

SAN MATEO COUNTY CENSUS 2020 SOCIAL MEDIA GUIDE

OCTOBER - DECEMBER 2019



BACKGROUND

The next national census is less than a year away. Every 10 years, the federal government is required to count each and every person living in the country – regardless of citizenship status, age, or criminal history. Ensuring a complete and accurate count in Census 2020 is critical for many reasons.

The decennial census serves as the cornerstone of our democracy and is written into the U.S. Constitution. It was included to ensure that everyone is equally represented in our political system and government resources are allocated fairly. It is also used to make important community and business decisions.

There is a lot at stake for San Mateo County residents in the upcoming Census 2020. If we don't have an accurate count, we won't have adequate representation in state and national government or get our fair share of funding for services that residents rely on. Critical community programs will be affected, like public libraries, early childhood education, school lunch programs, health services, and affordable housing. Traffic will get worse and public transportation will fall short of demand. Planning for natural disasters and emergencies will miss their mark.

That's why it's important that EVERYONE participates in Census 2020.

We need your help to make sure residents across San Mateo County understand what census is, why it matters, and how to participate. We are asking all partners to regularly share information via social media to educate, motivate, and activate residents.

- **At least one post per week**
- **Share and comment on San Mateo County census-related posts**

Please tailor the messaging and sample posts in this guide for the residents you serve to make them relevant and compelling.

This guide provides:

- Census 2020 communication phases (April 2019 – May 2020)
- Census 2020 key messages
- Ideas for generating content and increasing engagement on social media
- Resources on how to respond and engage with audiences on social media
- Sample messages for October - December 2019 (Phase 2)

Sample messages for subsequent communication phases will be added in December 2019.

Additional outreach resources, including talking points, FAQ, factsheets, and videos are available on: <https://cmo.smcgov.org/census-2020-outreach-resources>

If you have any questions, please email SMC_Census@smcgov.org.

CENSUS 2020 COMMUNICATION PHASES

<p>APRIL - SEPTEMBER 2019</p> <p>AWARENESS & SUPPORT</p>	<p>OCTOBER – DECEMBER 2019</p> <p>ENGAGEMENT & EDUCATION</p>	<p>JANUARY –MARCH 2020</p> <p>MOTIVATION & PERSUASION</p>	<p>APRIL – MAY 2020</p> <p>COMPLETION SUPPORT</p>
<p>Obtain support of local community leaders and trusted messengers</p> <p>Increase awareness through existing networks, channels, and programs</p>	<p>Increase understanding of the value of Census 2020 and importance of everyone being counted through broad media and community outreach</p>	<p>Motivate residents to respond and address questions/concerns through targeted media and community outreach</p>	<p>Remind residents to complete the census in their preferred format</p> <p>Support residents in completing the census through digital access, language support, and help desk</p>
<p>KEY MESSAGES</p> <p>Every 10 years, the federal government is required to count every person residing in the U.S. through a national census.</p> <p>Ensuring an accurate count in Census 2020 is essential because it affects political representation, funding for critical programs, and decisions made by local governments, businesses, and nonprofits.</p>	<p>KEY MESSAGES</p> <p>There is a lot at stake with Census 2020 for all of us.</p> <p>If some residents are not counted, their voices will not be heard and their needs will not be considered.</p> <p>Critical community programs will be affected, like public libraries, early childhood education, school lunch programs, health services, and affordable housing.</p>	<p>KEY MESSAGES</p> <p>Standing up for the count is one of the most powerful things you can do to support your community.</p> <p>It is the best way to ensure that the diverse voices across the county are heard, growing needs are met, and the right programs and services are available.</p> <p>Without an accurate count, the programs and services you rely on may not be available.</p>	<p>KEY MESSAGES</p> <p>You can now complete the census form online, on paper, or by phone in different languages.</p> <p>If you need help filling out the form, there is support.</p> <p>The information you give to the Census Bureau will be confidential (protected by law) and only reported as statistics.</p>
<p>CALLS TO ACTION</p> <p>Join complete count efforts.</p> <p>Learn more about Census 2020.</p>	<p>CALL TO ACTION</p> <p>Learn more about how Census 2020 will affect your community.</p>	<p>CALL TO ACTION</p> <p>Pledge to participate in Census 2020.</p>	<p>CALL TO ACTION</p> <p>Complete your census form now and encourage everyone you know to fill it out.</p>

