



AUGUST SOCIAL MEDIA

Key Messaging Points

The self-response deadline for the public was moved up to September 30. To learn more, [click here](#).

The Census is easy, safe and important. This is the overlaying theme of Census promotion statewide and can be used at any time.

- ✓ It's **easy**; the Census asks you questions about you such as your name and birthday. It typically takes around 10 minutes to complete.
- ✓ It's **safe**; all Census responses are kept confidential and cannot be shared – even with law enforcement.
- ✓ It's **important**; it determines the distribution of billions of dollars in federal funding to local communities like yours.

Download the Census Content Calendar

In the calendar you will find example posts for the month of August suggested topics, and photos you can use along with your own photos.

[CLICK HERE TO DOWNLOAD](#)



MONTH	On Going Message	Main Message	Secondary Messages				
FEBRUARY	The Census is easy, safe and important!	Education/Awareness	Census Jobs	Census is Online			
MARCH		Motivation, Participation	Census Day Approaching	Census Jobs	Census Online	Awareness/Education	
APRIL		Motivation, Participation	Census Day - Remind to Respond	Census Online	Awareness/Education		
MAY							
JUNE							
JULY		Reminder, Follow Up		Census 2020 Is On	Motivation, Participation	Awareness/Education	
AUGUST							

Below are key points to post about in August.

- The Census Bureau's Mobile Questionnaire Assistance ([MQA](#)) program was launched in mid-July and will continue to change weekly until September 18th. The program places Census personnel in areas with low-response rates to help the public with any questions regarding how to fill out the Census. Locations for MQA can range anywhere from grocery stores to restaurants.

With only a few more months to get people to respond to Census 2020, now is the time to find new ways to motivate Ohioans. The Census Bureau recently added new resources for encouraging local communities to self-respond to the Census. Make sure to check out the [Toolkit](#) to see how you can track your community and strive to increase participation.

- Reminder postcards went out to around 35 million households across the country in mid-July. Additionally, millions of emails have been sent to low-response areas (less than 50%) and will continue through September. Encourage your audience to respond now, before Census takers come to their household.
- Starting July 30, Census takers began following up in-person in select areas across the country that have not yet responded to the 2020 Census; this includes Mansfield, Ohio. All other non-responding households should expect visits beginning in mid-August.
- Households have until September 30 to respond to Census 2020.



Mike DeWine, Governor
 Jon Husted, Lt. Governor

Development Services Agency

Lydia L. Mihalik, Director