1. Introduction

Join us in amplifying the message about the 2020 Census!

Social media is a great way to tell friends and followers that the 2020 Census is coming and why it’s so important for Oregonians. In this document, you’ll find handy, ready-to-go content that you can customize to most effectively communicate with your audience.

Please use the hashtags #OregonCounts2020 and #2020Census when sharing the content below. To make social media posts more interesting, include articles, pictograms, or other content to accompany your posts.

Follow Governor Kate Brown’s social media accounts for more content ideas and retweets/reposts:

- Twitter: @OregonGovBrown
- Facebook: Facebook.com/OregonGovernor
2. Sample Banner Messages

- 2020 Census — Your Count is Your Voice!

- Representation Matters. Your Count Matters.

- 2020 Census — Make Oregon Count!

- 2020 Census — Be Counted. Be Represented.

- The Census is Important, Easy & Safe!

- YOU + CENSUS = $$$ for Oregon
3. Sample Social Media Posts

Sample Tweets and Facebook Posts:

• All communities must prepare for the 2020 Census. We have only one shot at a complete count. #OregonCounts2020 #2020Census

• The 2020 Census is _____ days away! Census data will affect your voice in Congress and shape the future of your community for the next 10 years! #OregonCounts2020 #2020Census

• The 2020 Census is an opportunity to capture a full portrait of all communities across our state. Do your part to get counted! Find more information at www.Oregon2020Census.gov.

• DYK the census is mandated by the U.S. Constitution? Every 10 years, every single person in the U.S. must be counted! Census data is used to apportion congressional seats and help draw district lines in all levels of government. Learn more at www.Oregon2020Census.gov

• The census is important. The census counts every person living in the U.S. regardless of age, race, and ethnicity or immigration status. Get counted!

• The census is coming. Census data determines how more than $1.5 trillion are spent, supporting your state, county and community’s vital programs.

• The census matters. The results of the census are used to reapportion the US House of Representatives, determining how many congressional seats Oregon will get. Get counted! #OregonCounts2020 #2020Census
Sample Social Media Posts

• Your voice matters. The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living in Oregon. Your count matters. Get Counted!

• RT if you will be participating in the 2020 Census. Why does the census matter to you? #OregonCounts2020 #2020Census

• The census is important, easy and safe. Have you filled out your census yet? Get counted to ensure your voice is heard! #OregonCounts2020 #2020Census

• The census helps provide vital resources for communities across Oregon. Make sure your community is supported by taking part in the 2020 Census!

• The census provides critical funding for resources our communities need like housing, education, transportation, health care and more. Do your part, and commit to have your voice heard. #OregonCounts2020 #2020Census

• Did you know residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy?

Census Fun Fact:
The first nationwide census took place in 1790. For this, 650 men on horseback were dispatched to go door-to-door around the original 13 states. The overall cost in 1790 was $45,000. In 2010, the Census cost $13 billion and came in $1.3 billion under budget.
Sample Social Media Posts

Facebook Posts:

POST: The 2020 Census begins in March. Every 10 years, the results of the census are used to reapportion the U.S. House of Representatives, determining how many seats each state gets. Your voice matters, and that’s why it’s so important that you participate. The census covers the entire country and everyone living here. Census data also guides the distribution of $1.5 trillion dollars annually to state and local governments, nonprofits, businesses, and households across the nation. These dollars support vital programs in our communities. #OregonCounts2020 #2020Census

POST: Federal law protects your census responses. Your answers can only be used to produce statistics. By law, your information cannot be shared with immigration enforcement agencies, law enforcement agencies or be used to determine your eligibility for government benefits. #OregonCounts2020 #2020Census

POST: Every 10 years, everyone living in the United States is asked to complete a simple but very important constitutional task: respond to the census. The census is a questionnaire that asks a few basic questions, like the age, sex and number of people who live or stay in your home. The next decennial census starts in March, and responding is easy, safe and important.

POST: Newborn babies and young children under five are often missed in the census. The 2020 Census helps guide the allocation of critical resources that children and families depend on for the next 10 years — basically, an entire childhood!

POST: Examples of resources that could be impacted include food assistance, Head Start, childcare, housing support, public schools, early intervention services for children with special needs, children’s health insurance, and more. Knowing how many children there are and where they live is essential to getting those services and programs to them. That’s why it’s so important that every child be counted, even newborn babies. Learn more here: Oregon2020Census.gov.

POST: Children under the age of five are often missed in the census. These young children need all of the support they can get during these early years. Responding to the 2020 Census is an easy, safe and important way to help provide resources for children and their communities for the next 10 years. Make sure every child is counted in your household for the 2020 Census!
POST: When newborn babies and children are not counted, support for programs such as health insurance, hospitals, childcare, food assistance, schools and early childhood development is impacted. Responding to the census is easier than ever. You can complete the census questionnaire online, by phone or by mail. Learn more here: Oregon2020Census.gov

**Census Fun Fact:**

In the first Census, there were only five choices for race: White, Black, Chinese, Japanese and American Indian. Now, 220 years later, there are several more ethnic groups a person can identify with in the Census: White, African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander and Two or more races.
Sample Social Media Posts by Topic

Social Media Content for Local Government:

- Local government officials use the census to ensure public safety and plan new schools and hospitals. Make sure your voice is counted.
- Safety is a concern now more than ever. Get counted in the 2020 Census to ensure we have enough resources for public safety.
- As a (elected official title), I use census data to make sure I support & implement effective public policy that meets the needs of the communities I represent.

