



Sample Social Media Posts

Below are sample social media posts and shareable images—for Facebook and Twitter—to educate your communities about the 2020 census or to send people to the pledge on censuscounts.org. Each post should include one of the images below to increase engagement among your followers; digital content featuring compelling images averages 94 percent more total views than content without. We recommend tailoring the sample language and hashtags based on your organization’s geography and focus areas and your audience’s core values.

We ask that you use the hashtag #CountMeIn in every post to connect and engage with your target audiences. Please also tag the Census Counts campaign on Twitter (@CensusCounts).

Facebook

National

An inaccurate census denies money for schools, roads, and transit to millions of low-income and rural households, immigrant communities, people of color and young children. Say #CountMeIn. Show your support by signing the pledge: censuscounts.org.

The #2020Census is fast approaching and the stakes are high. Show your support by signing the pledge to advocate for a fair and accurate count: censuscounts.org. #CountMeIn

We must raise our collective voices to ensure that the #2020Census is fair and accurate. Join us today and say #CountMeIn. censuscounts.org

The U.S. Constitution requires an accurate count of the nation’s population every 10 years. This count drives resources to our communities. Say #CountMeIn and learn more at censuscounts.org.

Every year, \$800 billion is up for grabs. Who needs what and who gets what? The census determines it - and that’s why it’s so important we pledge to both take the census AND protect it from political manipulation. Say #CountMeIn and learn how you can help at censuscounts.org.



State-specific

The census is the bedrock of representative democracy; it affects the nation's ability to ensure equal protection under the law. It will take all of us in [STATE] saying #CountMeIn to make the #2020Census fair and accurate. Visit censuscounts.org to sign the pledge today.

Historically Undercounted Communities

Middle Eastern and North African Americans

The exclusion of the Middle Eastern and North African (MENA) category prevents us from knowing the full breadth of issues impacting those communities who fall within the MENA designation, denying these communities much needed resources. Say #YallaCountMeIn by signing the pledge for a fair and accurate count on censuscounts.org.

American Indians and Alaska Natives

American Indians and Alaska Natives have been undercounted in the U.S. census for decades, which denies these communities a voice in policy decision making. Say #CountMeIn by signing the pledge for a fair and accurate count on censuscounts.org.

Black Communities

The black population has been historically undercounted in the decennial census, which denies these communities a full voice in policy decision making. Sign the pledge on censuscounts.org to advocate for a fair and accurate #2020Census.

Asian Americans and Native Hawaiians and Pacific Islanders

Asian Americans and Native Hawaiians and Pacific Islanders (NHPIs) are some of the fastest-growing communities in the United States, but the U.S. census has undercounted these communities for decades, disadvantaging these communities. Ensure the #2020Census provides a fair and accurate count by signing the pledge on censuscounts.org. #CountMeIn

Latinx Communities

Undercounting the Latino community in the U.S. census means denying Latinos a full voice in policy decision making. We need to #CountMeIn. Show your support by signing the pledge for a fair and accurate count: censuscounts.org



Young Children and Their Families

Young children —defined as children under age five—are included in the population totals used for congressional reapportionment and the drawing of legislative district boundaries. These children have been undercounted in the U.S. census for decades. Say #CountMeIn to make sure your family is counted by signing the pledge for a fair and accurate #2020Census: censuscounts.org.

Twitter

National

Say #CountMeIn to show your support for the census. Sign the @CensusCounts pledge to advocate for a fair and accurate count on censuscounts.org.

The #2020Census is at risk. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: censuscounts.org.

The #2020Census is among the most important civil rights issues today. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: censuscounts.org.

When communities are undercounted, they are deprived of equal political representation and funding. Visit censuscounts.org to sign the @CensusCounts pledge and #CountMeIn!

The census is your voice. Census data drives resources into our communities. Make sure your voice is heard. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: censuscounts.org.

Completing the census form ensures that neighborhood schools, health centers, programs and other vital parts of our communities are adequately funded. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: censuscounts.org.

Census data will determine where more than \$800 billion a year in federal funding will go. Say #CountMeIn by signing the @CensusCounts pledge to advocate for a fair and accurate count: censuscounts.org.



Your civil rights are on the line. Completing the 2020 census plays a key role in ensuring accurate representation for all. Visit censuscounts.org to sign the @CensusCounts pledge today to advocate for a fair and accurate count.

State-specific

The census affects the nation's ability to ensure equal protection under the law. All of us in [STATE] need to say #CountMeIn for the #2020Census. Visit censuscounts.org to sign the @CensusCounts pledge to advocate for a fair and accurate count.

Historically Undercounted Communities

Middle Eastern and North African Americans

By abandoning the Middle Eastern North African (MENA) category, those who would have been more easily captured are left without space on the form. We need a Census where everyone is counted. Say #YallaCountMeIn by signing the @CensusCounts pledge on censuscounts.org

American Indians and Alaska Natives

For our country to be a place of freedom for all, we cannot afford an inaccurate census count. American Indians and Alaska Natives have been undercounted in the U.S. census for decades. Say #CountMeIn by signing the @CensusCounts pledge on censuscounts.org.

Black Communities

Black communities have been historically undercounted in the decennial census, disadvantaging families, communities and neighborhoods. Sign the @CensusCounts pledge on censuscounts.org to advocate for a fair and accurate #2020Census.

Asian Americans and Native Hawaiians and Pacific Islanders

Asian Americans and Native Hawaiians and Pacific Islanders have been undercounted for decades, disadvantaging families and communities. Let's commit to educating our communities about the imp of a fair and accurate #2020Census by signing the @CensusCounts pledge on censuscounts.org. #CountMeIn



Latinx Communities

When the Latino community is undercounted in the U.S. census, political boundaries don't reflect reality, which denies a full voice in policy decision making. Say #CountMeIn by signing the @CensusCounts pledge for a fair and accurate #2020Census count: censuscounts.org.

Young Children and their Families

The 2010 census missed more than 10 percent of young children – about 2.2 million children. When young kids are missed it disadvantages their families, communities and neighborhoods. Say #CountMeIn by signing the @CensusCounts pledge for a fair and accurate #2020Census count: censuscounts.org.