

Census Week Toolkit



For the week of
March 30 – April 3, 2020

Welcome to Census Week!

March 30-April 3, 2020 marks Census Week in the U.S. On Wednesday, April 1, we commemorate National Census Day—an excellent reminder for everyone in the country to complete their 2020 Census form.

Given the current circumstances with COVID-19, we have adapted our plans for the week to focus heavily on earned media and social media to get the word out and amplify our message. The Census Office and our partners will all have opportunities to engage in virtual events, and interviews with print & broadcast media in the state.

This toolkit is filled with information to help us have a successful Census Week and continue our efforts for a complete count in California.

This toolkit contains:

- A snapshot of Census Office events to promote and participate
- Social Media assets, campaign creative assets and collateral for Census Week engagement
- Empowering our Partners: sharing a slate of virtual events for partners to host/utilize locally within their regions and communities, as well as leveraging earned media and social media
- How-to explainers for social media events like Facebook Live or Instagram Live that partners can host
- The latest messages for the self-response period and COVID-19
- Top line messages for the “Activate” phase
- Anticipated Q&A – an outline of questions and suggested talking points

Have a question on anything in the toolkit?
Email us at communications@census.ca.gov

CENSUS OFFICE SCHEDULE OF EVENTS FOR CENSUS WEEK

Below is a quick list of events our team is coordinating for the week. Please join us and consider sharing with your networks too!

Monday, March 30

- 11:30 a.m. Facebook Live “Lunch Break Census Q&A” with Director Katague

Tuesday, March 31

- Wave 3 ambassador announcement

Wednesday, April 1

- 1 p.m. #AskCACensus Tweet Chat – live Q&A session on Twitter
- 2 p.m. - 3 p.m.: Statewide ethnic media briefing with Director Katague

Thursday, April 2

- Reaching children 0-5 strategy announcement

Friday, April 3

- 10:30 a.m. - 11:30 a.m.: African American media briefing with Director Katague
- 1 p.m.: Instagram Video Live “Lunch Break: Census Q&A” with Director Katague

*****HAPPENING THROUGHOUT THE WEEK*****

- Interviews with print, TV, radio outlets
- Op-ed placement of approved content in local papers in every region
- Social media content- posts & videos across Facebook, Instagram, Twitter on CA Census accounts (please share, re-post, and re-tweet!)

SOCIAL MEDIA: MORE DETAILS ON WHAT WE'RE PLANNING FOR THE WEEK

There are a few social media campaigns and videos we will be posting this week that we want to flag for your advanced attention and participation.

#ICount Selfie Challenge: **Census Week kicks off a month-long “Selfie Challenge”** in which followers can take a selfie or video with their Census invitations and tag @CACensus, utilizing Instagram stickers and the hashtag #ICount. Followers will be encouraged to tag their friends to nominate them to fill out their Census forms, and we will compile all posts into a compilation slideshow on social media toward the end of April. Please share!

Tweet Chat: Join @CACensus on **Twitter at 1pm on April 1 for the #AskCACensus Tweet Chat!** The campaign will be posing questions to followers and partners about the Census to ensure that everyone has the information they need to fill out their Census forms. Promotional materials can be found on the Partner [Portal](#), including a preview of the questions and suggested responses.

Social Ambassador Activations: Our awesome social media ambassadors will be engaged, sharing Census Week graphics, Instagram, and posting throughout Census Week. @CACensus will repost their content regularly throughout the week, with a particular emphasis on April 1 content.

SOCIAL MEDIA AND CREATIVE ASSETS TO SUPPORT YOUR VIRTUAL EFFORTS

Below is a list of assets to support Census Week have been added to the Partner Portal: <https://portal.californiacensus.org/login/>.

- Census Day Digital Ads – English
- Census Day Digital Ads (V2) – English
- Census Day Digital Ads – Spanish
- Census Day – Radio Scripts – English
- Census Day – Radio Scripts – Spanish
- Census Question Social Media Toolkit
- Census Day Tweet Chat
- April Social Media Toolkit

Portal Access: If you do not already have an account, you can register at the same link above to request access.

PARTNER PARTICIPATION: SUPPORTING LOCAL CENSUS WEEK ACTIVITIES

We know everyone is eager to do their part to make Census Week a success. We have included information for earned and social media efforts that we hope to uplift in every single region over the course of next week.

