

2020 CENSUS

SOCIAL MEDIA TOOLKIT



**National
Urban League**



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TM

LOGO



HASHTAGS

#MakeBlackCount

#2020Census

INSTAGRAM

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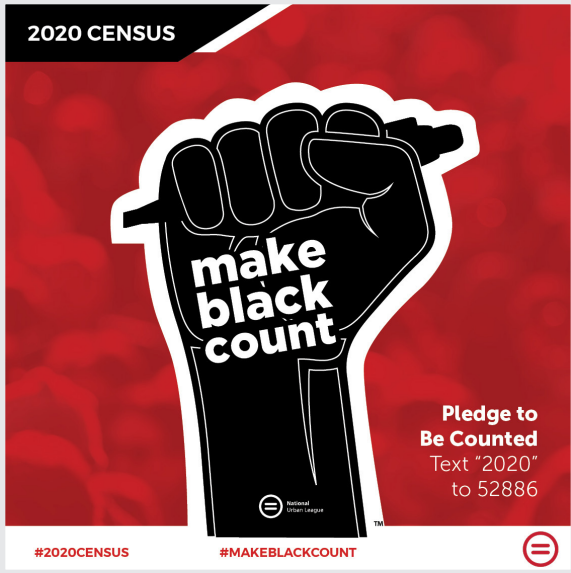
FACEBOOK

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INTRODUCTION



CAPTION:
The 2020 Census is coming! Make sure you're counted! Represent your community!



CAPTION:
Black people must be counted fairly and accurately in the 2020 Census. Check out the Make Black Count website to find out more!

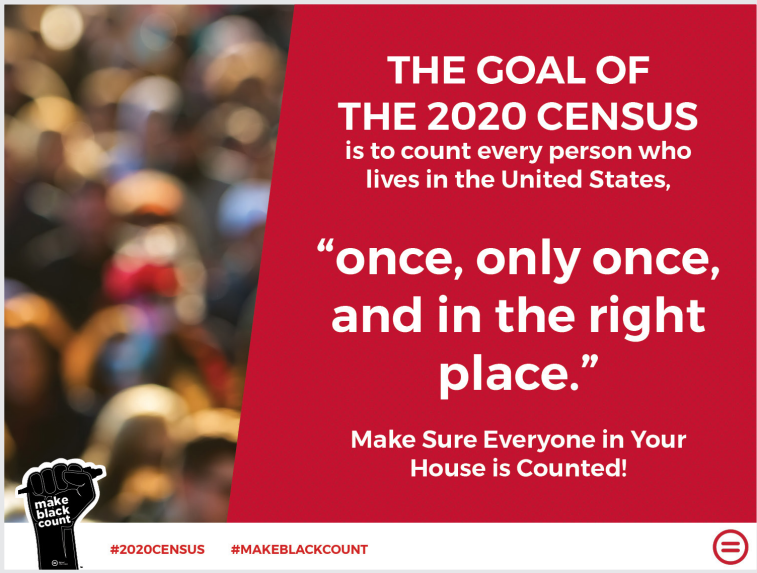


INTRODUCTION CONTINUED



CAPTION:

The 2020 Census is safe. Easy. And important. Fill out the form--it only takes 10 minutes to help your community get its fair share of resources and political representation for the next 10 years.



CAPTION:

Counting everyone in the house means your community is on track to getting its fair share of resources with the 2020 Census. A fully counted home means a fully counted community. Be counted in the 2020 Census.

