

# Social Media Toolkit

## February 2020

It is critical for our communities to ensure a complete and accurate count during the upcoming 2020 Census. Good communication means informing all residents of key 2020 Census points and to dispel any existing misinformation. It is our goal that this toolkit will be your guide to utilize when communicating about the Census.

Talking points will be developed and shared throughout the duration of the 2020 Census to provide messaging that is easy to understand and provide key information for the City of Long Beach residents. We will ensure all partners continue to be provided with these resources when they are developed. The material provided will be translated into Spanish, Khmer, and Tagalog.

We need your help in getting the message out regarding the importance of Census, its security and how to participate in the census. We are asking all partners to regularly share information through their communication channels to educate, motivate and activate the residents of Long Beach. For more information visit [www.longbeach.gov/census](http://www.longbeach.gov/census).

The Guide currently provides messaging content for the month of January 2020 along with photos. Please remember to share the hashtags **#LBCounts2020** and **#2020Census** when discussing Census on socials.

For additional questions contact:

Patricia Aleman

Office: 562-570-7915

[Patricia.Aleman@longbeach.gov](mailto:Patricia.Aleman@longbeach.gov)

# Sample Social Media Post

NOTE: This content is ready for publication. Please feel free to customize the caption. For photos: <http://bit.ly/Feb2020Photos>

Photo	Facebook	Twitter
<p>Week 6: February 2-8</p> 	<p>For each person counted in the #2020Census the community can receive up to \$2k per year for the next ten years. Funds go towards resources in the city that support education, housing, health, transportation and much more. Your count matters! #LBCounts2020 <a href="http://www.longbeach.gov/census">www.longbeach.gov/census</a></p>	<p>For each person counted in the #2020Census the community can receive up to \$2k per year for the next ten years. Funds go towards resources in the city that support education, housing, health, transportation and much more. Your count matters! #LBCounts2020 <a href="http://longbeach.gov/census">longbeach.gov/census</a></p>
	<p>If you're seeking a flexible part-time job, apply for a position with the #2020Census. Be a trusted messenger for your community! Visit <a href="http://www.2020census.gov/jobs">www.2020census.gov/jobs</a>. #LBCounts2020 @uscensusbureau</p>	<p>If you're seeking a flexible part-time job, apply for a position with the #2020Census. Be a trusted messenger for your community! Visit <a href="http://2020census.gov/jobs">2020census.gov/jobs</a>. #LBCounts2020 @uscensusbureau</p>

Week 7: February 9-15



Make sure your loved ones get counted this #2020Census. Your count influences decisions that affect everyone for the next 10 years. All of us together can make a difference.! #LBCounts2020 #ValentinesDay

Make sure your loved ones get counted this #2020Census. Your count influences decisions that affect everyone for the next 10 years. All of us together can make a difference.! #LBCounts2020 #ValentinesDay



It's not too late to make a decade of a difference in your community. Become a #LBCounts2020 Census Champion. For more details on how to get involved visit [www.longbeach.gov](http://www.longbeach.gov).

It's not too late to make a decade of a difference in your community. Become a #LBCounts2020 Census Champion. For more details on how to get involved visit [longbeach.gov](http://longbeach.gov).

Week 8: February 16-22



We are one month away from #2020Census! Remember, the Census is easy, important & safe to complete. Interested in exploring the questions you will be asked, visit

<https://2020census.gov/en/about-questions.html>. #LBCounts2020

The #2020Census is safe and confidential. You will NOT be asked for:

- Payment to respond
- Financial Information
- Social Security Number
- Citizenship or Immigration Status

For more on #LBCounts2020 visit [www.longbeach.gov/census](http://www.longbeach.gov/census)

We are one month away from #2020Census! Remember, the Census is easy, important & safe to complete. Interested in exploring the questions you will be asked, visit

<https://2020census.gov/en/about-questions.html>. #LBCounts2020

The #2020Census is safe and confidential. You will NOT be asked for:

- Payment to respond
- Financial Information
- Social Security Number
- Citizenship or Immigration Status

For more on #LBCounts2020 visit [longbeach.gov/census](http://longbeach.gov/census)

Week 9: February 23-29



Filling out the #2020Census is quick and easy. Starting March 12<sup>th</sup>, you can respond online, by mail, or by phone. Get Counted, Long Beach! #LBCounts2020  
[www.longbeach.gov/census](http://www.longbeach.gov/census)

#2020Census dates to remember! Stay up to date with all #LBCounts2020 information at [www.longbeach.gov/census](http://www.longbeach.gov/census). Be Counted, Long Beach!

Filling out the #2020Census is quick and easy. Starting March 12<sup>th</sup>, you can respond online, by mail, or by phone. Get Counted, Long Beach! #LBCounts2020  
[longbeach.gov/census](http://longbeach.gov/census)

#2020Census dates to remember! Stay up to date with all #LBCounts2020 information at [longbeach.gov/census](http://longbeach.gov/census). Be Counted, Long Beach!