Regional Earned Media

For any regional earned media support, please contact your [Census Office communications point person, Mercury Region Lead](#), or Mercury Statewide Regional Leads (Jen, jwlach@mercuryll.com and Micah, mgrant@mercuryllc.com). The Mercury Region Leads can help pitch interviews with local print, TV and radio outlets.

Messaging for the self-response period and COVID-19 are included in this toolkit, along with some anticipated Q&A to help guide you.

Social Media

Sample video scripts. Want to post a video on social media, but unsure what to say? We have included some suggested talking points to help you relay the key messages about the Census in your own voice.

Ideas for visuals:

- Show your invitation if you received one by mail (blurring out your address!)
- Show your phone or laptop on the home page for the census
- Show the screen once you have completed the online form
- Show your phone dialed into the toll-free number

Talking points:

- Take a few minutes to complete your 2020 Census. This 9 question survey can be done online or by phone, and your information is safe and confidential. Visit my2020census.gov to fill out the form online. I count. You count. Everyone counts.
- Fill out the Census form! By answering 9 simple, confidential questions, you ensure you are counted and help secure federal funds for important programs in your community.

#ICount Census Confirmations. We encourage partners to take photos of Census invitations you have received and/or post a photo or video of your

completed screen shot once you have submitted your Census form online (note: we recommend blurring address, unique code and/or submission confirmation number). You can post this still image to your Facebook or Instagram Live feeds; don't forget to include the #ICount hashtag.

Virtual Events

Adapting to life as we know it now, it's time to take our in-person events and make them virtual! Here are a number of virtual events for partners to utilize during Census Week and beyond, in place of in-person events.

Facebook Live/Instagram Live are excellent options for a tech-savvy partner where they can generate a live, local audience. Here are helpful step-by-step guides to help you get set up:

- Facebook Live How-To: <https://blog.hubspot.com/marketing/facebook-live-guide>
- Instagram Live How-To: <https://help.instagram.com/292478487812558>

Host a "virtual block party": Using readily available technology like Google Hangouts or Zoom, partners can host small video chats with their neighbors and community to discuss the Census and support one another in completing their forms. Many of us are already accustomed to this technology and video calls due to shelter-in-place so we can connect with colleagues, friends and family members. Here is a helpful guide on how to use Google Hangouts and invite your friends & neighbors: <https://support.google.com/meet/answer/9302870>

MESSAGING FOR THE SELF-REPORTING PERIOD and COVID-19

With California under a statewide stay-at-home mandate, residents will be socially distancing and mainly in their homes during Census Week. Fortunately, the Census can be completed online and by phone, all from the safety of one's home. Everyone can still participate in this important civic responsibility, helping their communities by taking a little time out of their day to answer 9 simple, confidential questions.

Please see the following COVID-19 messaging, shared March 26, 2020, and available on the Partner Portal. Additional information can be found at census.ca.gov/covid19.

Information on U.S. Census Bureau operations and updates from the Bureau can be found at <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>.

Key Information and Messages

As we all take precautions regarding COVID-19, we know that every partner is working to adjust Census outreach, and it's more important than ever we share how easy it is to self-respond. Below are a few tools to continue to support a full count of all our communities through the coming days and weeks.

How to Participate:

- **Internet:** The Census response website is live! Visit my2020census.gov or [Californiacensus.org](https://californiacensus.org)
- **Phone:** To respond via phone, all phone lines are listed [here](#)
- **Mail:** Limited addresses will receive paper forms

Video Guides for Online Response:

- English [here](#)
- Spanish [here](#)

California Census Ad:

- English [here](#)
- Spanish [here](#)
- This will also be in English, Spanish, Chinese, Korean, Hmong, Cambodian, Vietnamese, Russian, Persian, and Armenian.

For information on COVID-19, please visit:

- <https://covid19.ca.gov/>
- <https://www.cdph.ca.gov/covid19>
- Guidance and Information: A complete [list of guidance is available.](#)
- [Centers for Disease Control and Prevention's website.](#)
- For partners, please visit census.ca.gov/covid19

Key COVID-19 Messages:

- #StayHomeSaveLives California – and while you're at it, take the 2020 Census online by visiting californiacensus.org.