WHY PARTICIPATE

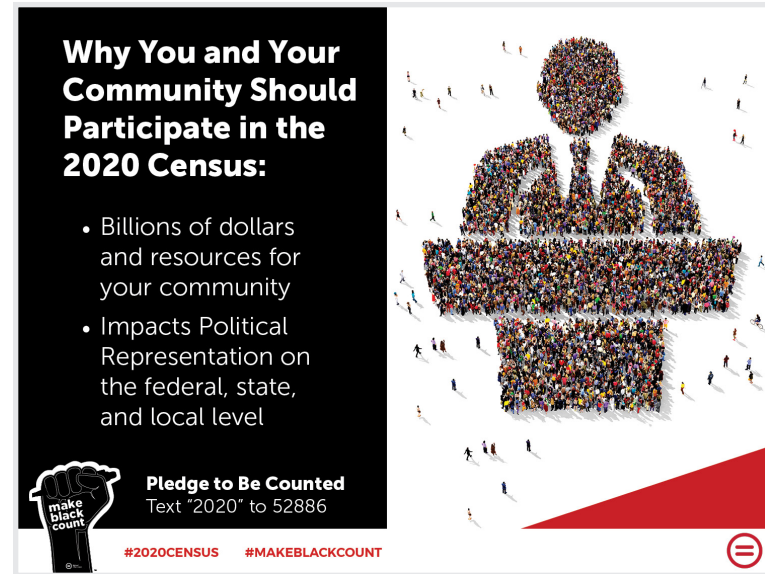


CAPTION OPTION 1:

When we are counted, money for critical programs stays in our community. Be Counted in the 2020 Census! Keep our fair share of federal dollars in the Black community!

CAPTION OPTION 2:

More than \$675 billion a year in federal dollars are allocated to our communities based on the Census count. We lose critical resources when we are not counted. 2020 CENSUS: Make Black Count!



CAPTION:

Make sure EVERYONE living in your household is counted in the 2020 Census. Our community needs its FAIR SHARE of federal resources. Count the Grandparents, uncles, babies, foster children, and all other people (related and unrelated) who live in your household. Make Black Count!

WHY PARTICIPATE CONTINUED



CAPTION:

Children and babies count, too! Count all children of all ages in the 2020 Census. Newborns and toddlers need their fair share of federal resources, too!



CAPTION:

The Census is safe! Your data is protected by law (Title 13, U.S.C.) and cannot be shared with law enforcement or any other entities. Be confident that your information is secure.



WHY PARTICIPATE

CONTINUED



CAPTION OPTION 1:

Last decade, 6 out of every 10 Black children 0-4 years old, were not counted in the 2010 Census. Our community lost tens of millions of dollars for programs like WIC, Head Start and Healthy Babies. This time, we must count all babies and children in the 2020 Census including foster children, adopted and new borns to get our fair share of funding.

CAPTION OPTION 2:

Six out of every 10 Black children ages 0-4 years old were not counted in the 2010 Census. Money for HeadStart, WIC, National School Lunch, and Healthy Baby programs rely on an accurate Census count. COUNT BLACK BABIES and CHILDREN in the 2020 Census!



GET INVOLVED



CAPTION:

When you participate in the 2020 Census, your count really matters! You and your community are represented in important local and state funding allocations and equitable political representation. No matter your nation of origin, age, or status, YOU COUNT!



CAPTION:

Complete Count Committees help neighbors and communities get an accurate count in the 2020 Census. Find one in your community to learn how!



CAPTION:

Who knows our community better than we do? Apply for a Census job and Make Black Count!

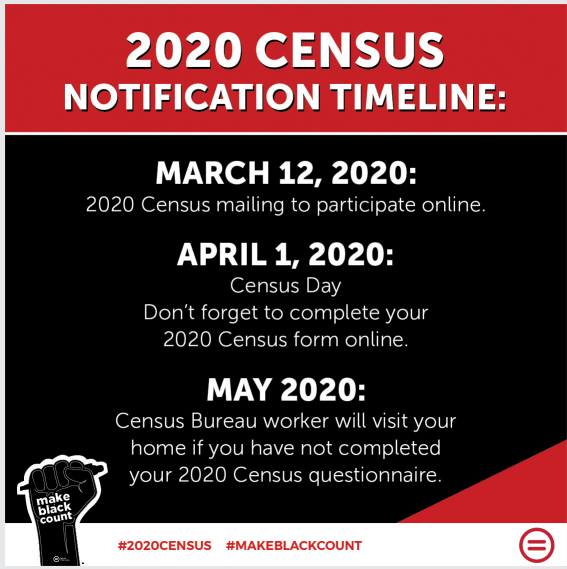


COMPLETE THE CENSUS



CAPTION:

Census Day has arrived. Time to get busy! Fill out your Census form and Just Hit Send! No fuss, no worries. Just Done!

