



## JUNE SOCIAL MEDIA

### Key Messaging Points

Census 2020 is happening now. The U.S. Census Bureau is adapting and delaying their operations to protect the safety of their staff and the public. **The biggest adjustment to note is that 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 May 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							
<b>JUNE</b>			Reminder, Follow Up	Census 2020 Is On	Motivation, Participation	Awareness/Education	
JULY							
AUGUST							

Below are key points to post about in June.

- The self-response deadline was extended through October 31st. This gives the public an extra three months to submit their Census forms.
- There are dozens of hotspots available all around Ohio that people can use to complete their Census online. See the whole list at [InnovateOhio.Gov](#).
- The telephone lines are also available if people would like to complete their form over the phone at 844-330-2020. Census employees are available to assist people in over 12 different languages, so make sure to check out [2020Census.Gov](#) to see a language-specific telephone line.

*The U.S. Census Bureau is still seeking job applicants in Ohio. They offer flexible hours like evenings and weekends, and the pay range is \$14.50 to \$23 an hour. The training for the jobs will be virtual, and the Bureau is working on a no-contact method of field operations when they resume.*

- A Response Rates Map updates daily on [Census.Ohio.Gov](#) to show how your community is responding to the Census. This is a great tool to look at to see which areas need more push to complete their forms.



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