

# Spring 2020 Partnership Social Media Guide

Customizable Social Media Content for  
2020 Census Partners

April 2020

**Non-editable PDF for Reference Only**

# What's Next for Partners

The U.S. Census Bureau is excited that you have joined us as a partner on the 2020 Census campaign. With your support, we can make sure that all people living in the United States are counted in 2020. We have created this content guide to support your 2020 Census promotions. Visit our [Partners](#) Outreach Materials page on 2020CENSUS.GOV for more materials and resources.

Social media is a great way to share helpful information about the 2020 Census! This guide includes:

- Sample posts with downloadable images and videos for use on your social channels. ☐To save images, right-click and select “Save as Picture.” To save videos, right-click and select “Save Media as.”☐
- 2020 Census social media information.
- Social media asset dimensions by channel.

We encourage you to add your personal touch to these messages or to use your own images to reflect the interests and concerns of your audience.

# COVID-19 and the 2020 Census

The Census Bureau is carefully monitoring the COVID-19 situation and is working with national, state, and local health authorities to continue conducting the 2020 Census. We're looking to you, our partners, to share our key message: **It has never been easier to respond from your own home, whether online, by phone, or by mail — all without having to meet a census taker.**

## How Partners Can Support the 2020 Census in Light of Social Distancing

- Host a Twitter chat, Facebook Live event, or other social media event, and share 2020 Census messaging on your social channels.
- Post a blog or video message from your organization's leaders on internal or external channels to encourage people to respond to the census.
- Send email blasts to your employees or external email lists to encourage response to the census.
- Host a webinar or virtual town hall to share 2020 Census information.
- Write letters to the editor or op-eds explaining why census participation is important to your organization and your community.

For more information on the 2020 Census and COVID-19, visit [2020census.gov/en/news-events/press-kits/covid-19.html](https://2020census.gov/en/news-events/press-kits/covid-19.html)

# 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>

# Social Media Asset Dimensions

The following indicates the optimal social media platforms for different dimensions and aspect ratios.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080 x 1080	1:1	Static images	Instagram, Facebook, Pinterest
1080 x 1080	1:1	Video	All social media platforms
1200 x 675	16:9	Static images	LinkedIn, Twitter
1200 x 675	16:9	Video	Fine for all social media platforms, but not recommended for Instagram

# General Content

# Social Media Assets

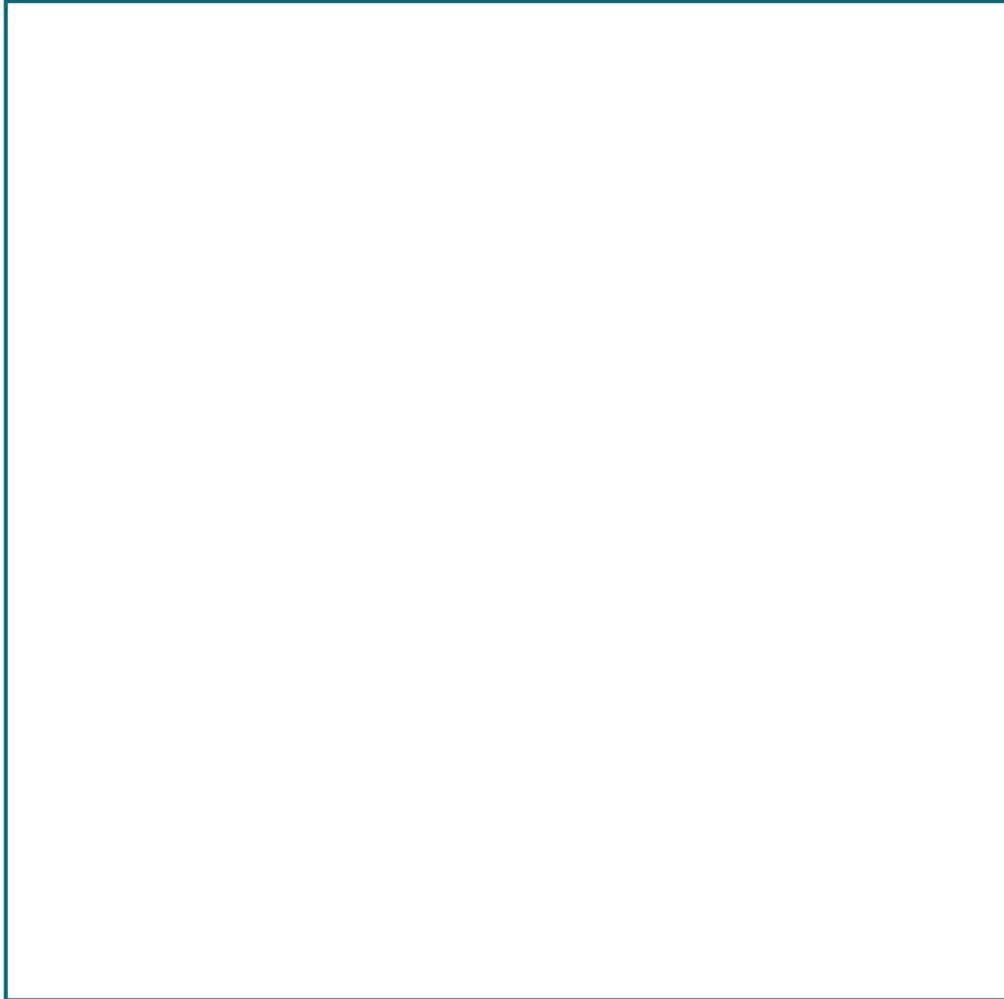
The following assets are intended for partners to use on Facebook, Twitter, Instagram, and LinkedIn.