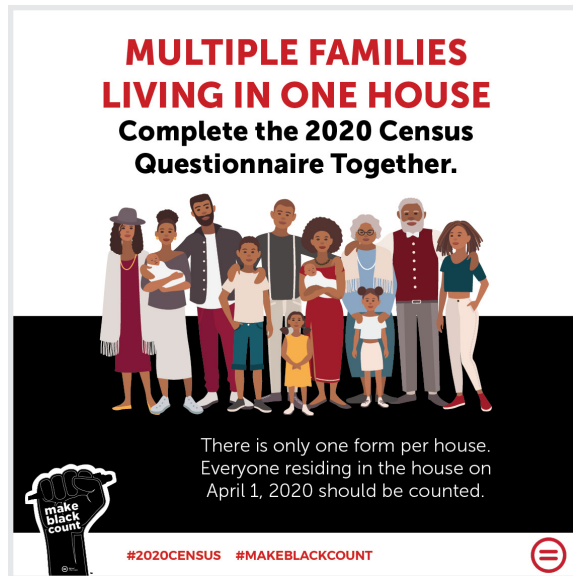


CAPTION:

The Census is coming! Check your mailbox on March 12, 2020 to find instructions on how you can participate in the 2020 Census, online. Join your neighbors, family members and friends: Just Hit Send to submit your form on Census Day: April 1, 2020!

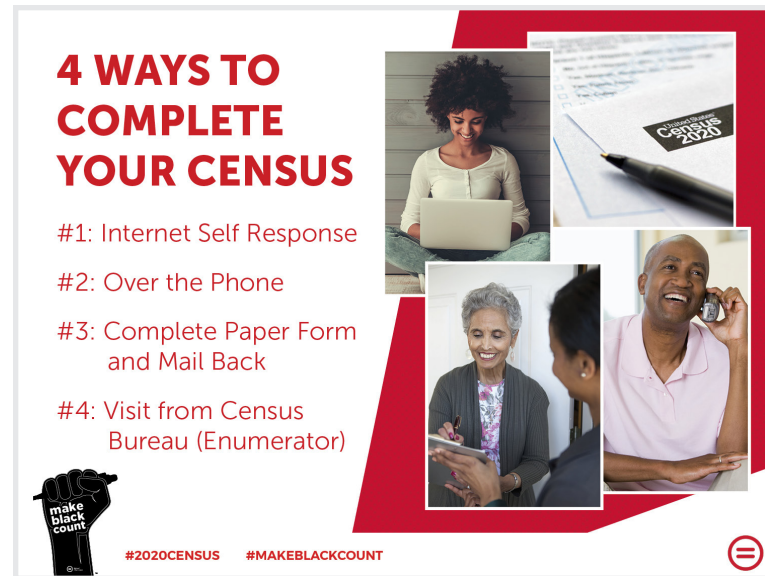
COMPLETE THE CENSUS

CONTINUED



CAPTION:

Make sure EVERYONE living in your household is counted in the 2020 Census. Our community needs its FAIR SHARE of federal resources. Count the Grandparents, uncles, babies, foster children, and all other people (related and unrelated) who live in your household. Make Black Count!



CAPTION:

So many ways to be counted in the 2020 Census:
 -EASIEST: Click the online link, fill it out and hit SEND,
 -Call it in: dial the 2020 Census Telephone Questionnaire Assistance line and complete by phone
 -Send in a paper form IF you received one in the mail
 LAST RESORT: Complete your form when a Census worker knocks on your door.
 NO EXCUSES..LET'S GET COUNTED!