



# NEW YORK COUNTS 2020

*Working together for a fair  
and accurate Census*

## Sample Email Template

Hello all,

We hope you are doing well. In this unknown and challenging time, we can be mindful of our ability to do what we can to positively impact our communities while prioritizing public health. In statewide efforts to contain COVID-19, we are not completing in-person community outreach. And our community outreach efforts can continue to be effective beyond in-person actions.

Therefore, we are calling on you to continue mobilizing our community to complete the Census. Through resources of telecommunications and social media, we can take action NOW by:

- 1) reaching out to our networks and community members to check-in on them, share resources, and ask them to complete the Census. At the end of this email is an example of a personalized email we can send to our networks. Please feel free to edit based on your network and/or what resources you want to share!
  
- 2) support social media campaigns and make your own! Attached are some posts you can use!
  - See our attached graphic for Census day events
  - We'll be using Twitter and Instagram with the hashtag **#WhyICensus** - join us in posting on these platforms and telling us why you're completing the Census!

How to complete the Census:

- the Census can be completed online NOW at [my2020Census.gov](https://my2020census.gov)
- the list of phone numbers to complete the Census in more languages can be found here: <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>
- paper copies of the Census will be mailed in April

## Draft of Personalized Email:

Dear \_\_\_\_,

I wanted to check-in with you - how are you doing? I know we're experiencing a stressful moment in our lives so I wanted to reach out to let you know I am here to support you! I also



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wanted to share resources that work for me, in case they would be helpful. SENDING ELBOW HUGS.

For overwhelming moments, let's try the [4-7-8](#) deep breathing technique! The way it works: we breathe deeply through our nose for 4 counts (at whatever pace we want), hold our breath for 7 counts, and exhale deeply through our mouth for 8 counts. We can repeat as needed - let me know if you want to practice this together (although it might be weird having us breathe deeply through the phone, so let's do a video call).

It's important to recognize any [fear](#) we may be feeling is valid, and that while we are engaging in [social solidarity](#), we still have the ability to continue making positive changes while we stay indoors together. Some ways we can make positive changes include checking-in with our loved ones and community members, and reaching out to communicate our needs when we need support (seriously, please reach out! I'll let you know if I don't have enough energy and we can reschedule).

Another way to make positive changes and show solidarity to our community during this time is completing the 2020 Census [online here](#)! The Census determines how much money in federal funding will be distributed to New York - our schools, healthcare, and housing programs rely on this funding. Furthermore, the Census Bureau is legally obligated to protect our information (Title 13), counting us only to determine funding - and they will not share this information with any entity. [Click here](#) for a Census meme! **Can I count on you** (puns) **to complete and count your household in the Census?** My last pitch for the Census (in this e-mail anyways): [click here](#) to listen to Cardi B explain why the Census matters.

Please feel free to reach out with any questions and let me know if I can support in any way! And if you have the time and energy, **let's collaborate on continuing to reach out to at least 3 people in our community to check-in on them, share our resources, and tell them about the Census!** Also if you know people who are DEFINITELY not going to complete the Census, let's reach out to them, too!



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Let's do what we can during these moments of uncertainty because we can still show up for each other - from a distance!

Sending love and wishing you the best,

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## **General strategy among social media platforms (Facebook, Twitter, Instagram, TikTok)**

- Mobilize active users of these social media platforms to complete the Census with the people they are living with
- Encourage active social media users to share information about the Census to people they know who are unlikely to fill it out
- Encompass language diversity in memes, graphics, and infographics for easy sharing and accessibility to platforms like WhatsApp and WeChat

## **Sample Facebook / Instagram Posts (try to attach graphics)**

As New Yorkers, we always persevere. During COVID-19, we can be mindful of our ability to do what we can to positively impact our communities while prioritizing public health. Let's talk about the Census.

The Census determines how much money in federal funding will be distributed to New York. Our schools, healthcare, and housing programs rely on this funding. Complete the Census to support your community! The Census Bureau is legally obligated to protect our information (Title 13), counting us only to determine funding, and they will not share this information with any entity. The Census has 10 questions and will take 10 minutes to complete. Here's an opportunity to connect with the people you live with on a more informative level! PS - the Census is not as inclusive as it can be at the moment, and we must continue to fill it out.

## What we can do:

- With hygiene safety in mind, sharing communications with your neighbors about the Census (this could be posting a flyer in the lobby, etc)
- Language diversity for graphics and memes so they can be shared among more social media platforms



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- Posts, videos, and stories sharing statuses of “Why I Census” / “Why I completed the Census”

## **Sample Tweets / Instagram Posts for #WhyICensus**

We want to encourage people to Tweet about the reasons they are participating in the Census using the hashtag #WhyICensus. Sample Tweets for that hour below:

- We must participate in the Census because it's easy, protected, and important #WhyICensus #whenindoubt #fillitout
- Everyone counts, regardless of residency status #WhyICensus
- Because I can trust the Census Bureau & know that Title 13 ensures that my information is safe #WhyICensus
- to inform how much funding my community receives #WhyICensus
- because @John Legend told me to #WhyICensus
- because @Cardi B told me to #WhyICensus
- because I care for my community #WhyICensus
- Because of COVID-19, we see how badly our infrastructure needs change now #WhyICensus
- Because my information is safe even though Facebook already knows my whole life #WhyICensus
- Forgot my mom's birthday and this was a great chance to find out & support my community #WhyICensus
- Forgot my partner's birthday and this was a great chance to find out & support my community #WhyICensus
- Because while I can't vote, I can still participate in the Census to support my community #WhyICensus
- Because during my #QuarantineLife, I still want to show up for my community #WhyICensus
- #WhyICensus because my roommates and I are all home for once during our #QuarantineLife



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- Because there were only 10 questions on the Census and it changes the next 10 years #WhyICensus
- #WhyICensus Because New Yorkers need proof to be able to brag about how many people live here
- #WhyICensus to show up for my community
- Because I don't want a Census worker knocking on my door in a few weeks #WhyICensus
- #WhyICensus Because I'm looking out for our collective mental health when there are delays every other stop on the subway #WhyICensus
- (Attach a meme with the hashtag) #WhyICensus

## **Sample Memes & Graphics**

[NYCOUNTS 2020 SOCIAL MEDIA GRAPHICS](#)

<https://drive.google.com/drive/u/1/folders/1b3QxOkzwFPZpO6ozBMA2SYeM7n5xVzPJ>

## **Resources & Messaging**

### General census messages for social media

- You should participate in the Census because it's easy, protected, and important
- Everyone counts. The 2020 Census counts everyone living in the country, including non-citizens!
  - This includes young children and newborn babies
  - Whether or not you are registered to vote
  - Whether or not you have a green card/visa
  - Whether or not you receive public assistance
  - Even if the government has your information from other places this is an independent operation.
  - In other words: Even if you are "in the system" this is a separate counting effort.
- It does not always capture our race, ethnicity, gender or sexual orientation. What we say: It is still important to complete the Census. Without including our numbers, we won't have the voice to advocate for inclusivity going forward.





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- There are several ways to participate, and each person is free to choose the one they are most comfortable with. You do NOT have to open the door - if you complete the census on your own, no one will come to your door. You do NOT have to leave your residence
- There is no citizenship question
- The U.S. Census Bureau and federal law keep your individual responses private
- The U.S. Census Bureau maintains its cybersecurity systems

## Census 2020 Messaging in the time of COVID-19

- It's times like these that Census data is essential for the funding of hospitals & health services, planning for emergency response, and emergency services at the local and federal level.
- By now, many households have received an invitation in the mail to complete the census. This was planned and continued uninterrupted by the coronavirus.
- Public health and safety is absolutely critical at this moment of uncertainty. That is the case for the public as well as Census Counts organizations, staff, and volunteers.
- The good news is that the 2020 Census is prepared for social distancing! Because it has never been easier to respond, whether online, over the phone, or by mail—all without having to meet a census taker.
- At this time when it can seem hard to find ways to help our city, there is one very important thing we can do for our future together – and it can be easily done from the comfort of one's home.
- The Census is how we get the foundational data that public health experts use to plan for and manage situations like COVID-19.
- Now More Than Ever, 10 Minutes, 10 Years. Complete Census 2020
- The census website [my2020Census.gov](https://my2020census.gov) is also live and can accept your response (in English and 12 non English languages by calling phone questionnaire assistance: <https://2020census.gov/en/ways-to-respond/responding-by-phone.html>).
- Right now, our priority is clear: Making sure that as many people as possible complete the census online, by phone, or by mail. It has never been easier to self-report.



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## Additional Resources:

- Facebook Census Frame:  
[https://www.facebook.com/profilepicframes/?selected\\_overlay\\_id=637082447087358](https://www.facebook.com/profilepicframes/?selected_overlay_id=637082447087358)
- Tip of the day: Social Media Campaign Toolkit for avoiding scams  
[https://docs.google.com/document/d/1Vg6mYRhXTpcfpmcii9\\_AyJM3V48DKXtaUmOwCcabqiY/edit?usp=sharing](https://docs.google.com/document/d/1Vg6mYRhXTpcfpmcii9_AyJM3V48DKXtaUmOwCcabqiY/edit?usp=sharing)
- New York Immigration Coalition Social Media Toolkit:  
<https://docs.google.com/document/d/1d66urrZ6v6tYdDC7JRBeiXel8Aptj3o5vie8wEdtqHY/edit>
- Immigrant Census Day Celebration Toolkit  
<https://docs.google.com/document/d/1ndnqIPgn5JM5MplEAX77GI-rQ8ZN-76Ue2960eHV8qE/edit>
- TikTok
  - <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>
  - [https://docs.google.com/document/d/1maVWZcRGnmk3ONn3IJbIIYbNjVYAr29kuIIHJ\\_x1SEw/edit](https://docs.google.com/document/d/1maVWZcRGnmk3ONn3IJbIIYbNjVYAr29kuIIHJ_x1SEw/edit)