- 1:1 videos are for all channels.
- 1:1 images are for Facebook and Instagram.
- 16:9 images are for Twitter and LinkedIn.

These assets are not to be customized or altered in any way.

# Security and Confidentiality

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

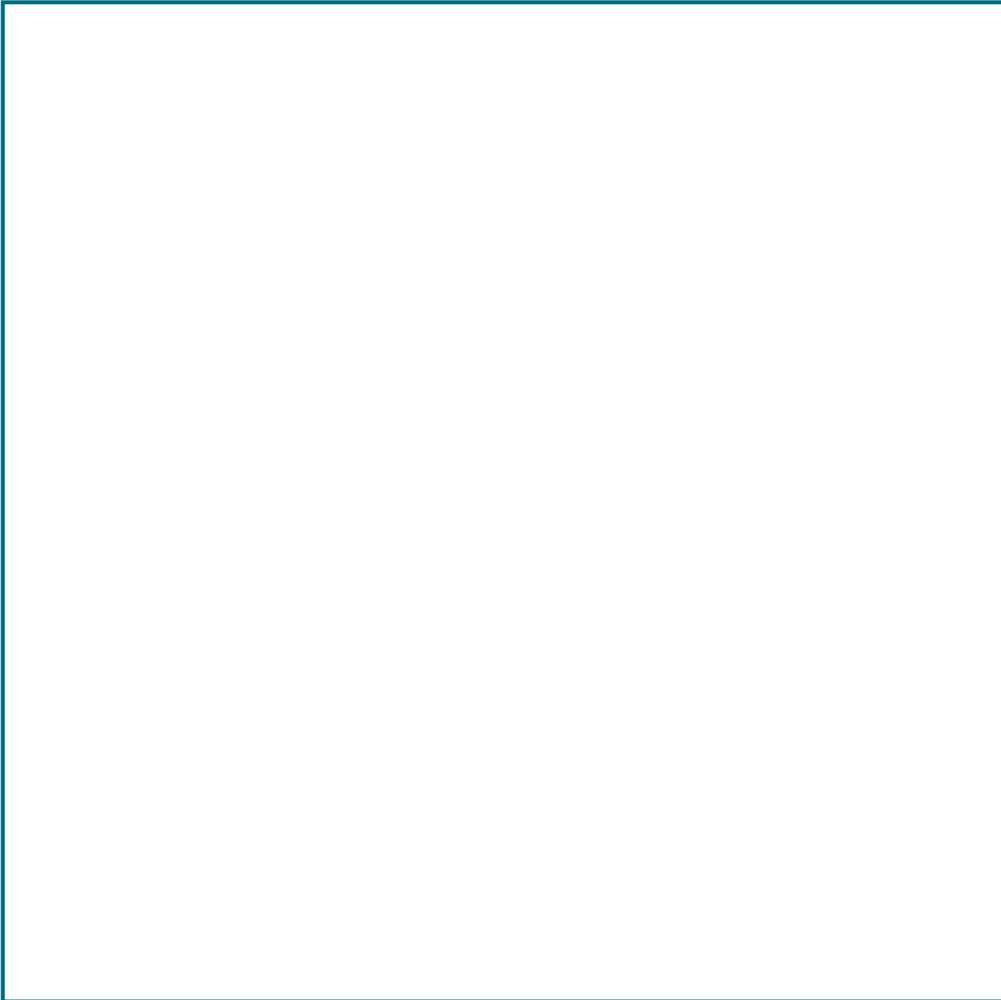


Suggested copy:

Nonprofits, policymakers, and planners use census data to shape the future of your community. Your responses are used only to produce statistics. Learn more about the #2020Census at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Security and Confidentiality

