2020 Social Media Toolkit

census.lacity.org
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!

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

March 12–August 14, 2020
Response window for all Angelenos

April 1, 2020
Census Day

May–August 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–August 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.

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?

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
1. Everybody counts, even kids. An estimated 74,000 children were not counted in the 2010 Census. If we don’t know how many children are here, funding for programs children and adults rely on could be cut. #2020Census census.lacity.org

2. Think filling out the Census will take too long? Cut time by gathering info about individuals in your household beforehand. See our checklist on census.lacity.org/outreach-resources. #BeCounted #2020Census

3. Don’t want to complete the #2020Census online? You still have the option to complete the paper census questionnaire. Simply wait for the questionnaire to arrive in the mail. census.lacity.org

4. Need language assistance to complete the #2020Census? The Census Bureau has language glossaries and guides available in 59 non-English languages on their website. Phone lines are available in 14 languages and TDD. census.lacity.org

5. Haven’t filled out the census yet? Census takers start visiting households who haven’t responded in May. #2020Census 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