



MARCH SOCIAL MEDIA

Key Messaging Points

Census Day is less than a month away! Now is the time to really get the word out on social media to make people aware of its importance to Ohio.

The Census is easy, safe and important. This is the overlying 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 March, 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		Education/Awareness	Census Jobs	Census is Online		
MARCH	The Census is easy, safe and important!	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	Census 2020 Is On	Motivation, Participation	Awareness/Education	
JULY						
AUGUST						

This month, 95% of all households in the U.S. will receive their invite to respond to the Census in the mail. Below are key points to post about in March.

- Postcards from the Census will arrive between March 12-20 and will have instructions on how to reply online.
- Most households will receive just the postcard from the Census that has their own unique identification number on it. Some remote areas will receive a paper version of the Census form along with the initial letter.
- People can reply online at 2020census.gov or call one of the toll-free phone numbers listed on the letter. The online and phone methods will be fully accessible for those of all abilities.
- Between March 16-24, you will receive a reminder letter if you have not filled out your form yet. These reminder letters will happen every few weeks through the end of April.

From April 8-16, you will receive the Census form as a paper version sent to your house if you have not replied.

- A final reminder postcard will be sent out April 20-27 before Census takers begin following up in person. It does not matter which initial invitation you got or how you got it, the Census Bureau will follow up in person with all households that do not respond.



Mike DeWine, Governor
Jon Husted, Lt. Governor

Development Services Agency

Lydia L. Mihalik, Director

Our Goal: Make sure every Ohioan is counted.