

SPRING 2020

# 2020 CENSUS

## DIGITAL ENGAGEMENT GUIDE

HOW PARTNERS CAN SUPPORT  
THE 2020 CENSUS IN LIGHT  
OF SOCIAL DISTANCING

**SLC COUNTS**  
 **Census 2020**



# ABOUT

This guide will support census participation and engagement during the COVID-19 situation. Throughout you will find customizable social media posts, e-blasts, text scripts and graphics to reach hard-to-count populations.

The purpose of this guide is to condense information, and provide a small selection of messages that focus on COVID-19 and 2020 Census participation.

Adapted from the National Association of Latino Elected and Appointed Officials (NALEO) [Digital Communications and Outreach Toolkit](#)

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# CALL TO ACTION

## Partners & Stakeholders can encourage census engagement through:

- **E-blast:** Send out the suggested e-blast to remind your community that the census can be completed online, by phone or by mail, and that the census supports emergency response.
- **Social Media:** Use social media posts to provide a new call to action to stay safe and complete the 2020 Census at home.
- **Census Shout Out:** Include reminders to respond to the census in all your upcoming virtual town halls and video updates on COVID-19.

# UPDATES

- **April 1st was Census Day**, which is the date the United States government has selected to count the population. Households are still able to participate in the census after April 1st.
- **Self-Response phase (online, phone, or paper) has been extended to October 31, 2020**, from August 15<sup>th</sup>.
- **A census ID is not required to complete the census online.** Head to [my2020census.gov](https://my2020census.gov) and click start the survey, at the bottom of the page find “if you do not have a Census ID, click here” button.
- **In-person activities, including enumeration, should resume after June 1, 2020**, and will incorporate the most current guidance from authorities to ensure the health and safety of staff and the public.
  - For new 2020 Census Operational dates visit [2020census.gov](https://2020census.gov).
- **There is NO citizenship question on the 2020**
- **Respondents should count everyone who lived in their household on April 1, 2020.**
  - **Return Missionaries:** If missionaries returned home before or on April 1, 2020 they should be counted in Utah and included in the household where they live.
    - If a household already completed the census they should complete the census *again* through the “non-Census ID” option online and count everyone living in the household including the returned missionary.

- Missionaries who were living outside the United States on April 1, 2020, are not counted in the census.
- **College Students:** Students who were living on campus or away from home, but are currently home due to COVID-19, should be counted in the city where they went to school spring semester. College students living on campus will be counted through the group quarter enumeration, which is where the college or university counts the students through administrative records.
  - Students that live in off-campus residence- such as a private house or apartment - should respond to the 2020 Census online, by phone, or by mail.
  - College students who are living outside the United States while attending college on April 1, 2020, are not counted in the census.

## SOCIAL MEDIA COPY

Below you will find a selection of COVID-19 specific messages for difference social media platforms. Graphics can be found at [Census/COVID Google Folder](#)

**SLCCOUNTS**  
Census 2020

As we continue to practice social distancing in light of the COVID-19 pandemic, it is important to remember that it has never been easier to respond to the 2020 Census on your own!

SAFELY RESPOND TO THE CENSUS



ANSWER  
ONLINE



ANSWER  
BY MAIL



ANSWER  
BY PHONE

Complete your census today at [2020census.gov](https://2020census.gov).

THE CENSUS HELPS COMMUNITIES  
PREPARE FOR EMERGENCIES

- Census data produces timely local data that is **critical to emergency planning, preparedness, and recovery efforts.**
- Census data provides **up-to-date statistics** on community growth and demographic changes.
- Census data **determines how much federal funding Utah receives**, with \$5.6 billion being spread to different communities' each year.
- This funding supports **hospitals, emergency food distribution and rescue operations.**

Support emergency preparedness by responding to the 2020 Census online, over the phone, or through the mail.

Complete the Census online at [my2020census.gov](https://my2020census.gov).

