel using the hashtag and get quick responses. The inquiries with different answers and questions – all of which could be useful for the public – would appear across any channel that supports hashtags. NOTE: Responding to all user inquiries and following up with users would require careful monitoring for all questions.

### **Link Building**

Share earned content from partners on your social media channels. Tag organizations on social media when cross-promoting their content or referencing them in a post or tweet. Share posts, tweets, and links from partner organization's social media networks. Provide a list of posts/tweet URLs for partners to share once published on your networks.

### **Crowdsource**

Solicit brief video clips, quotes, and photos from the public, hard to count populations and influencers to post on your social media channels. Use the campaign title "Why We Count" and prompt with "Show us what matters to you about where you live." Collect all the content and post on your channels to communicate the importance of the census in supporting the needs of communities.

### **Live Video Event**

Share on-the-ground events, in-person engagements, roundtables, meetings, and panel discussions on Facebook Live to raise awareness of the 2020 Census and foster open, two-way dialogue about the survey with digital audiences. Facebook Live also helps to engage current partnerships and build new ones, allowing both parties to expand the organic reach of their content.

### **Polls**

Create a Twitter or Facebook poll on a 2020 Census topic to raise awareness of the census in general as well as enhance customer service efforts and deliver the right message at the right time, driving online completion of the census, and assisting with data dissemination. Use the poll data to better understand your audience and find out what potential concerns there are; directly address those issues with follow up posts.

## **PUBLIC INTERACTOIN: RESPOND & ENGAGE RESOURCES**

County of San Mateo 2020 Census Talking Points and FAQs: <https://cmo.smcgov.org/census-2020-outreach-resources>

Asian Americans Advancing Justice 2020 Census FAQs: <https://www.countusin2020.org/>

U.S. Census Bureau 2020 Census FAQs: [https://ask.census.gov/prweb/PRServletCustom/YACFBFye-rFlz\\_FoGtyvDRUGg1Uzu5Mn\\*/!ISTANDARD](https://ask.census.gov/prweb/PRServletCustom/YACFBFye-rFlz_FoGtyvDRUGg1Uzu5Mn*/!ISTANDARD)

Should I Respond? <https://smcgov.sharepoint.com/sites/communicationsportal/Documents/Social%20Media%20Handbook.pdf>

How to Handle Negative Social Media Comments: <https://www.socialmediaexaminer.com/how-to-handle-customer-complaints-via-social-media/>



## COMMUNICATION PHASE 1 (JUNE – SEPTEMBER 2019)

### OBJECTIVES

1. Obtain support of local community leaders and trusted messengers
2. Increase awareness through existing networks, channels, programs, and events

### KEY MESSAGES

- Every 10 years, the federal government is required count every person residing in the U.S. through a national census.
- Ensuring an accurate count in Census 2020 is essential because it affects political representation, funding for critical programs, and decisions made by local governments, businesses, and nonprofits.

### CALLS TO ACTION

- Join complete count efforts.
- Learn more about Census 2020.


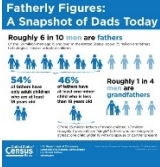

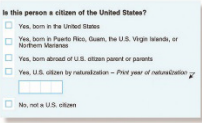

### HASHTAGS

- #2020Census
- #EveryoneCounts
- #SMCCounts
- #InsertyourcityCounts

### SOCIA MEDIA POSTS






Below are sample posts for each month that you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community and organization.