- #StayHomeSaveLives California – and complete the 2020 Census form online or over the phone by answering 9 simple and confidential questions to help secure federal funds for important programs in your community.
- During these uncertain times, the health and safety of our communities is our priority. There is something you can do today for California's future. Take the Census today: californiacensus.org. For COVID-19 updates and information, visit covid19.ca.gov.
- While Californians #StayHomeSavelives, complete the 2020 Census by answering 9 simple and confidential questions. Learn more at californiacensus.org.

General Census Messages:

- All Californians can participate in the 2020 Census and make a difference today! Participation comes in three easy ways:
 1. Online
 2. By Phone
 3. By Mail (limited households will initially receive the paper form)Learn more at californiacensus.org
- Take a few minutes to fill out the #2020Census and make sure everyone gets counted! It's only 9 confidential questions that will make a huge difference! Learn more at californiacensus.org.
- Every household in California can complete the Census now online or by phone. Check your mail for the Census form! Visit californiacensus.org for more information.

ACTIVATE PHASE: TOPLINE MESSAGING

WHAT?

The Census counts everyone living in the United States.

The Census has begun; participate online or by phone today!

The Census is a simple and confidential 9 question survey. Questions include your name, address, sex, race, and age.

The Census will never ask about your citizenship status or for your social security number, bank details, payment, or a donation. Census data is not used to determine eligibility for any public programs.

The Census Bureau uses the collected data to make sure every community gets its fair share of resources.

Census data informs funding for key programs such as, Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.

Census data informs how billions of dollars in state funding impacts the lives of every Californian.

WHEN?

Californians will receive mailed invitations to participate in the Census from the U.S. Census Bureau beginning in mid-March.

Starting March 12, 2020, everyone will receive an invitation to participate in the 2020 Census. That invitation will include a unique Census ID that links to a physical address. You can also respond online or by phone without a Census ID.

April 1 and after: By April 1, every household in California should have received either an invitation to participate in the Census or the actual form from the U.S. Census Bureau.

HOW?

Every household in California will be asked to complete a Census form online or by phone, while some households will receive a paper form. When you respond to the Census, you'll tell the Census Bureau where you live as of April 1, 2020.

Anyone can complete the Census either online at my2020census.gov/ or by phone at the numbers below. Participate today!

If you don't receive an invitation to participate in the Census, you can still complete the form! Just visit my2020census.gov/ or call the numbers below to take the Census.

For Californians who have a P.O. Box address, an invitation will not be provided in the mail. A Census worker will drop off paper forms to these households when it is safe to do so. In the meantime, consider completing your Census form today by phone or online at my2020census.gov/.

People looking for more information on the Census and how to participate can visit CaliforniaCensus.org, or the U.S. Census Bureau website, my2020Census.gov.

WHO?

The Census counts everyone living in the United States, regardless of their background or immigration status.

Make sure you count everyone in your home. This includes any friends or family members who are living and sleeping there most of the time as of April 1.

If someone is staying in your home on April 1, and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Respondents need to count everyone living in your home including roommates, young children, newborns. Census data will not be shared with your landlords.

Not sure where to count yourself? You should be counted where you live and sleep most of the time, but if you do not have a regular place you stay, you should count yourself where you are on April 1, 2020.

It is important to remember to count any children who are living with you. This includes grandchildren, nieces and nephews, and newborn babies born by or on April 1, 2020.

WHY?

For every person left uncounted, California could lose \$1,000 per person each year for the next ten years. Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.

California needs fair representation in Congress to advocate for the interests of our communities at the federal level.

Census data is used by businesses to decide where to invest and create new jobs. Non-profits, academics and policymakers also use Census data for crucial research and to make decisions.

Every Californian has a voice and deserves to be heard and to be counted.

SAFETY & SECURITY

Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement. Census data will not be shared with your landlords.

HOW TO COMPLETE THE FORM BY PHONE

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

As of March 12, all lines will begin live customer service representative support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the Interactive Voice Response system prior to being transferred to a customer service representative.
- Callers to all other language lines will be greeted in that language by a customer service representative.

SAMPLE QUESTION & ANSWER (Q&A)

Here are some questions you can expect to hear from the press and the public. Suggested talking points follow each question. For COVID-19 and Census Messaging, please refer to pages 6 through 8.

Why is it important to get a complete and accurate count?