CENSUS 2020 KEY MESSAGES

1. Every 10 years, the federal government is required to count every person residing in the U.S. (regardless of age, immigration status, or criminal history) through a national census. April 1, 2020 is our next National Census Day.
2. Ensuring an accurate count in Census 2020 is essential because it affects political representation, funding for critical programs, and decisions made by civic, business, nonprofit, and community leaders.
3. If San Mateo County has an undercount in Census 2020, critical community programs will be affected, like public libraries, early childhood education, school programs, health services, and affordable housing.
4. Without an accurate Census 2020 count, services we rely on may not be available, traffic could get worse, and public safety could be compromised.
5. Making sure everyone you know participates in the Census 2020 count is the best way to ensure that diverse voices across San Mateo County are heard, growing needs are met, and the right programs and services are available.
6. The Census 2020 questionnaire will ask basic questions about each person living in the household (name, age, sex, race/ethnicity). It will NOT ask about citizenship or immigration status.
7. Residents will be able to complete the Census 2020 questionnaire starting in late March 2020, either online, on paper, or by phone in English and other languages. Households that don't respond on their own will be visited by Census Bureau workers starting in May 2020 for in-person interviews.
8. Household and individual information provided on the Census 2020 questionnaire is strongly protected by law. Names, addresses, and other personal details will not be shared.
9. The Census Bureau takes many steps to protect the privacy of the information they collect. The Census Bureau only reports data as statistics and does not share personal information with any other government agencies.

IDEAS FOR GENERATING SOCIAL MEDIA CONTENT AND INCREASING ENGAGEMENT

Storytelling

In a Q&A format to create compelling narratives with a human-interest element, post stories of individuals and communities talking about how they use census data to demonstrate its value and influence. Pair with a photo. Or using an iPhone, shoot a 45-second video of the subject (community-based organizations, stakeholders, leaders) telling their story of how census data is used.

Twitter Chat

Host a live Twitter chat at a pre-determined time to discuss a 2020 Census topic using a designated hashtag for each tweet contributed. Moderator to a) post questions to prompt responses from participants and encourage interaction among the group and b) answer and address all questions. Promote the event beforehand to increase participation. Chats typically last an hour.

Customer Service Hashtag

Develop a customer service-oriented hashtag as a vehicle for audiences to ask questions, get information, and receive support. This is a flexible option where users can ask questions on any channel using the hashtag and get quick responses. The inquiries with different answers and questions – all of which could be useful for the public – would appear across any channel that supports hashtags. NOTE: Responding to all user inquiries and following up with users would require careful monitoring for all questions.

Link Building

Share earned content from partners on your social media channels. Tag organizations on social media when cross-promoting their content or referencing them in a post or tweet. Share posts, tweets, and links from partner organization's social media networks. Provide a list of posts/tweet URLs for partners to share once published on your networks.

Crowdsource

Solicit brief video clips, quotes, and photos from the public, hard to count populations and influencers to post on your social media channels. Use the campaign title "Why We Count" and prompt with "Show us what matters to you about where you live." Collect all the content and post on your channels to communicate the importance of the census in supporting the needs of communities.

Live Video Event

Share on-the-ground events, in-person engagements, roundtables, meetings, and panel discussions on Facebook Live to raise awareness of the 2020 Census and foster open, two-way dialogue about the survey with digital audiences. Facebook Live also helps to engage current partnerships and build new ones, allowing both parties to expand the organic reach of their content.