**JUNE 2019**





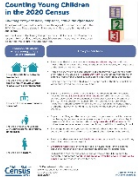
Image	Facebook / Instagram	Twitter
	<p>It's Men's Health Month. Make sure every man in your life is counted in the 2020 Census. Census data help state and local officials, community leaders, and nonprofits identify current and future needs for health care. An inaccurate census would deprive communities of vital public and private resources. On a local level, this means less federal funding for hospital services and nutrition and health programs. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a>. #MensHealthMonth</p>	<p>For #MensHealthMonth, make sure every man in your life is counted in the 2020 Census. Census data help state &amp; local officials, community leaders, &amp; nonprofits ID current &amp; future needs for health care. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a> #2020Census #EveryoneCounts #SMCcounts</p>
	<p>Happy Father's Day! Did you know that the estimated number of fathers across the nation in 2014 was 72.2 million, according to U.S Census Bureau data? The Census 2020 will update this number by collecting information about the residents of each home and how they are related. Relationship data are used in planning and funding government programs that support families, including people raising children alone, and other households that qualify for additional assistance. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a>. #FathersDay #HappyFathersDay</p>	<p>#HappyFathersDay! Did you know that the estimated # of fathers across the nation in 2014 was 72.2M according to @uscensusbureau? #2020Census will update this by collecting info on residents of each home &amp; how they are related #EveryoneCounts #SMCcounts <a href="http://www.smccensus.org">www.smccensus.org</a></p>
	<p>Whether the citizenship question will be included on the Census 2020 questionnaire is being decided by the U.S. Supreme Court, with an expected decision by late June 2019. Even if the citizenship question is included, it is critical that all residents participate in Census 2020. Why? An accurate count ensures that all residents are equally represented, and their voices are equally heard in all levels of government, from local to state to national. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>US Supreme Court to make decision late June on #2020Census citizenship question. Even if included, it is critical that all #SMCounty residents participate in the Census. Why? An accurate count ensures that all residents are equally represented &amp; voices are heard! #EveryoneCounts</p>
	<p>Did you know that the proposed citizenship question on the Census 2020 questionnaire does not ask whether a resident is here legally, only whether they are a citizen or not? The Census Bureau will NOT be collecting information on illegal immigration. There are many residents who are not citizens but are legally living in San Mateo County. Get the facts here: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Did you know that the proposed citizenship question on the #2020Census does not ask whether a resident is here legally, only whether they are a citizen or not? @uscensusbureau will NOT be collecting info on illegal immigration. Get the facts: <a href="http://www.smccensus.org">www.smccensus.org</a> #SMCcounts</p>
	<p>Does everyone have to respond to the 2020 Census survey? Yes! The census is so important that your response is required by the U.S. Constitution and your answers are kept totally confidential. By the same law the U.S. Census Bureau can only use your responses to produce statistics. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a></p>	<p>Does everyone have to respond to 2020 Census? Yes! Census is so important that your response is required by law &amp; your answers are kept totally confidential. By the same law @uscensusbureau can only use your responses to produce statistics #2020Census #EveryoneCounts #SMCcounts</p>




