

Winter 2020 Partnership Social Media Guide

Customizable Social Media Content for
2020 Census Partners

February 2020

What's Next for Partners

The U.S. Census Bureau is excited that you have joined us as a partner on the 2020 Census campaign. With your support, we can make sure that all people living in the United States are counted in 2020. We have created this content guide to support your 2020 Census promotions.

Social media is a great way to share helpful information about the 2020 Census! This guide includes:

- Sample posts with downloadable images and videos for use on your own social channels. (To save videos, right-click and select “save as media.”)
- 2020 Census social media information.
- Social media asset dimensions by channel.

We encourage you to add your personal touch to these messages or to use your own images to align with the interests and concerns of your audience.

Census Bureau Social Media Information

2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau properties, but we understand that there may be instances in which you do not want to drive your audience off your own social media channels.

U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

Key URLs – Spanish language

2020 Census homepage

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en su comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>

Social Media Asset Dimensions

Please review the following information for optimal dimensions and aspect ratios for all social media platforms.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080 X 1080	1:1	Static images	Instagram, Facebook, Pinterest
1080 X 1080	1:1	Video	All social media platforms
1200 X 675	16:9	Static images	LinkedIn, Twitter
1200 X 675	16:9	Video	Fine for all social media platforms, but not recommended for Instagram

General Content

Social Media Assets

The following assets are intended for partners to use across Facebook, Twitter, Instagram, and LinkedIn.

- 1:1 video assets are for all channels.
- 1:1 image assets are for Facebook and Instagram.
- 16:9 image assets are for Twitter and LinkedIn.

These assets are not to be customized or altered in any way.

Be Sure to Count – Young Children



Suggested copy:

Counting all kids is very important to the @USCensusBureau. If any children live in your home, make sure you count them on your #2020Census form. Learn more about who to count at <https://2020census.gov/en/who-to-count>.

To save image, right-click and select “save media as.”

Be Sure to Count – Young Children



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To save image, right-click and select “save media as.”

Be Sure to Count – All Generations



Suggested copy:

Kids, parents, grandparents—the @USCensusBureau wants to count them all. No matter how many generations live in your home, make sure you count everyone on your #2020Census form. Learn more about who to count at <https://2020census.gov/who-to-count>.

To save image, right-click and select “save media as.”

Be Sure to Count – All Generations

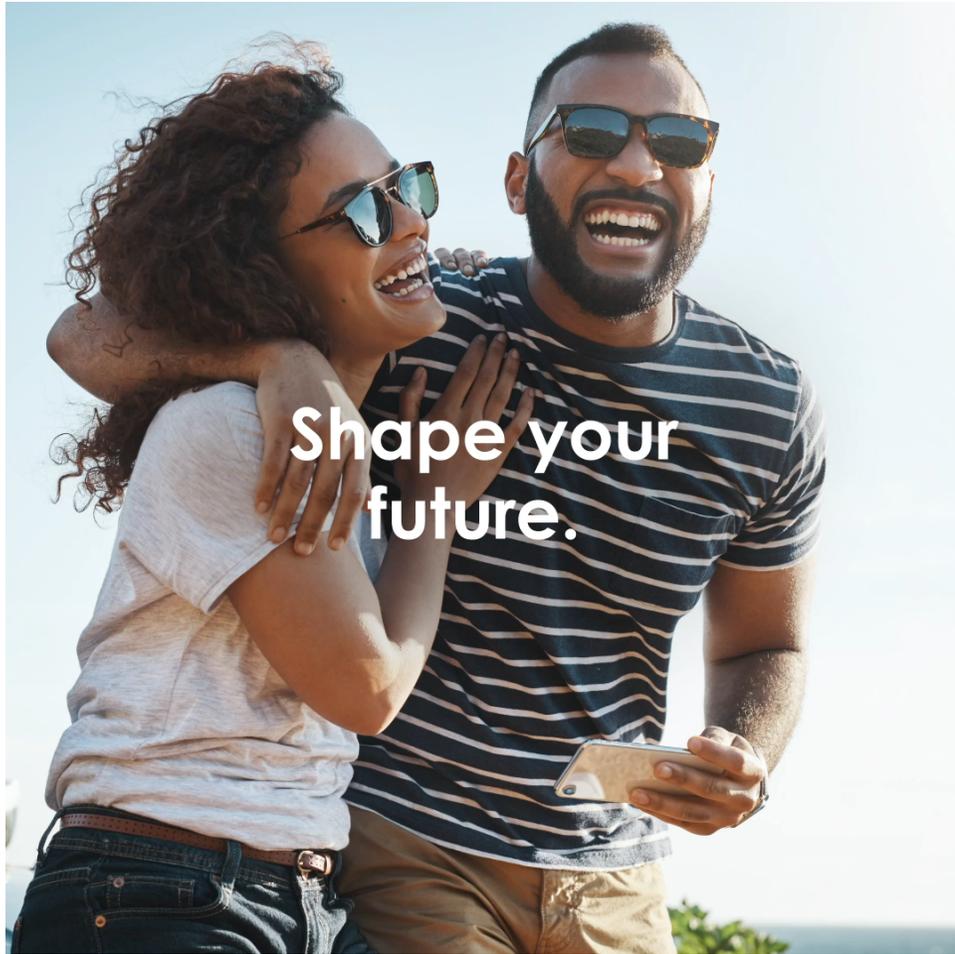


Suggested copy:

Kids, parents, grandparents—the @USCensusBureau wants to count them all. No matter how many generations live in your home, make sure you count everyone on your #2020Census form. Learn more about who to count at <https://2020census.gov/who-to-count>.