Polls

Create a Twitter or Facebook poll on a 2020 Census topic to raise awareness of the census in general as well as enhance customer service efforts and deliver the right message at the right time, driving online completion of the census, and assisting with data dissemination. Use the poll data to better understand your audience and find out what potential concerns there are; directly address those issues with follow up posts.

PUBLIC INTERACTOIN: RESPOND & ENGAGE RESOURCES

County of San Mateo 2020 Census Talking Points and FAQs: <https://cmo.smcgov.org/census-2020-outreach-resources>

Asian Americans Advancing Justice 2020 Census FAQs: <https://www.countusin2020.org/>

U.S. Census Bureau 2020 Census FAQs: https://ask.census.gov/prweb/PRServletCustom/YACFBFye-rFlz_FoGtyvDRUGg1Uzu5Mn*/!STANDARD

Should I Respond? <https://smcgov.sharepoint.com/sites/communicationsportal/Documents/Social%20Media%20Handbook.pdf>

How to Handle Negative Social Media Comments: <https://www.socialmediaexaminer.com/how-to-handle-customer-complaints-via-social-media/>

COMMUNICATION PHASE 2 (OCTOBER - DECEMBER 2019)

OBJECTIVE

Increase understanding of the value of Census 2020 and importance of everyone being counted through **broad** media and community outreach.

KEY MESSAGES

- There is a lot at stake with Census 2020 for all of us.
- If some residents are not counted, their voices will not be heard and their needs will not be considered.
- Critical community programs will be affected, like public libraries, early childhood education, school lunch programs, health services, and affordable housing.

CALL TO ACTION

- Learn more about how Census 2020 will affect your community.
- Pledge to participate in Census 2020.

HASHTAGS

- #2020Census
- #EveryoneCounts
- #SMCCounts
- #InsertyourcityCounts

SOCIA MEDIA POSTS

Below are sample posts for each month that you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community and organization.

OCTOBER 2019

Image	Facebook / Instagram	Twitter
 October 1st	<p>#2020Census is only 6 months away! Pledge to be counted so:</p> <ul style="list-style-type: none"> ✓ Your voice is heard ✓ There is enough funding for services that we rely on ✓ All communities get a fair share of resources Visit www.smccensus.org #SMCcounts #EveryoneCounts	<p>#2020Census is only 6 months away! Pledge to be counted so:</p> <ul style="list-style-type: none"> ✓ Your voice is heard ✓ There is enough funding for services that we rely on ✓ All communities get a fair share of resources Visit www.smccensus.org #SMCcounts #EveryoneCounts
 Week of Oct 7th	<p>Did you know that there are over 100 languages spoken in San Mateo County, and 47% of residents speak a language other than English at home? This month we celebrate #BilingualChildMonth, as many of the children are bilingual in @SanMateoCo. Let's make sure all children are counted during the #2020Census</p>	<p>Did you know that there are over 100 languages spoken in San Mateo County, and 47% of residents speak a language other than English at home? This month we celebrate #BilingualChildMonth, as many of the children are bilingual in @SanMateoCo. Count all children in #2020Census #EveryoneCounts</p>
 Week of Oct 14th	<p>When @SanMateoCo says #EveryoneCounts, we mean it! Celebrate YOU this month during #ImJustMeBecause and tell us why you are so unique and special. We appreciate every resident and want to make sure you are counted in the #2020Census. Without you, our county wouldn't be as diverse, making it an extraordinary place to live. #SmcCounts</p>	<p>Celebrating YOU this month #ImJustMeBecause - tell us why you are so unique and special! We ♥every resident & want YOU to be counted in #2020Census. Because of our diversity, @SanMateoCo is an extraordinary place to live #SmcCounts #EveryoneCounts</p>
 October 20th	<p>What matters to you most in San Mateo County? Transportation? Schools? Hospitals? Statistics from the U.S. Bureau help inform planning efforts for these and more important community resources. Learn how census data impact you and your community. Visit www.smccensus.org #worldstatisticsday #SMCcounts #EveryoneCounts #2020Census</p>	<p>What matters to you? Transportation? Schools? Hospitals? Statistics from @uscensusbureau shape planning efforts for these and more services. Learn how census data impact you and your community. Visit www.smccensus.org . #worldstatisticsday #SMCcounts #2020Census #EveryoneCounts</p>
 October 26th	<p>One of the most powerful ways you can make a difference in your community is by being counted in the 2020 Census. It affects how we plan for the future, our voice in government and funding for critical public resources like roads, hospitals and schools. Learn more about how you can participate: www.smccensus.org. #makeadifference #SMCcounts #EveryoneCounts #2020Census</p>	<p>A powerful way to #makeadifference in your community is by being counted in the 2020 Census. It affects our voice in govt + funding for critical resources like roads, hospitals and schools. Learn how you can participate: www.smccensus.org. #SMCcounts #EveryoneCounts #2020Census</p>