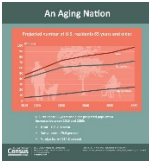



**JULY 2019**

Image	Facebook / Instagram	Twitter
	<p>Happy Fourth of July! Independence Day is a time to reflect on how our Founding Fathers enshrined the importance of statistics in our Constitution as a vital tool for measuring people, places and economy. Visit <a href="http://www.smccensus.org">www.smccensus.org</a> to learn about the 2020 Census — how to respond and why it matters.</p> <p>#IndependenceDay #HappyFourthofJuly #July4th</p>	<p>#HappyJulyFourth! #IndependenceDay is a time to reflect on how our Founding Fathers enshrined the importance of statistics in our Constitution as a vital tool for measuring people, places &amp; economy. #2020Census—how to respond &amp; why it matters: <a href="http://www.smccensus.org">www.smccensus.org</a> #SMCcounts</p>
	<p>Is your neighborhood considered a Hard To Count (HTC) community? Check out this Census 2020 mapping application to find out more, including where the least likely to respond populations are located in San Mateo County: <a href="https://maps.smcgov.org/census2020">https://maps.smcgov.org/census2020</a></p>	<p>Want to know where #SanMateoCounty's hard to count &amp; least likely to respond populations are located? Check out this Census 2020 mapping application to find out more: <a href="https://maps.smcgov.org/census2020">https://maps.smcgov.org/census2020</a> #2020census #SMCcounts</p>
	<p>Get the facts right. Here's everything you need to know about the 2020 Census and why it's essential that everyone is counted once, only once, and in the right place! More here: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Get the facts right. Here's everything you need to know about the #2020Census and why it's essential that everyone is counted once, only once, and in the right place! More here: <a href="http://www.smccensus.org">www.smccensus.org</a>. #EveryoneCounts #SMCcounts</p>
	<p>Have you seen me? You may begin to notice census workers in your neighborhood. This is a normal part of the 2020 Census preparation process. Here are some tips to assure the validity of the field representative:</p> <ul style="list-style-type: none"> <li>• Census takers must present an ID badge that includes a photograph of the field representative, a Department of Commerce watermark, and an expiration date.</li> <li>• Note that census workers may be carrying a Census Bureau phone or a laptop as well as a bag with a Census Bureau logo.</li> </ul> <p>Learn more: <a href="http://www.2020census.gov">www.2020census.gov</a></p>	<p>Have you seen me? You may notice census workers in your neighborhood. Census takers must present an ID badge that includes a photograph of the field representative, a Dept of Commerce watermark, &amp; expiration date. Learn more: <a href="http://www.2020census.gov">www.2020census.gov</a>. #EveryoneCounts #SMCcounts</p>
	<p>Save the Date: April 1, 2020, marks Census Day, a key benchmark for the 2020 count observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You'll then have three options for responding: online, by mail, or by phone. When completing the census, you'll note where you are living on April 1. We'll celebrate the day with events across the county! Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Save the Date: April 1, 2020, marks Census Day, a key benchmark for the 2020 count observed nationwide. By this date, households will receive an invitation to participate in the #2020Census online, by mail, or by phone: <a href="http://www.smccensus.org">www.smccensus.org</a>. #EveryoneCounts #SMCcounts</p>

**AUGUST 2019**

Image	Facebook / Instagram	Twitter
	<p>2020 is not far, far away. Every 10 years the U.S. Census Bureau counts every person to make sure we align our forces in the right direction. We aren't counting Wookiees or droids on the 2020 Census, but we are counting every living person in the U.S. Find out who to count on your census: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>#2020Census is not far, far away. Every 10 years @uscensusbureau counts everyone to make sure we align our forces in the right direction. We aren't counting Wookiees or droids, but we are counting every living person in the US: <a href="http://www.smccensus.org">www.smccensus.org</a> #EveryoneCounts #SMCcounts</p>
	<p>You can smile knowing that you can respond to the census in less time than it takes to finish your morning coffee. For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You'll still be able to respond by mail or phone too. To learn more about what to expect, go to <a href="http://www.smccensus.org">www.smccensus.org</a>. #NationalSmileWeek</p>	<p>You can smile knowing that you can respond to the census in less time than it takes to finish your morning coffee. For the 1st time, @uscensusbureau will accept responses online. The process is quick &amp; secure. More here: <a href="http://www.smccensus.org">www.smccensus.org</a> #NationalSmileWeek #EveryoneCounts</p>
	<p>Schools this academic year will be doing their part to make sure everyone is counted a year from now for the 2020 Census. Why? An accurate Census count is crucial to keep kids housed, fed, rested, and safe. The census directs hundreds of billions of federal dollars to hospitals, infrastructure projects, housing, and education each year, exerting unparalleled influence on students, educators, and schools. Learn more here: <a href="http://www.smccensus.org">www.smccensus.org</a>. #BacktoSchool</p>	<p>Schools this academic year will do their part to make sure everyone is counted for the #2020Census. The census directs federal dollars to education each year, exerting unparalleled influence on students, educators, &amp; schools: <a href="http://www.smccensus.org">www.smccensus.org</a> #BacktoSchool #EveryoneCounts</p>
	<p>In-Field Address Canvassing begins this month! This is the process of having field staff visit specific geographic areas to identify every place where people live or could live for the 2020 Census. The staff then compare what they see on the ground to the existing census address list to finalize addresses for the 2020 Census. That list will be used to mail out invitations to complete the 2020 Census. Learn more here: <a href="http://www.smccensus.org">www.smccensus.org</a></p>	<p>In-Field Address Canvassing begins this month! This is the process of having field staff visit specific geographic areas in #SMCounty to identify every place where people live or could live for #2020Census &amp; finalize addresses. <a href="http://www.smccensus.org">www.smccensus.org</a> #EveryoneCounts #SMCcounts</p>
	<p>We're celebrating International Youth Day, a day to draw attention to youth issues worldwide, by reminding you to make sure the babies, children, and teens in your life are counted for the 2020 Census. When youth are missed in the census count, food, health, education, and housing programs miss out on critical funding that is based on the number of kids counted. Everyone counts: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Make sure the youth in your life are counted for the #2020Census. When babies, children &amp; teens are missed in the census count, food, health, education &amp; housing programs miss out on critical funding that is based on number of kids counted. #EveryoneCounts #InternationalYouthDay</p>

