

Social Media Toolkit

October 2019

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 City of Long Beach residents. We will ensure all partners continue to be provided with these resources when they are developed. Material provided will be translated in 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.

The Guide currently provides:

- 2020 Census Communication Phases
- Messaging content for the month of October
- Additional content will be created and shared with partners later this month
- 2020 Census: 5 Key Talking Points

For additional questions contact:

Patricia Aleman

Office: 562-570-7915

Patricia.Aleman@longbeach.gov

2020 Census Communication Phases:

Educate October 2019 – Dec 2019	Motivate January 2020 -March 2020	Activate April 2020 – August 2020
Early education and outreach to increase the understanding of the values of the Census and the importance of getting a complete count through digital media and community outreach.	Motivate the residents of Long Beach to respond to the 2020 Census. Addressing any questions and concerns they might have through community outreach and digital media.	Reminding residents to complete the Census through the various platforms that are provided. Support residents in completing the Census through digital and language support.

Sample Social Media Post

NOTE: This content is ready for publication. Please feel free to customize caption.

Photo	Facebook	Twitter
<p data-bbox="228 391 558 418">Week 1&2: October 1-12</p> 	<p data-bbox="648 391 1247 613">Did you know, your count in the #2020Census affects funding for schools. On this #WorldTeachersDay let's make sure to take the pledge to be counted. Find out more at www.longbeach.gov/census #LBCounts2020</p> <p data-bbox="648 659 1226 963">Are you interested in working for the #2020Census? @PacGateway has partners with the @uscensusbureau to help the Long Beach residents apply to the U.S. Census jobs. Pacific Gateway will help guide applicants through the process. Learn more at https://2020census.gov/en/jobs #LBCounts2020</p>	<p data-bbox="1268 391 1892 578">Did you know, your count in the #2020Census affects funding for schools. On this #WorldTeachersDay let's make sure to take the pledge to be counted. Find out more at www.longbeach.gov/census #LBCounts2020</p> <p data-bbox="1268 618 1902 878">Are you interested in working for the #2020Census? @PacGateway has partners with the @uscensusbureau to help the Long Beach residents apply to the U.S. Census jobs. Pacific Gateway will help guide applicants through the process. Learn more at https://2020census.gov/en/jobs #LBCounts2020</p>

<p>Week 3: October 13-19</p> 	<p>We're only 6 months away from the #2020Census! Take the pledge to be counted, helping make the best future for your family and community. Learn more at www.longbeach.gov/census #LBCounts2020</p> <p>If you're looking for a part-time job, apply for a position with the #2020Census. @pacgateway can help you get started with the application process. Be a trusted messenger for you community! Find out more at www.longbeach.gov/census #LBCounts2020</p>	<p>We're only 6 months away from the #2020Census! Take the pledge to be counted, helping make the best future for your family and community. Learn more at www.longbeach.gov/census #LBCounts2020</p> <p>If you're looking for a part-time job, apply for a position with the #2020Census. @pacgateway can help you get started with the application process. Be a trusted messenger for you community! Find out more at www.longbeach.gov/census #LBCounts2020</p>
<p>Week 4: October 20-26</p> 	<p>Participating in the #2020Census benefits the future of your community. An accurate count affects the allocation of funding for your community's public resources like education, health and transportation. Lets get counted! #LBCounts2020 www.longbeach.gov/census.</p> <p>Be a #2020Census trusted messenger! Apply for @uscensusbureau enumerator jobs for your community. If you're interested, reach out to @pacgateway for guidance. Lets get counted Long Beach! #LBCounts2020</p>	<p>Participating in the #2020Census benefits the future of your community. An accurate count affects the allocation of funding for your community's public resources like education, health and transportation. Lets get counted! #LBCounts2020 www.longbeach.gov/census.</p> <p>Be a #2020Census trusted messenger! Apply for @uscensusbureau enumerator jobs for your community. If you're interested, reach out to @pacgateway for guidance. Lets get counted Long Beach! #LBCounts2020</p>
<p>Week 5: October 27-31</p>	<p>What matters to you? Education? Health? Transportation? Your participation in the</p>	<p>What matters to you? Education? Health? Transportation? Your participation in the</p>



#2020Census helps inform planning efforts for community resources that matter most to you. Visit www.longbeach.gov/census to learn more! #LBCounts2020

Don't be spooked by having to participate in the #2020Census. Filling out the Census is safe and your information is protected by law. Visit www.longbeach.gov/census for more on #LBCounts2020 #Halloween

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2020 Census: 5 Key Talking Points

1. Every 10 years, the federal government is required to count every person residing in the U.S. through a national Census. April 1, 2020 is our next National Census Day.

a. Article I, Section 2 of the U.S. Constitution establishes the basis for a complete population count (actual Enumeration) every 10 years to determine the number of Congressional representatives that each state gets.

b. Both citizens and noncitizens of all ages, regardless of criminal history, must be counted.

2. An accurate and complete count means you are helping make the best possible future for your children and families.

a. Decision Making: Government, businesses, nonprofits and foundations use Census data to allocate funding, define where services are delivered and promote economic development.

b. Federal Funding: The community receives about \$2,000 per person that is counted every year for ten years. These funds go towards critical resources in the City of Long Beach that support education, housing, health, transportation and more.

c. Political Representation: The Census data determines the number of U.S. representatives each state sends to congress and sets district boundaries. Your count gives you a voice in our government and makes sure you are represented fairly.

3. Participating in the Census is safe.

a. Federal law protects the data you give to the census bureau. Your information can never be used against you. It is against the law for anyone to share your information with other government agencies, courts, immigration enforcement or the police.

b. Census workers will only contact you by mail, phone or in-person at your home. They will never contact you by email. Do not give your email address to a census worker or open any emails that claim to be from the Census Bureau.

c. If a Census worker comes to your home, ask to see their identification and official U.S. Census Bureau badge.

d. The citizenship question will NOT be on the Census questionnaire. However, we know that this subject caused great anxiety and stress to many members of our community. Census responses are protected by extra layers of privacy laws and that the Census Bureau does not share census questionnaire information with any federal, state or local agency.

4. The Census questionnaire has gone digital, meaning residents now have the opportunity to fill it out online.

a. The U.S Census Bureau will send you a postcard in the mail to complete the survey online. You can also complete census by mail, phone, in-person or at the various Census Action Kiosk's (CAK's) throughout the City of Long Beach.

b. You will be asked 9 questions, for example, the number of individuals in your home (including children of all ages), your age and race.

c. There will be NO Citizenship status question on the official Census questionnaire.

d. Make sure you ONLY fill out Census questionnaire with the official U.S. Census Bureau logo. The official Census questionnaire will NEVER ask you for your Social Security Number, banking or credit card information.

5. The City of Long Beach is at a high risk for an undercount 2020 Census. There are many barriers that the City needs to overcome to have a successful count.

a. California has historically been the hardest-to-count (HTC) state in the nation. Three out of four Californians belong to one or more groups that tend to be undercounted.

b. Broadband Access: For the first time the U.S. Census Bureau will rely on self-response through online questionnaire, presenting a barrier for those with limited digital access, lack of digital literacy or cybersecurity concerns.

c. Reduced Field Capacity: There will be fewer local offices, less field staff, less in-person and telephone follow-ups. As a result of reduced field capacity the Census results will primarily depend on data collection via the internet.

d. Language Access: The U.S. Census Bureau will provide 2020 Census Questionnaires in English and Spanish. The City of Long Beach will work towards providing translations for the city's diverse population to accommodate the high populations of Khmer and Tagalog speaking communities.