- Census data informs how billions of dollars in federal funding impacts the lives of every Californian.
 - Census data informs funding for key programs such as Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.
 - For every person left uncounted, California could lose \$1,000 per person each year for the next ten years.
 - Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.
- Participating in the 2020 Census ensures that you and your communities have fair representation.
 - The Census determines how many seats each state receives in the House of Representatives and the number of votes we have in the Electoral College.
 - State and local government officials redraw the boundaries of Congressional districts, state legislative districts, and other local districts to account for population shifts.
- Census data is used by businesses to decide where to invest and create new jobs. Non-profits, academics and policymakers also use Census data for crucial research and to make decisions.

What is California's strategy to ensure a complete and accurate count?

- California is implementing the largest mobilization of partners in the State's history by investing an unprecedented \$187.2 million to educate and activate the 11 million hardest-to-count Californians to participate in the 2020 Census.
- We are leveraging trusted messengers – individuals, organizations and even platforms – to help educate Californians about the Census, why it matters and how to participate.

- The campaign includes more than 120 contractors including local governments, Tribal Governments, community-based organizations and media.
- With these partners, we are running a multilingual, inclusive campaign that reminds people that every Californian has a voice and deserves to be heard and to be counted.

Why is California difficult to count?

- California is the hardest-to-count state in the nation and has been undercounted in every Census since the very first count in 1790.
- We estimate that California's hard-to-count population is approximately 11 million people – larger than the entire state of Georgia.
- California faces a number of unique challenges, which include, but are not limited to:
 - The diversity of the population
 - Population and geographic size of the state
 - First digital census
 - Distrust in federal government
- These challenges require intentional approaches and enormous resources to reach, educate, and motivate the hardest-to-count Californians to participate.

What should people know when they fill out the Census form?

- The Census is comprised of 9 simple and confidential questions.
 - Questions include your name, address, age, gender, race and ethnicity.
 - Californians should self-identify regarding race, ethnicity and gender.
- The Census counts everyone living in the United States, regardless of their background or immigration status.
 - The Census won't ask about anybody's citizenship status.
- Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies.

- Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement.
- Make sure you count everyone in your home. This includes any friends or family members who are living and sleeping there most of the time as of April 1.

Why is California making such a large investment to get a complete count?

- California faces unprecedented challenges to getting a complete and accurate count:
 - The largest and most diverse population spread over a large state
 - The first mainly digital census
 - Distrust in the federal government
- We are meeting these unprecedented challenges with an unprecedented investment to reach, educate, and motivate the hardest-to-count Californians to participate.
- By making this investment, California is taking its future into its own hands.
 - Census determines billions of dollars of federal funding that California receives every year.
 - It funds programs and resources that support healthcare, education, housing, infrastructure, and so much more.
 - It's critically important that we have a complete and accurate count.

Appendix

Below is creative that has been developed specifically for Census Week. All files for the creative, which includes the digital ads in various sizes, can be found on the partner portal.

Digital Ads

**TAKE THE
2020
CENSUS
TODAY!**

CaliforniaCensus.org
844-330-2020
#ICount

TAKE THE CENSUS TODAY!
(844) 330-2020

**CENSUS
CALIFORNIA
ALL
2020**

LEARN MORE

**COMPLETA
EL CENSO HOY**

**CENSO
CALIFORNIA
ALL
2020**

MÁS DETALLES

Radio Scripts

Census Day :30 second Radio Script English

Hey this is [INSERT TALENT NAME]

The Census is underway and you can participate safely from your home online or over the phone. Be sure to count everyone in your home, even if they're staying with you temporarily. The form is made up of 9 simple questions, all confidential, and participating helps ensure your community gets the funding it needs for the next decade. For more information visit CaliforniaCensus.org or call 844-330-2020.

Census Day :30 Second Radio Script Spanish

Amigos, soy [NOMBRE DE TALENTO]

Ya llegó el Censo 2020 y *TODOS* podemos participar de manera segura y confidencial – por internet o por teléfono. Cuenta a todas las personas que viven en tu domicilio, aun si solo se están quedando contigo temporalmente. El formulario contiene nueve (9) preguntas básicas. Ahora más que nunca es importante dejarnos contar para el beneficio de nuestras familias y comunidades. Si no participamos, California podría perder hasta \$1,000 por persona cada año durante los próximos diez años. ¡Participa ya! Y llena el formulario: my2020census.gov o llama al 1-844-468-2020.