**SLCCOUNTS**  
Census 2020



**Hashtags:** #2020Census #SLCcounts #YouMatterBeCounted #GetCounted

# FACEBOOK & INSTAGRAM

1. Self-responding to the census is the easiest way to make sure you are counted amid the COVID-19 outbreak. Self-response is quick, easy, and can be done by mail, online, or by phone. Residents can self-respond to the census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
2. We're counting on each of you to complete the 2020 Census, and we're asking you to do it for all of the essential workers that are putting their lives on the line to protect us from this virus. Complete the census for the doctors, nurses and community health workers. Complete the census for the farmworkers, grocery clerks, janitors, and transit employees. Census data will inform funding for hospitals, clinics, and emergency services across the country for the next 10 years. Get counted at <https://2020census.gov/>.
3. Emergencies like the COVID-19 pandemic are precisely why the government needs accurate census data. Census participation will help ensure our communities get their fair share of funding for schools, hospitals, and other education and health programs we need to stay strong and healthy. Get counted at <https://2020census.gov/>.
4. Self-responding to the census is the easiest way to make sure you are counted amid the COVID-19 outbreak. Self-response is quick, easy, and can be done by mail, online, or by phone. Residents can self-respond to the census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
5. Public health experts, government officials, and first responders all rely on population data to make critical decisions in crises like the one we are currently experiencing. Represent your community and ensure it has funding by completing the census at <https://2020census.gov/>.
6. Communities Are Responding. Is Yours? With over 75 million households having completed the 2020 Census, you may be curious about how many in your community have responded. Stay up to date with the [2020 Census response rate](#)

[map](#). While you keep tabs on local response rates, [encourage others in your community to respond](#) to the 2020 Census.

7. Now is our chance to help public health officials and emergency responders identify the resources they need to protect our communities. 2020 Census data will inform funding for hospitals, clinics, and emergency services across the country. Complete the census and learn more at <https://2020census.gov/>.

## TWITTER

### Post 1: English

Now that you're staying home practicing social distancing, why not fill out the census? ✓ You can complete the census from home via Online 🖥️ <https://my2020census.gov/> By phone 📞 1-844-330-2020 Or by mail, if you received the paper form. ✉️ #COVID19

### Post: 1: Spanish

Ahora que estás en casa practicando el distanciamiento social, ¿por qué no llenar el censo? ✓ Puede completar el censo desde casa Por internet 🖥️ <https://my2020census.gov/> Por teléfono 📞 1-844-468-2020 O por correo si recibió el formulario. ✉️ #COVID19

### Post 2: English

Choose your binge 📺 and fill out #Census2020! ✓ Filling out the census from home is easy! Complete it during a @netflix break via Online 🖥️ <https://my2020census.gov/> By phone 📞 1-844-330-2020 Or by mail, if you received the paper form. ✉️ #COVID19

### Post 2: Spanish

¡Elija su serie 📺y llene el #Censo2020! ✓ Llenar el censo desde casa es fácil! Completelo durante una pausa de @netflix Por internet 🖥️ <https://my2020census.gov/> Por teléfono 📞 1-844-468-2020 O por correo si recibió el formulario. ✉️ #COVID19

## E-BLAST

Dear Partners and Community Members,

As we face this unprecedented public health crisis together, we remain steadfast in our resolve to ensure our community is represented and counted in the 2020 Census.

Emergencies like the coronavirus (COVID-19) pandemic shine a spotlight on the importance of accurate census data, which determine funding for schools, hospitals, nutrition and health programs in our communities. **Self-responding to the Census is the easiest way to make sure you are safely counted amid this crisis, as it can be done online, over the phone or by mail.** Making sure you are counted now ensures you do not receive an in-person visit from a census taker down the line.

Residents can easily and safely self-respond to the census online at [my2020census.gov](https://my2020census.gov) or over the phone in English by dialing 844-330-2020 or Spanish at 844-468-2020. You're also able to complete the census over the phone in 12 non-English languages. Households do not need an ID code to respond to the Census online or by phone. If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-ELCENSO (877-352-3676) – Monday-Friday from 8:30 a.m. – 8:30 p.m. ET to get additional information.

Stay safe, and get counted.

In Solidarity, (INSERT ORGANIZATION NAME)

## TEXT MESSAGE

1. The census decides where federal funding goes and how it gets distributed to community hospitals. Getting counted in the 2020 census helps your local healthcare workers save lives! Respond online at <https://my2020census.gov/>, by mail or by phone.

2. Self-responding to the census is the easiest and safest way to make sure you are counted amid the COVID-19 crisis. Complete the 2020 census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.

## FACTSHEETS

[Census Counts](#) has all the resources you need to educate, mobilize, and assist your community in participating in the 2020 Census. Find factsheets on how the **census directly impacts specific hard-to-count communities** can be found [HERE](#).

## CENSUS BUREAU COVID-19 ADS

- **Let's Make a Difference:** <https://www.youtube.com/watch?v=yKgeweuen4o>
- **Your Turn to Respond:** <https://www.youtube.com/watch?v=xH7bVljBQjU>
  - Now is our chance to help public health officials and emergency responders identify the resources they need to protect our communities. 2020 Census data will inform funding for hospitals, clinics, and emergency services across the country. Complete the census and learn more at <https://my2020census.gov/>

## CENSUS BUREAU RESOURCES

- [English: Video Guide to Completing the 2020 Census Online](#)
- [The 2020 Census and Confidentiality](#)
- [2020 Census Operational Adjustments Due to COVID-19](#)
- For additional resource visit: <https://2020census.gov/>
- [Census Bureau Social Media Tools](#)