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

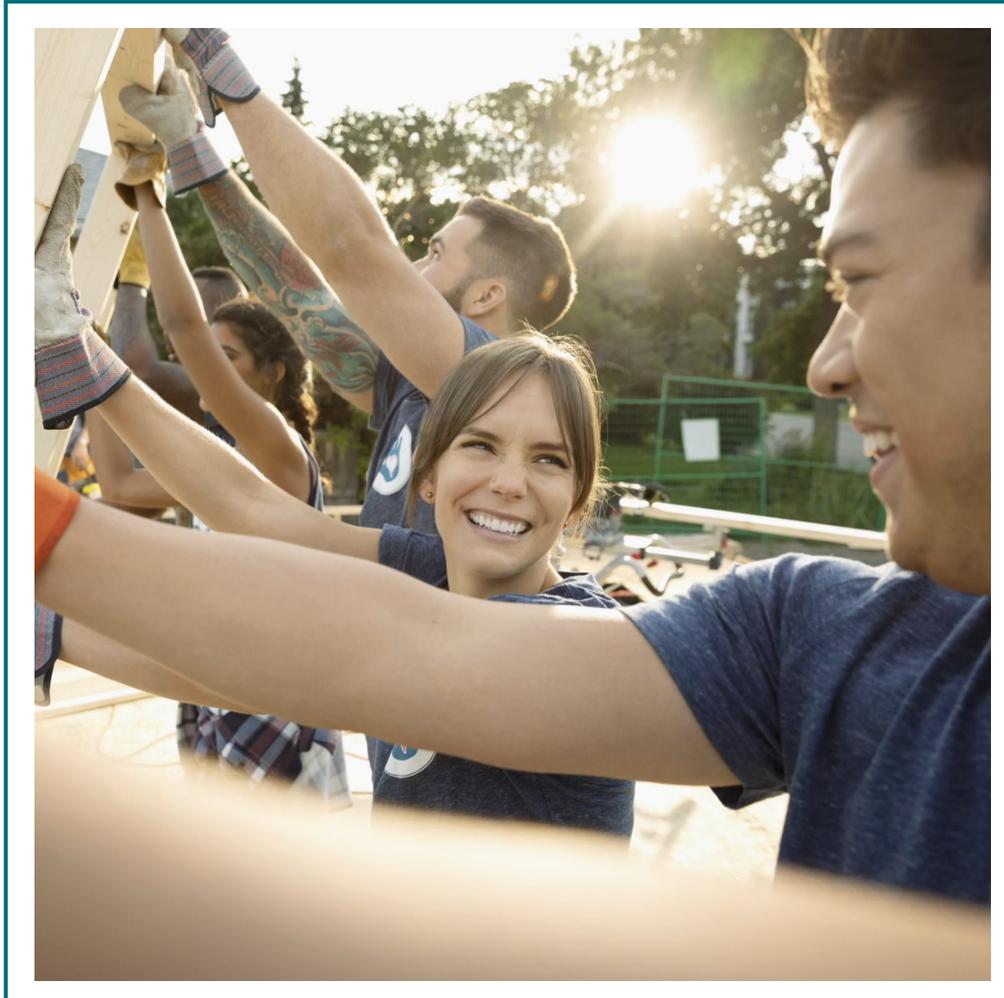


Suggested copy:

Your answers to the #2020Census are safe, secure, and used only to produce statistics. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Action Focused – Complete the 2020 Census

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



Suggested copy – April:

The #2020Census informs funding for the things your community needs to grow and thrive. Complete the census online today! [2020CENSUS.GOV](https://2020CENSUS.GOV).

Suggested copy – May-June:

The #2020Census informs funding for the things your community needs to grow and thrive. There’s still time; complete the census today! [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Action Focused – Complete the 2020 Census

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



Suggested copy – April:

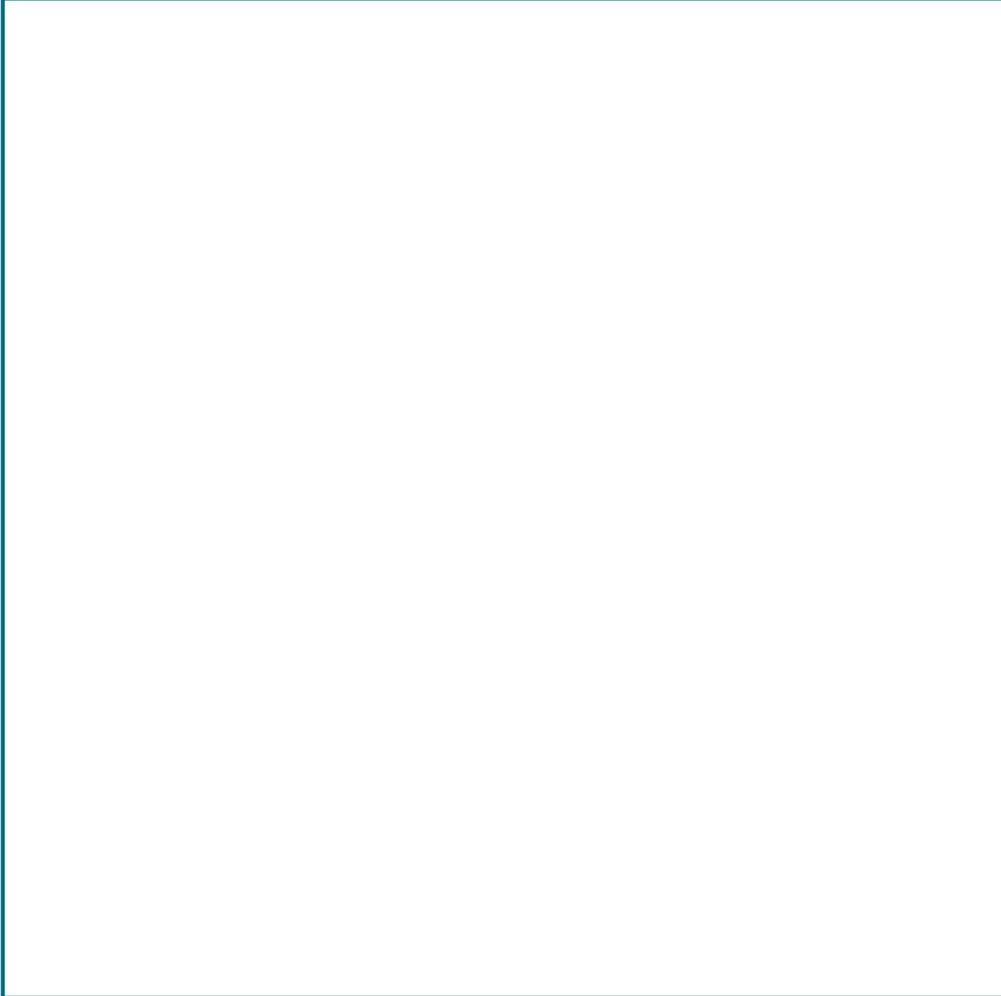
Shape the future for your community. You can complete the #2020Census now online, by phone, or by mail. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

