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-October 31, 2020
Response window for all Angelenos

April 1, 2020
Census Day

August-October 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
August–October 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
We’re in the **Follow-up** phase
Push your network to be counted before it’s too late.

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

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1. We celebrate the contributions of the #AAPI community to our cultural landscape. #BeCounted in the #2020Census to help shape L.A.’s future. census.lacity.org

2. Older adults add to the vibrant fabric of L.A. People of all ages need to #BeCounted! #OlderAmericansMonth census.lacity.org

3. Get the facts: the #2020Census asks simple questions, but will never ask you to pay them. #2020Census census.lacity.org

4. Participating in the #2020Census helps bring funding for free school lunch, special education and more to your community’s schools for the next 10 years. Pledge to #BeCounted today! census.lacity.org
We're in the **Follow-up phase**

Push your network to be counted before it’s too late.

Use these for **June**. Include the message with the corresponding graphic when you post.

Click photos to access downloadable files.

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1. The census has a huge impact. District lines at the state, local and federal level are drawn based on census data. Researchers and non-profits also rely on the data to better serve communities all over L.A. Pledge to #BeCounted! census.lacity.org

2. What do want for the 2020s? Take on a 10-year challenge that matters. Complete the #2020Census online, over the phone, or by mail by October 31. census.lacity.org

3. Ride the bus or rail? Census data helps fund billions in public transit grants. The federal government won’t know which projects to fund if there’s no accurate count of people. #BeCounted #2020Census census.lacity.org

4. The #LGBTQ community deserves respect and the right to #BeCounted in the #2020Census. Your responses can help promote civil rights and an accurate picture of L.A. for the next 10 years. census.lacity.org/about/FAQ

5. There’s no off season for fires and unforeseen disasters in L.A. By responding to the #2020Census, you equip emergency responders with the information they need to help save lives. #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