**SEPTEMBER 2019**

Image	Facebook / Instagram	Twitter
	<p>Back to school goals for parents, teachers, and administrators: Equip yourself with the information and resources needed this school year to ensure that everyone in San Mateo County is counted in the 2020 Census! Education partners are critical to helping the U.S. Census Bureau reach hard-to-count residents. Historically, children have been an undercounted population in our state. Help count every child: <a href="http://www.smccensus.org">www.smccensus.org</a>. #BacktoSchool</p>	<p>Education partners are critical to help @uscensusbureau reach hard-to-count residents. Equip yourself with the info needed this school year to ensure that everyone in #SMCounty is counted in the #2020Census! Help count every child: <a href="http://www.smccensus.org">www.smccensus.org</a> #BacktoSchool #SMCcounts</p>
	<p>For Grandparent’s Day, make sure the seniors in your life are counted! With older people projected to outnumber children, the country could see greater demands for healthcare, in-home caregiving and assisted living facilities. Statistics on population aging and the older population from the 2020 Census are critical for understanding the impact on society and the economy and to inform policies and programs. Learn more: <a href="http://www.smccensus.org">www.smccensus.org</a> #GrandparentsDay</p>	<p>For #GrandparentsDay, make sure the seniors in your life are counted! Statistics on population aging &amp; the older population from the #2020Census are critical for understanding the impact on society &amp; the economy to inform policies/programs: <a href="http://www.smccensus.org">www.smccensus.org</a> #EveryoneCounts</p>
	<p>Every 10 years, the Census Bureau undertakes a mammoth task: counting all the people residing in the United States. This count affects the allocation of funding for our community’s public resources like schools, how we plan for the future, and our voice in government. Learn more about the importance of the 2020 Census and how to participate: <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Be a part of the decennial census outreach effort: <a href="http://www.smccensus.org">www.smccensus.org</a>. Why? 2020 population numbers will shape how political power &amp; federal tax dollars are shared in the U.S over next 10 years, including funds for schools, roads &amp; public services. #2020Census #SMCcounts</p>
	<p>What matters to you? Schools? Transportation? Hospitals? Data from the Census Bureau help inform planning efforts for all these important community resources. To learn how census data impact you and your community, visit <a href="http://www.smccensus.org">www.smccensus.org</a>.</p>	<p>Did you know that the next census will take place in 2020? Responding to the #2020Census is our civic duty &amp; affects the allocation of funding for our community’s public resources like schools: <a href="http://www.smccensus.org">www.smccensus.org</a>. #BacktoSchool #EveryoneCounts #SMCcounts</p>
	<p>2020 Census: the once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need: <a href="http://www.smccensus.org">www.smccensus.org</a>. #BacktoSchool</p>	<p>#2020Census serves as basis for distributing federal assistance to schools, including Title I aid, National School Lunch Program &amp; special ed grants to states. Help ensure students, educators &amp; community members receive the resources they need: <a href="http://www.smccensus.org">www.smccensus.org</a> #SMCcounts</p>