Social Media Content for Students:

- If you’re a student, taking part in the census is critical. Make sure to have your voice heard and be counted. #OregonCounts2020 #2020Census
- Want to leave campus once in a while? Public transportation funding for your campus community relies on census data. Make sure you get counted where you are … students living on campus 5 years from now will thank you!
- If you’re a student, taking part in the census is vital. Student loan funding is based on census data. Make sure you get counted! #OregonCounts2020 #2020Census

Social Media Content for Businesses:

- As a business owner, I rely on data collected through the census to better understand a market and expand business opportunities. A complete and accurate census count in 2020 will ensure my business thrives! #OregonCounts2020 #2020Census
- As a developer, I rely on census data to make strategic decisions on future developments and projects. A complete and accurate census count in 2020 will ensure my company thrives! #OregonCounts2020 #2020Census
- If you want to know where to buy the next best rental property in town, make sure you encourage residents to participate in the census. #OregonCounts2020 #2020Census
- Knowing where to market your services means knowing where people live. Make sure you encourage your customers to participate in the 2020 Census. #OregonCounts2020 #2020Census
Sample Social Media Posts by Topic

Social Media Content for Rural Audiences:

- Funding for health care in rural Oregon is based on the census. If you want health clinics that are closer than the next county, make sure you are counted in the census. #OregonCounts2020 #2020Census

- Funding for roads in Oregon is based on the census. If you want better roads in your county, make sure you are counted in the census. #OregonCounts2020 #2020Census

- As a rural Oregonian, it matters that your voice is heard. Participate in the upcoming census. Check your mailboxes in March and do your part. #OregonCounts2020 #2020Census

Social Media Content for Education:

- Make sure you get counted in the 2020 Census to ensure your children have access to the best education they can have. #OregonCounts2020 #2020Census

- Educators rely on critical census information. School districts rely on census data. Help your local school districts and participate in the upcoming census! #OregonCounts2020 #2020Census

- Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs and Head Start. It’s more than just a count, it’s an opportunity to shape the next generation. #OregonCounts2020 #2020Census

- An accurate census is key to schools getting the funding they need to serve every child that comes through their doors. #OregonCounts2020 #2020Census

- Undercounting communities of color will mean the public schools serving those communities will not receive adequate resources. #OregonCounts2020 #2020Census

- Five of the eleven top federal programs ranked by dollars distributed using census data in fiscal year 2015, involved students and education. Oregon receives $117,760,000 for the National School Lunch Program. #OregonCounts2020 #2020Census
Sample Social Media Posts by Topic

• The Numbers: Here are some of the largest allocations of education-related funds from 55 large federal spending programs for Oregon derived from 2010 Census data:
  
  National School Lunch Program: $117,760,000
  Special Education Grants: $131,743,911
  School Breakfast Program: $39,415,000

Social Media Content about Privacy:

• All 2020 Census responses are kept confidential and private. It’s the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way. #OregonCounts2020 #2020Census

• Your responses to the 2020 Census will never be shared with other government agencies. It’s the law. It’s also an oath every Census Bureau employee must swear to uphold. #OregonCounts2020 #2020Census

Social Media Content about Families:

• Do you have a newborn baby? (Congrats, btw!) Did you know everyone counts in the 2020 Census? This March, make sure you and your baby are counted. #OregonCounts2020 #2020Census

• Kiss them, then COUNT them. By responding to the 2020 Census and counting every child in your home, you’ll influence how much funding your community receives over the next 10 years for schools, child care and more. #OregonCounts2020 #2020Census

Social Media Content Related to LGBTQ+ Issues:

Love can shape your future. On the 2020 Census, you’ll have the option to identify a relationship as same-sex — informing community planning for families and providing vital statistics to advocates and policymakers who work on LGBTQ+ issues. #OregonCounts2020 #2020Census
Sample Social Media Posts by Topic

Social Media Content Related to Military:

- As a member of the military, you and your family understand what it means to serve your country. You can provide another great service to your country and community by responding to the 2020 Census. #OregonCounts2020 #2020Census
- Don’t forget to count any military family member who may be serving overseas in your 2020 Census form. Make sure they can back home to a thriving community! #OregonCounts2020 #2020Census

Social Media Content for American Indians & Alaska Natives:

By participating in the upcoming Census, you help provide an accurate count of American Indians. Your responses to the 2020 Census can help shape how billions of dollars in federal funds are distributed each year for programs and grants in our communities. The 2020 Census is our count. Our responses matter. Regardless of age, nationality, ethnicity or where we live, we all need to be counted. #OregonCounts2020 #2020Census

Social Media Content Related to Health Care:

Help shape America’s 10-year checkup. An accurate count helps us grow stronger over the next 10 years. Responses to the 2020 Census will inform funding for clinics, Medicare, the Children’s Health Insurance Program and other health care assistance programs. #OregonCounts2020