

CENSUS 2020 – IT'S THE FINAL COUNTDOWN!

Draft Social Media Posts

HASHTAGS

Regardless of your content copy or social media channel, please utilize at least one of the following hashtags in your Census 2020 posts:

[#Census2020](#)
[#2020Census](#)
[#Census](#)
[#BeCountedOH2020](#)
[#BeCountedOhio](#)
[#OhioCensusChallenge](#)
[#BeCounted](#)



Now more than ever we need to spread the word that the Census is easy, safe and important. The deadline for people to submit their form is quickly approaching. The following social media posts are provided to assist you in getting the word out that all Ohioans need to be counted.

PHOTOS & GRAPHICS

We provided multiple images and graphics formatted for social media channels for your use. You can find all of them at [Census.Ohio.Gov](#) in the promotional toolkit.

We recommend using these graphics for posts that are light on copy. These are self-explanatory graphics that can be utilized easily.

[Census Breaking News \(Twitter & Facebook\)](#)

[Have you Responded Yet? \(Twitter & Facebook\)](#)

Top 10 Ways the Census Affects You ([Twitter](#) & [Facebook](#), and [Instagram](#))

Why Census Is Important ([Twitter](#) & [Facebook](#))

For relevant images with Census branding that can accompany social posts we recommend: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#) & [7](#)

DRAFT SOCIAL POSTS

These posts are formatted to fit within Twitter's character count, but can be utilized on any social platform.

Reminder

Check your mailbox (online and in person)! If you haven't responded to [#Census2020](#) yet you should receive a reminder- you can use that to easily respond to the Census at [2020Census.Gov](#) [#BeCountedOH2020](#)

BREAKING

The date to respond to [#Census2020](#) is quickly approaching! You can still respond online, over the phone, by mail or wait for a follow up visit by [@uscensusbureau](#) field operations. To respond now visit [2020Census.Gov](#) [#BeCountedOH2020](#)

Complete Your Census Today!

Our Goal: Make sure every Ohioan is counted.

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The Census is still on!

[#Census2020](#) is still on! The U.S. Census Bureau has made it even easier and safer to respond - by mail, over the phone and online at [2020Census.Gov](#) It's easy, safe and important! [#BeCountedOH2020](#)

Remember where you were on April 1, 2020? You'll need to know when you respond to [#Census2020](#)! Think back and respond to the Census at [2020Census.Gov](#).

Ohio continues to stay above the national average for the [#Census2020](#) self-response rate, but we don't have a complete count, yet! To make sure you're counted, respond now at [2020Census.Gov](#) [#BeCountedOH2020](#)

Field Operations

The [@uscensusbureau](#) staff conducting field operations have worked with local partners to follow health and safety guidelines in our communities as they begin in person follow ups to non-response households. Visit [2020Census.Gov](#) to respond to [#Census2020](#) today!

The [@uscensusbureau](#) in coordination w/local partners has launched the Mobile Questionnaire Assistance program. Staff will answer questions and assist w/responding to [#Census2020](#). Learn more at [2020Census.Gov](#)

In person [@uscensusbureau](#) follow ups will begin this month for those households who have not yet responded to [#Census2020](#). Want to avoid the follow up? Respond at [2020Census.Gov](#)

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Website Images



Help your audience find the most up-to-date information about Census 2020 on your website!

Links below offer ready to use images for the most common components on the Innovate Ohio Platform.

[A carousel banner](#)

[A blank carousel banner](#)

Suggested Copy:

Act Now: Respond to the 2020 Census

- Fill out online or by phone.
- It only takes about 10 minutes to complete.
- The deadline is quickly approaching!

[A resource card image](#)

Link all web assets to my2020census.gov



Example of banner used on website

»» Complete Your Census Today!

Our Goal: Make sure every Ohioan is counted.