Suggested copy – May-June:

There's still time to shape the future for your community. You can complete the #2020Census now online, by phone, or by mail. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Action Focused – Complete the 2020 Census

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

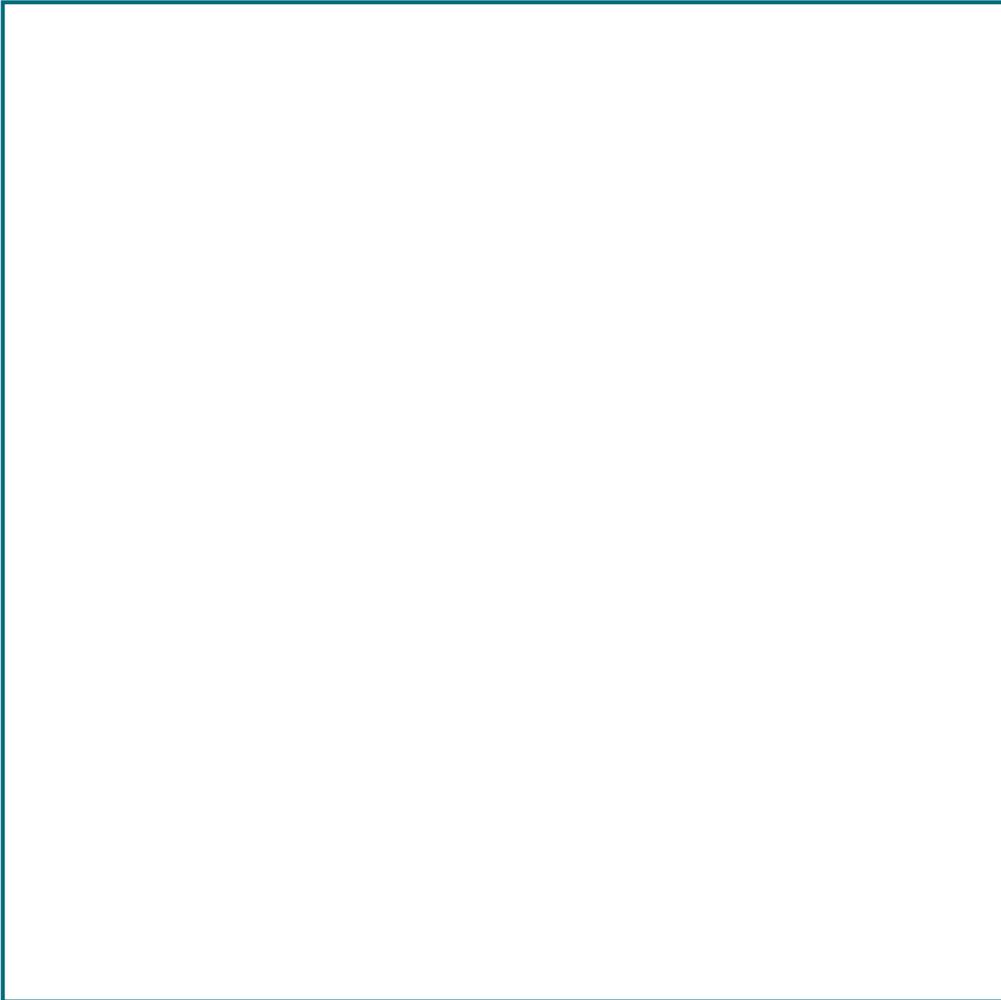


Suggested copy:

No matter where you call home, the #2020Census is your chance to shape the future of your community. Complete the census today! [2020CENSUS.GOV](https://2020CENSUS.GOV)

# Action Focused – Complete the 2020 Census

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



Suggested Copy: April

Shape the future of our communities when they come back together and respond to the #2020Census now. You can respond online, by phone, or by mail. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

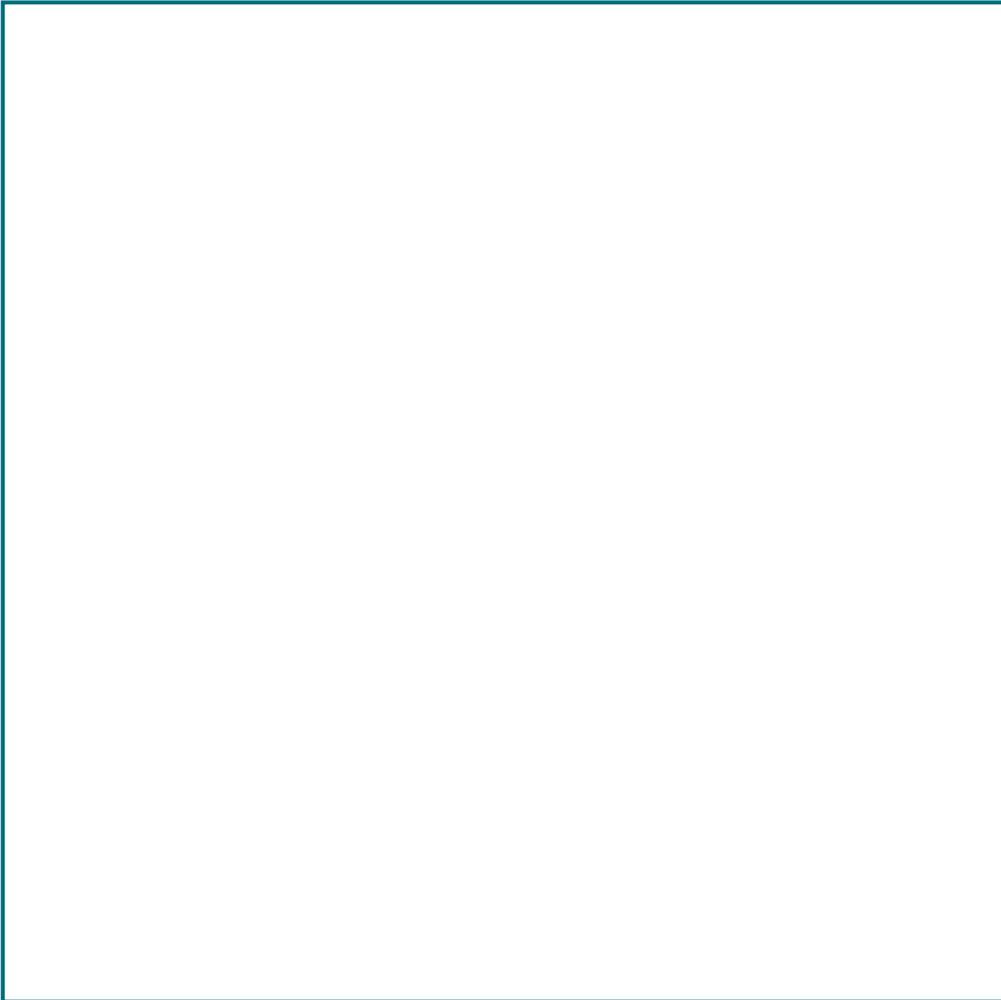
Suggested Copy: May-June

Complete the #2020Census to help shape the next 10 years for health care and infrastructure. There’s still time to respond! Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

