The census is a count of every person living in the United States. It takes place every 10 years and is mandated by the Constitution.

The census matters and will make a difference in your community for the next decade!

- Los Angeles could lose billions over the next decade in federal funds if the count is inaccurate
- Census data helps drive funding for programs like Medi-Cal, Title 1 grants, Special Education grants, Pell Grants, SNAP (food stamps), Head Start programs, public transportation projects and more
- For the first time since obtaining statehood in 1850, California missed an opportunity to gain a seat in Congress after the 2010 Census by an estimated 13,000 individuals
Los Angeles! It’s time to Be Counted!

March–April 2020
Los Angeles residents receive mailings and reminders to participate in the 2020 Census

March 12–July 31, 2020
Response window for all Angelenos

April 1, 2020
Census Day

May–July 2020
Census takers will visit the homes of non-responsive residents to encourage participation
Activation timeline

Educate
July–December 2019

Motivate
January–March 2020

Activate
April 2020

Follow up
May–July 2020
It’s easy to get involved

Share the posts from this toolkit on your social media accounts.

Volunteer to be a Census Goodwill Ambassador (CGA).

Print out census flyers and posters in 12 different languages and share at your outreach events.

Share PSAs on your social media accounts or play on screens.

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English

Spanish
#2020Census

This toolkit contains messaging you can share over a variety of social media platforms about the importance and impact of the census.

Want to create your own social media posts? #2020Census

Access the 2020 Census official logos, style guide and sample photos here.

Mention or tag these organizations in your posts to maximize impact.

Mayor Eric Garcetti
@MayorOfLA

City of Los Angeles
@LACity

California Census
@CACensus
We’re in the Motivate phase

Build anticipation for the 2020 Census by reminding your network on the importance of being counted.

Use these for **January**. Include the message with the corresponding graphic when you post. Click photos to access downloadable files.

1. The census is a population count of EVERYONE living in the United States that happens every 10 years. By law, your information is protected and cannot be used against you or shared with anyone else. Do your part and pledge to #BeCounted in the #2020Census. census.lacity.org

2. Thinking of opening or expanding your business? Census data can help you understand your customers better and explore locations to grow in. When we’re all counted, we help our communities thrive. #2020Census census.lacity.org

3. It’s not too late to make a decade of difference in your community. Join us for the last Census Goodwill Ambassador trainings to help everyone #BeCounted in the #2020Census. bit.ly/cgatraining

4. Share posters and flyers, sign up to volunteer with us, find out how you can verify if someone is a true Census worker and more in English and 12 other languages on census.lacity.org.

5. When you participate in the census, you promote civil rights laws that help protect all of us. Pledge to #BeCounted in the #2020Census. census.lacity.org.
We’re in the Motivate phase
Build anticipation for the 2020 Census by reminding your network on the importance of being counted.

Use these for February. Include the message with the corresponding graphic when you post. Click photos to access downloadable files.

1. Sweet on your community? Show how much you care. Answering 10 minutes proves your devotion for the next 10 years. #ValentinesDay #2020Census census.lacity.org

2. Who should be counted in a household? EVERYONE who is typically there the majority of the year, no matter their age, no matter if they’re related to you or not. #2020Census #BeCounted census.lacity.org

3. Did you know California received over $3.6 billion for the federal #PellGrant program based on census data? This money helps make higher education a reality for thousands of students. Make sure you participate in the #2020Census next month! census.lacity.org

4. Get up. Stand up. Amplify your community for years to come. When you participate in the census, you send the message that you matter and your voice deserves to be heard. #BlackHistoryMonth #AfricanAmericanHeritageMonth #2020Census

5. The #2020Census is coming! Here’s what you can expect in the coming months. Learn more at census.lacity.org.
We’re in the **Motivate** phase

Build anticipation for the 2020 Census by reminding your network on the importance of being counted.

Use these for **March**. Include the message with the corresponding graphic when you post. Click photos to access downloadable files.

1. Help make sure every child is counted in L.A. census.lacity.org #2020Census

2. Be Counted. Participate in the census and make it #WomensHistoryMonth every day. #2020Census census.lacity.org

3. L.A. are you ready to Be Counted? Look out for your #2020Census invitation in the mail that will include your user ID to respond online. census.lacity.org

4. Wondering what is on the #2020Census? All you have to do is answer these simple questions about people in your household to help your community for the next 10 years. census.lacity.org

5. The way you respond to the #2020Census is up to you. We just want you to #BeCounted! Respond to the questionnaire online, over the phone or by mail. census.lacity.org
Check out content from our partners
Learn more about the 2020 Census, download flyers, check out hard-to-count council districts and more at census.lacity.org