

MAY 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		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	The Census is easy, safe and important!					
JUNE		Reminder, Follow Up	Census 2020 Is On	Motivation, Participation	Awareness/Education	
JULY						
AUGUST						

Below are key points to post about in May.

- Now more than ever, it is critical that people fill out their Census form. In times like this, relief is based off previous population counts. We want to make sure this 2020 count accounts for all Ohioans in the future.
- Due to the current health crisis, most college campuses no longer have students staying on-campus. These students will still be counted for the Census by the university housing. Students that live in off-campus houses need to self-respond and count that address, even if they are temporarily living elsewhere.

*The U.S. Census Bureau has many resources available for people to fill out their Census from the safety of their home. The form is available online at [2020Census.Gov](#), even if people lost their original postcard in the mail. The telephone line at **844-330-2020** also has people available to assist in multiple languages to ask the Census questions verbally.*

- The Census Bureau is still seeking job applicants, even though COVID-19 has pushed back the operation dates. The training is planned to be done virtually towards the end of May. To apply, call **855-562-2020**.
- Ohio is consistently above the national self-response rate, but there is still a long way to go to make sure every individual is counted in these uncertain times. Continually check the [2020 Response Rate Map](#) to see which areas need more help.
- A reminder postcard will be sent out to unresponsive houses in the beginning of May.



Mike DeWine, Governor
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