**Non-editable PDF for Reference Only**

# Civic Duty – Benefits

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

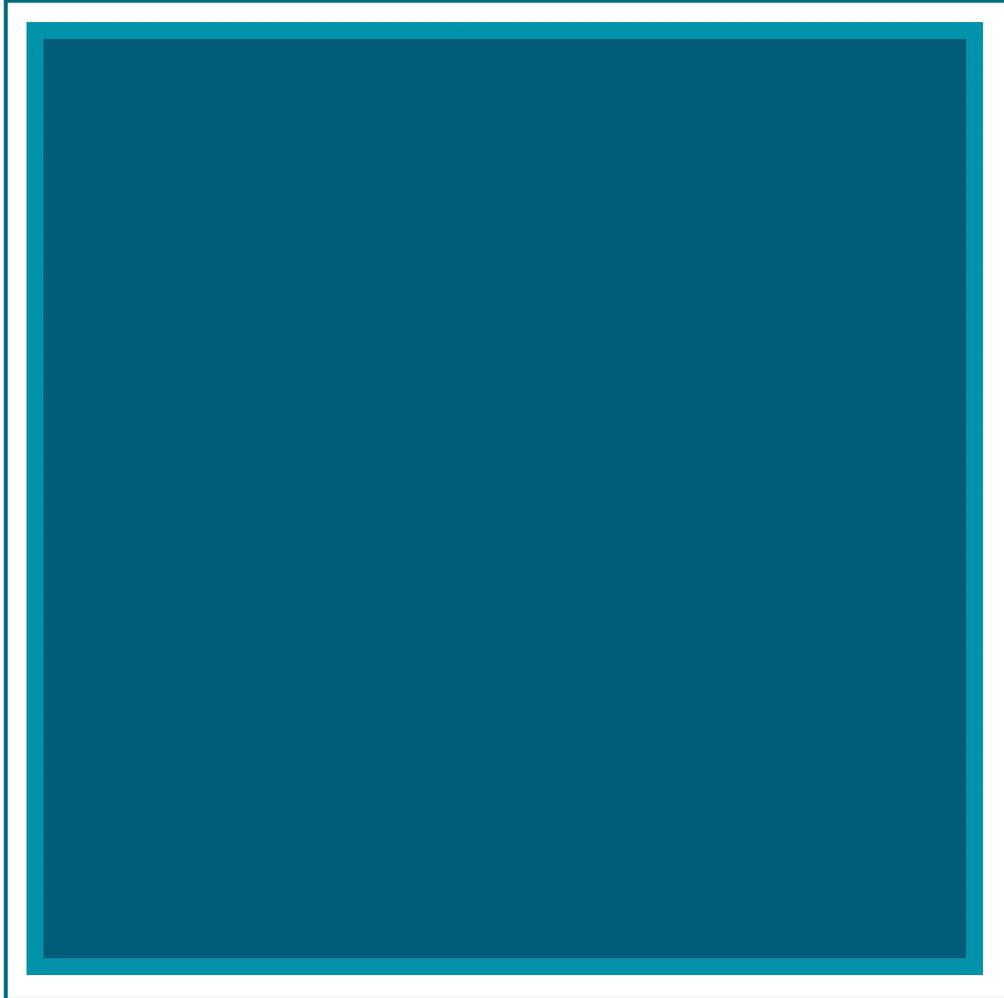


Suggested copy:

The #2020Census helps direct billions of dollars of funding for things that your community needs, including roads. Complete the census today. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Civic Duty – Benefits

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

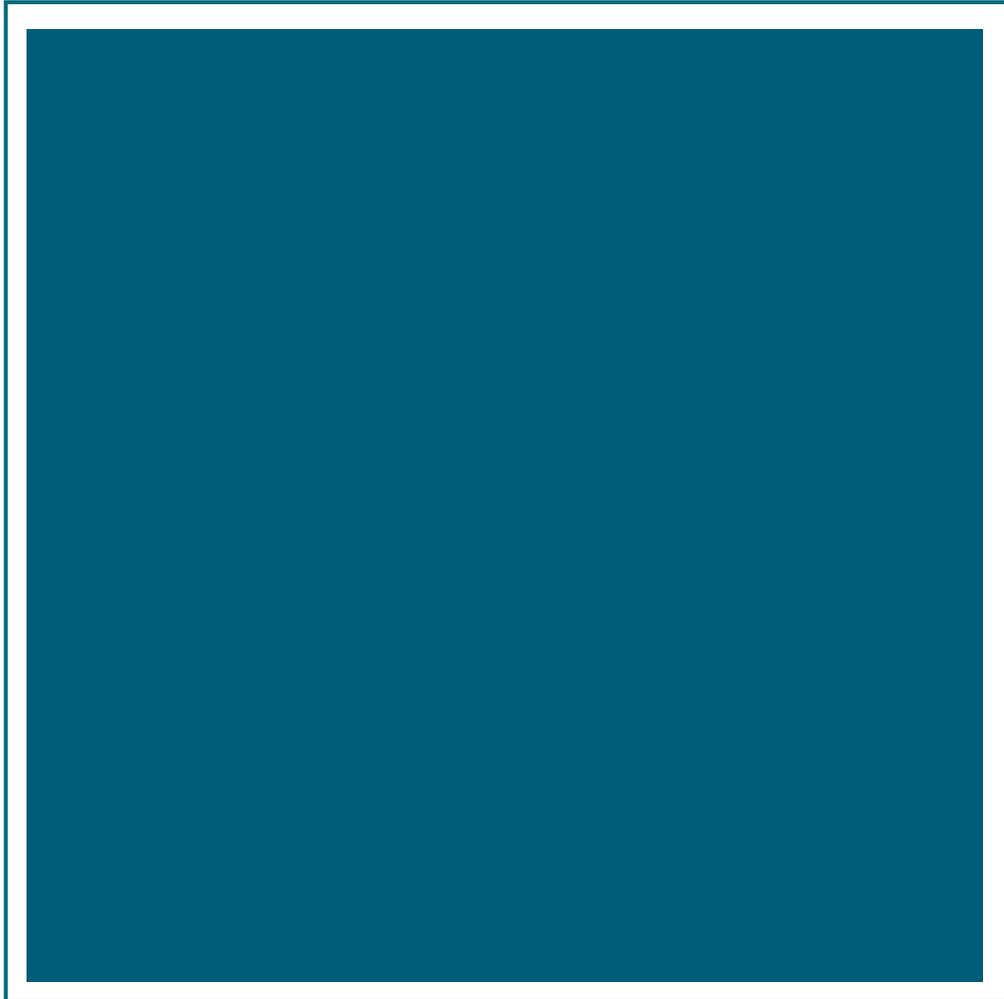


Suggested copy:

