

United States[®]
Census 2020
BE COUNTED

 It's easy, safe and important.
 Census.Ohio.Gov

FEBRUARY SOCIAL MEDIA

Key Messaging Points

Census Day is less than two months out! Getting the word out on social media is a great way to spread awareness of its importance to Ohio.

The Census is easy, safe and important. This is the overarching 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 February, suggested topics, and photos you can use along with your own photos.

[CLICK HERE TO DOWNLOAD](#)

 #Social Media Overview

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		Reminder, Follow Up				
JULY						
AUGUST						
			Reminder, Follow Up	Census 2020 Is On	Motivation, Participation	Awareness/Education

This year is the first time you can submit your Census information online. Below are key points to post about in February.

- Every household will get a postcard with a unique identification number on it in the mail within the next month. You enter that number online to verify that it is your information.
- You can fill out the Census on any mobile device, such as a tablet, smartphone or laptop.
- If lack of internet access is a concern, encourage people to visit their local libraries and fill it out online there. There will also be mobile assistance centers scattered throughout Ohio where people can go to fill out their form with the help of Census workers. These questionnaire centers will have mobile devices ready to assist the public.

The Census website offers full accessibility when filling out the form online. People can respond in 13 different languages. There is also an American Sign Language video available.

- Submitting information online is safe. All responses submitted online and stored in its computers are encrypted. Only verified Census officials have access to this information.
- If people do not want to fill it out online, they are welcome to call the Census line or send in a paper form.

The Census is already underway. There should be a sense of urgency any time you mention the Census.



Mike DeWine, Governor
 Jon Husted, Lt. Governor

Development Services Agency

Lydia L. Mihalik, Director

Our Goal: Make sure every Ohioan is counted.