Oct 30-31st

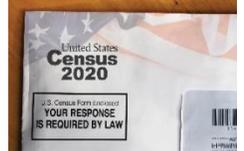
Don't be spooked by having to respond to the upcoming #2020Census. Whether you fill out the form online, by phone or by mail, there are laws in place to make sure your information is secure so there's nothing to be scared about. More on the 2020 Census here: www.smccensus.org #Halloween #SMCcounts #EveryoneCounts

Don't be spooked by responding to the #2020Census. Whether you fill out the form online, by phone or by mail, there are laws in place to make sure your information is secure. Learn more: www.smccensus.org . #Halloween #SMCcounts #EveryoneCounts

NOVEMBER 2019

Image	Facebook / Instagram	Twitter
 November 5th	<p>Election Day is a good reminder that not only does your vote count, it's also really important to be counted. Make sure you complete the 2020 Census in April. The way the government spends your tax dollars, the way businesses make decisions, and the way we elect our leaders all depend on it! The 2020 population numbers will shape how political power and federal tax dollars are shared in the U.S over the next 10 years. Be counted: www.smccensus.org. #ElectionDay2019 #SMCcounts #EveryoneCounts #2020Census</p>	<p>#ElectionDay is a good reminder that not only does your vote count, it's also really important to be counted! Make sure you complete the #2020Census in April. Population numbers shape how political power & federal tax dollars are shared in US over next 10 years: www.smccensus.org #SMCcounts</p>
 November 11th	<p>Make sure the veterans in your life are counted in the #2020Census! Veterans have done the hard jobs and deserve the resources from the government that they have earned. Data is used for policy analysis, program planning & budgeting for critical vet programs. Learn more about the 2020 Census here: www.smccensus.org. #VeteransDay #SMCcounts #EveryoneCounts (and then link the image to this video: https://youtu.be/Skcllv22UPc)</p>	<p>#Veterans—#BeCounted in the #2020Census. Veterans have done the hard jobs already and deserve the resources from the government that they have earned. Census data is used for policy analysis, program planning & budgeting for critical vet programs. https://youtu.be/Skcllv22UPc #VeteransDay</p>
 Week of Nov 18th	<p>Did you know that the Census Bureau takes many steps to protect the privacy of the information they collect? The Census Bureau only reports data as statistics and does not share personal information with any other government agencies. More on the 2020 Census here: www.smccensus.org. #SMCcounts #EveryoneCounts #2020Census</p>	<p>Did you know that the @uscensusbureau takes many steps to protect the privacy of the information they collect? The Census Bureau only reports data as statistics & does not share personal information w/ any other government agencies. More here: www.smccensus.org. #2020Census</p>
 Week of Nov 25th	<p>This Thanksgiving, make a pledge that you and your family members will be counted in the 2020 Census. We'll all be thankful for at least the next 10 years. Because if we don't have an accurate count, we won't have adequate representation in state and national government or get our fair share of funding for services residents rely on. Learn more here: www.smccensus.org. #SMCcounts #EveryoneCounts #2020Census</p>	<p>This #Thanksgiving make a pledge that you & your family will be counted in the #2020Census. We'll all be thankful for at least next 10 years. An accurate count means adequate representation in state & national gov & funding for services residents rely on: www.smccensus.org</p>
 November 30th	<p>Own a small business or thinking of starting one? Census data can help you make informed decisions on where you should set up shop and how to market to your potential customers. Learn more about why it's important to be counted in the 2020 Census here: www.smccensus.org. #shopsmall #smallbusinessaturday #SMCcounts #EveryoneCounts #2020Census</p>	<p>Own a small business or thinking of starting one? Census data can help you make informed decisions on where you should set up shop & how to market to potential customers. More on the #2020Census here: www.smccensus.org #shopsmall #smallbusinessaturday #SMCcounts #BeCounted</p>