To save image, right-click and select “save media as.”

Census Impact – Shape Your Future



Suggested copy:

The #2020Census will shape the future of America. Help the @USCensusBureau make this census the most complete and accurate count yet. Learn how you can get involved at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

Choose the census benefit that matters most to your community!

Slides 16-21 identify various tangible impacts the census has on communities. Choose one or multiple assets to use that resonate most with your audience.

Suggested copy will remain the same no matter which asset you choose.

Census Impact – The Next 10 Years

The 2020 Census
will affect
schools in your
community ...



Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

The 2020 Census
will affect public
transportation in
your community ...



Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

The 2020 Census
will affect health
care facilities in
your community ...

Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

The 2020 Census will
affect emergency
services in your
community ...



Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

The 2020 Census
will affect roads
and highways in
your community ...



Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Impact – The Next 10 Years

The 2020 Census
will affect business
decisions in your
community ...



Suggested copy:

The #2020Census will shape the future of our community—for the next 10 years and beyond. Find out more at 2020CENSUS.gov.

To save video, right-click and select “save media as.” Note: No audio

Census Integrity – Bound by Law



Suggested copy:

The @USCensusBureau is bound by law to keep your personal info safe and confidential. Learn more about how your #2020Census responses are protected at <https://2020census.gov/data-protection>.

To save video, right-click and select “save media as.” Note: Background music, no voice-over

Going Digital



**Everyone can respond
to the 2020 Census in
the mode they prefer:**

Suggested copy:

The @USCensusBureau has made responding to the #2020Census easy. You can respond online, by phone, or by mail—whatever works best for you.

To save video, right-click and select “save media as.” Note: No audio

Become a Partner

Become a 2020
Census partner!



Suggested copy:

We're excited to be a #2020Census partner. Find out how you can become a partner too! <https://2020census.gov/en/partners.html>.

To save image, right-click and select "save media as."

Become a Partner



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To save image, right-click and select "save media as."

PSA Toolkit Content

Public Service Announcements

- Public service announcements (PSAs) are an effective way to educate the public about the importance of the 2020 Census and why participation matters.
- There are multiple PSAs available around a variety of topics and we encourage you to share this content on your social media channels
- Visit the [PSA Toolkit](#) for more information and to access the assets available for use.
- See the next slide for a few tips and important information on using the PSAs

Public Service Announcements – Tips For Use

- Public service announcements (PSAs) are an effective way to educate the public about the importance of the 2020 Census and why participation matters.
- Review all applicable guidelines before using any of the provided PSAs within the PSA Toolkit (all are approved for social media and digital usage).
 - [Broadcast media guidelines](#)
 - [General use guidelines](#)
 - [2020 Census logos and usage guidelines](#)
- PSAs may be available in other languages. You can check by visiting the [PSA Toolkit](#) and reviewing the information for the video you are interested in.
- Some PSAs must be taken down after November 4, 2020. If you have used one of these PSAs anywhere online, it must be removed by that date.
- If you are interested in editable versions of any of the PSAs here, please email 2020CensusPSAs@census.gov. You will need to provide your organization name and contact information.
- For additional information and resources, please review the [PSA Toolkit](#).

Customizable Content

How To Add Your Logo and Download Assets

- Choose “enable editing” for the PowerPoint template and select the asset to which you would like to add your logo.
- Click the space where the asset says, “click icon to add picture.” This will allow you to upload a logo from a folder on your computer.
- Select the logo you would like to add. The size of your logo will automatically be adjusted to fit the space available.
- Once you have added your logo, you can export your slide as a JPEG. To do this, select the slide you want to save from the slide panel display on the left side of the presentation.
- After you’ve selected your desired slide, click “file” then “save as.” Name the file as you choose and select the folder in which you want to save it.
- Change the “save as type” option from PowerPoint presentation to “JPEG file interchange format” and click “save.” You will be asked if you want to save “all slides” or “just this one.” Select “just this one” to save the single slide as a new JPEG.

Everyone Counts – Who Counts in My Home

Suggested copy:

The #2020Census will shape the future for us all. Make sure you count everyone in your home. Find out more about who to count at <https://2020census.gov/who-to-count>.

Who Counts in My Home

WHO COUNTS IN MY HOME:

- MY GRANDKIDS
- MY HUSBAND
- MY SON AND HIS HUSBAND
- ME

Everyone Counts – Who Counts in My Home

Suggested copy:

Everyone counts in the #2020Census, even newborns who haven't come home from the hospital yet. Find out more about who to count at <https://2020census.gov/who-to-count>.

Who Counts in My Home

Who counts in my home:

- My husband
- The twins
- Baby Riley
- Me

4/1/2020 10:04 p.m. 
7 lbs 6 oz, 19 inches