



JULY SOCIAL MEDIA

Key Messaging Points

Census 2020 is happening now. Make sure to stay connected both on [Census.Ohio.Gov](https://www.census.gov/2020census/data/ohio) and through the official Census Bureau's press releases. **The self-response deadline for the public was extended to October 31.** To see additional changes, [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 July suggested topics, and photos you can use along with your own photos.

[CLICK HERE TO DOWNLOAD](#)



Below are key points to post about in July

- The U.S Census Bureau will begin a soft launch in mid-July to resume field operations in six regional offices. They will begin follow up with households that have not responded to the Census.
- The major push continues to be for people to fill out the Census form online, as more people are home during this time.
- The Mobile Questionnaire Assistance program, created to be in the community to help respondents, will be assessing current health conditions before offering in-person outreach.

*There is a new modified 2020 Census campaign that will extend paid media through September and promote new advertisements that will focus on reaching people at home, due to current social distancing rules. The new campaign is now available in 45 non-English languages, which is a significant increase in accessibility from previous offerings. **Find more information [here](#).***

- People living in transitory locations, such as campgrounds, hotels or marinas, will be counted throughout the month of September. This count is done by the Census Bureau for people who do not usually live elsewhere, not those who are on vacation or are there temporarily. The Census should still be filled out where a person was living on April 1, 2020.

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						



Development Services Agency

Mike DeWine, Governor
Jon Husted, Lt. Governor

Lydia L. Mihalik, Director