DECEMBER 2019

Image	Facebook / Instagram	Twitter
 <p>Week of Dec 2nd</p>	<p>The next decennial census is just around the corner in 2020! Make sure you're counted. An accurate snapshot means that communities in San Mateo County receive the funding, services and business support they deserve and need. Learn more about the #2020Census here: www.smccensus.org. #SMCcounts #EveryoneCounts</p>	<p>The next decennial census is around the corner in 2020! Make sure you're counted. An accurate snapshot means that communities in #SanMateoCounty receive the funding, services & business support they deserve & need: www.smccensus.org #SMCcounts #EveryoneCounts #2020Census</p>
 <p>Week of Dec 9th</p>	<p>In San Mateo County, we recognize and celebrate our history, diversity and the contributions we all make to the fabric and quality of life on the Peninsula. In 2020, stand tall and be counted in the 2020 Census: www.smccensus.org. #SMCcounts #EveryoneCounts #2020Census #NewYearNewYou</p>	<p>In #SanMateoCounty, we recognize and celebrate our history, diversity and the contributions we all make to the fabric and quality of life on the Peninsula. In 2020, stand tall and #BeCounted in the #2020Census: www.smccensus.org. #SMCcounts #EveryoneCounts #NewYearNewYou</p>
 <p>Week of Dec 16th</p>	<p>Did you know that your census responses can't be used against you?</p> <ul style="list-style-type: none"> ✓ Not by the FBI ✓ Not by the CIA ✓ Not by the Department of Homeland Security ✓ Not by ICE <p>Learn more here: www.smccensus.org. #SMCcounts #EveryoneCounts #2020Census</p>	<p>Did you know that your #2020Census responses can't be used against you? Learn more here: www.smccensus.org. #SMCcounts #EveryoneCounts</p>
 <p>Week of Dec 23rd</p>	<p>Whether millions do or don't fill out the #2020Census could impact everything from how many Congress people your state gets to how much money it has for things like schools and roads. Taking part is your civic duty. Plus, your response is required by law: www.smccensus.org. #SMCcounts #EveryoneCounts</p>	<p>Whether millions do or don't fill out the #2020Census could impact everything from how many Congress people California gets to how much money the state has for schools & roads. Taking part is your civic duty & is required by law: www.smccensus.org #SMCcounts #EveryoneCounts</p>
 <p>Week of Dec 30th</p>	<p>Make a resolution that will last 10 years. Take the pledge and be counted in the 2020 Census. Fill out your Census form and encourage others to do the same. Your 2030 future depends on what happens in 2020! Learn more here: www.smccensus.org. #NewYearsResolutions #NewYearsDay #SMCcounts #EveryoneCounts #2020Census</p>	<p>Make a resolution that will last 10 years. Take the pledge & be counted in the #2020Census. Fill out your Census form & encourage others to do the same. Your 2030 future depends on what happens in 2020! Visit www.smccensus.org #NewYearsResolutions #SMCcounts #EveryoneCounts</p>