Help the schools in our communities when their doors reopen and for the next 10 years by responding to the #2020Census now. You can answer online, by phone, or by mail. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Civic Duty – Benefits

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

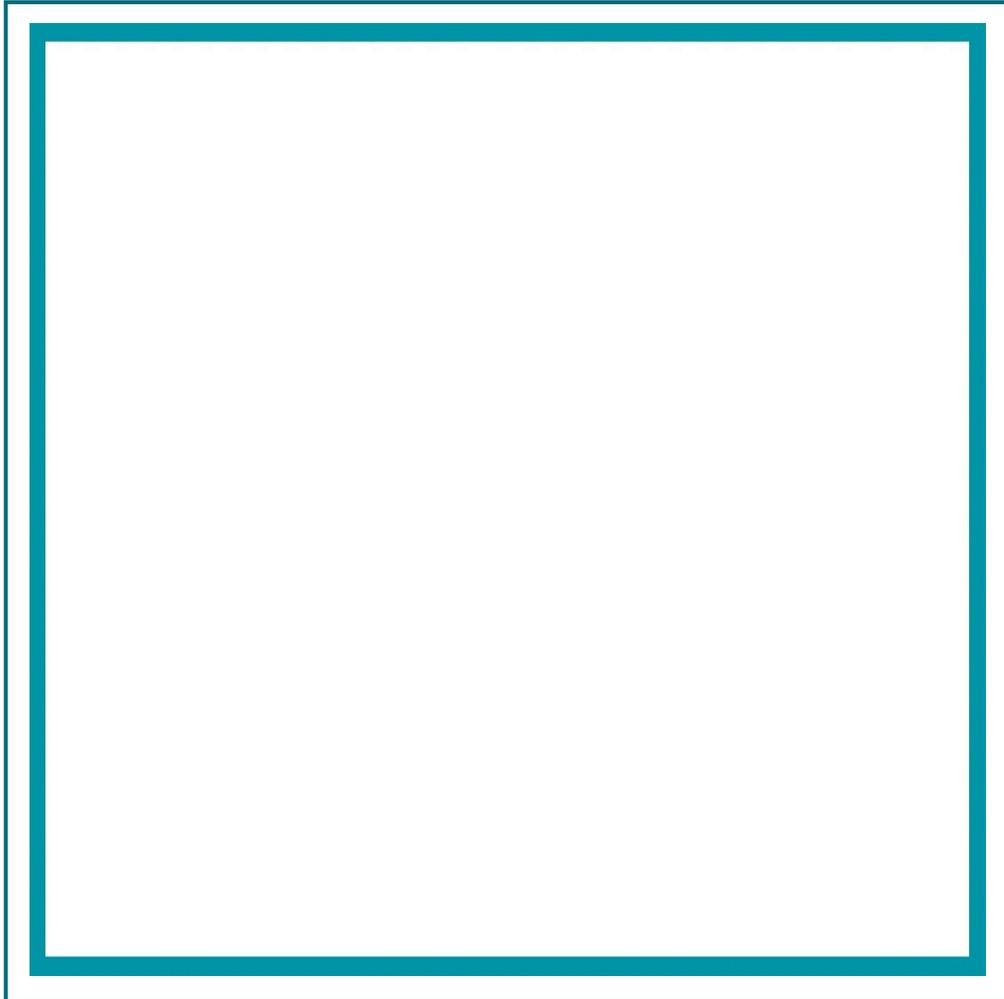


Suggested copy:

The #2020Census informs funding for the services that keep your community safe and prepared. Complete the census today!  
[2020CENSUS.GOV](https://2020CENSUS.GOV)

# Civic Duty – Benefits

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



Suggested copy: April

#2020Census data helps direct billions of dollars in funding for things your community needs, like hospitals and clinics. Complete the census online today. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

Suggested copy: May-June

There's still time to shape the future for your community. You can complete the #2020Census now online, by phone, or by mail. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Event Content

# Host a Virtual 2020 Census Event

Interested in hosting a virtual event for the 2020 Census? Here are a few ideas to get you started:

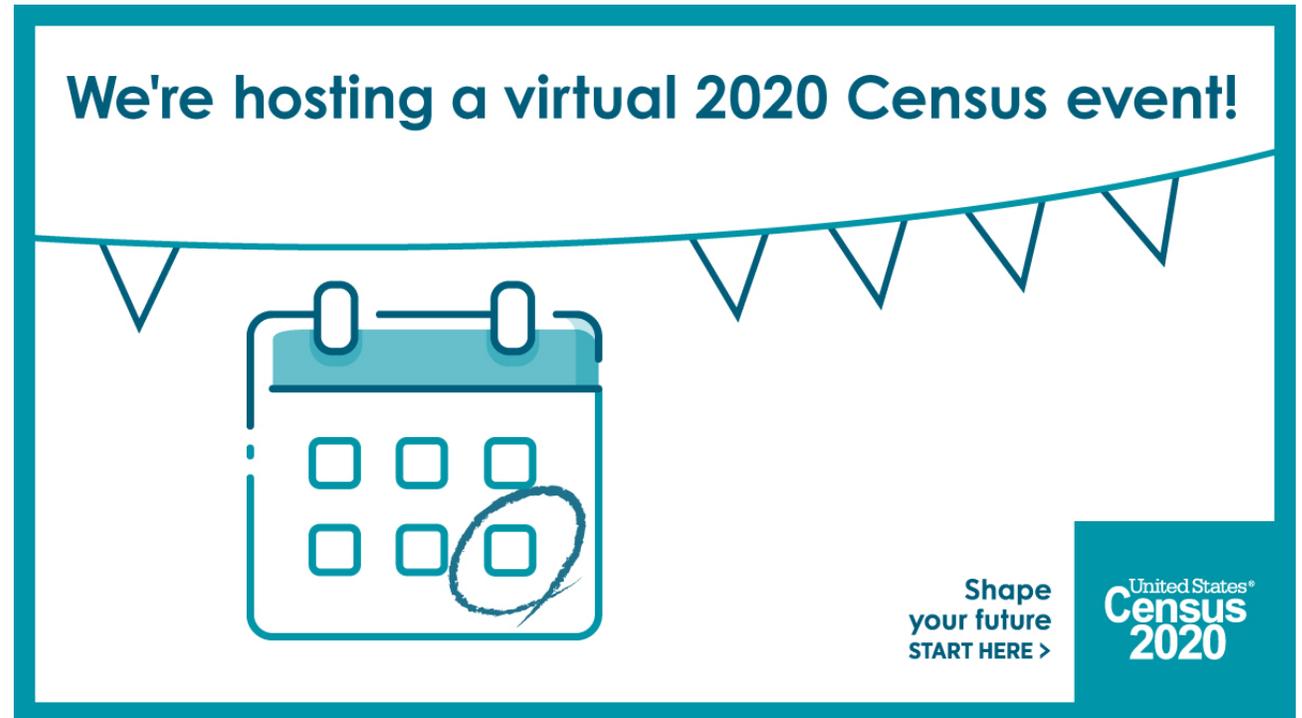
- Host a webinar and share 2020 Census materials.
- Host a social media event, such as a Facebook Live broadcast or Twitter Q&A.
- Host a virtual town hall to show your community how to complete the 2020 Census online.

We invite you to use the graphics on the next slide to promote your event on social media.

# Partner Event Hosting



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



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

# Customizable Content

# How To Add Your Logo and Download Assets

- Choose “Enable Editing” after opening the PowerPoint file and select the asset to which you would like to add your logo.
- Click the icon just below where it says, “Click icon to add picture.” This will allow you to upload a logo from a folder on your computer.
- Select the logo you would like to add. The size of your logo will automatically be adjusted to fit the space available.
- Once you have added your logo, you can export the slide as a JPEG. To do this, select the slide you want to save from the slide panel display on the left side of the presentation.
- After you’ve selected your desired slide, click “File” and then “Save As.” Name the file as you choose and select the folder in which you want to save it.
- Change the “Save as type” selection from “PowerPoint Presentation” to “JPEG File Interchange Format” and click “Save.” You will be asked if you want to save “All Slides” or “Just This One.” Select “Just This One” to save the selected slide as a new JPEG.

# Everyone Counts – Who Counts in My Home?

Suggested copy:

The #2020Census will shape the future for us all. Make sure you count everyone in your home. Find out more about who to count at <https://2020census.gov/who-to-count>.

WHO COUNTS IN MY HOME:

- MY GRANDKIDS
- MY HUSBAND
- MY SON AND HIS HUSBAND
- ME

# Everyone Counts – Who Counts in My Home?

Suggested copy:

Everyone counts in the #2020Census, even newborns who haven't come home from the hospital yet. Find out more about who to count at <https://2020census.gov/who-to-count>.

Who counts in my home:

- My husband
- The twins
- Baby Riley
- Me

1/1/2020 10:04 p.m.   
7 lbs 6 oz, 19 inches

# Partnership – Proud Partner

Suggested copy:

We're proud to be partnering with the @USCensusBureau to help spread the word about the #2020Census! Find out more about why the census is so important at [2020census.gov](https://2020census.gov).

**Proud  
supporter  
of the**

**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**



# Partner + Census

Suggested copy:

We've teamed up with the @USCensusBureau to help make sure that every person living in the U.S. is counted in the #2020Census. Find out why an accurate count is so important to our community at [2020census.gov](https://2020census.gov).

 United States<sup>®</sup>  
**Census**  
**2020**