Be Counted.
BE IN THAT NUMBER.
Messaging & Social Media Toolkit
Dear Partners, Allies, and Friends:

As Louisiana continues to be impacted by the Coronavirus Pandemic, we believe it is imperative to encourage our communities to stay engaged and participate in the 2020 Census. We must educate all community members on the importance of completing the Census and how its data helps support additional funding for healthcare and food security— which is more important now than ever before.

As the Census Bureau notes, it has never been easier to respond on your own, whether online, over the phone, or by mail—all without having to meet a census taker. Join us for a Digital Day of Action to help spread this message. Together we can make a difference!

In Solidarity,
The Power Coalition Team
#CountMeIn Digital Census Day of Action

Due to the COVID-19 Pandemic, we have postponed all field operations until further guidance from the National Census Bureau and Elected Officials. We will primarily utilize social media and other digital methods to increase community members to participate and be counted in the 2020 Census online, by phone or mail.

Partners can participate in the ‘Count Me In’ Digital Census Day of Action in a number of ways including:

**Post or Tweet**

about the importance of the 2020 U.S. Census using the

#CountMEin

#Beinthatnumber2020

#poweredbypowercoalition

hashtags and our graphic.

We’ve created various tools and resources to help you create digital campaigns, videos, and more!
#CountMeIn Digital Census Day of Action

FOLLOW US ON SOCIAL MEDIA

Twitter: @PowerCoEJ
Instagram: @powercoej
Facebook: PowerCoalition

Hashtags: #CountMEin
#Beinthatnumber
#poweredbypowercoalition
#CountMeIn Digital Census Day of Action

DOWNLOADABLE GRAPHICS

#CountMeIn
Social Media Graphic

#BeCounted
Social Media Graphic

Printable One Pager

Census Toolkit
Louisiana, Census Data determines how much federal aid our state receives. As a disaster prone state, Census numbers determine how many medical supplies we receive, income security, and more! The time is now and it is still very critical for us to compete. #beinthatnumber #countmein #poweredbypowercoalition

[Insert Graphic]
Join the Power Coalition and our partners as we pledge to participate in the 2020 Census. It only takes 10 minutes to complete 10 questions to determine the livelihood of your household for the next 10 years! Pledge to #beinthatnumber. Text Census to (504) 612-4636. #poweredbypowercoalition

[Insert Graphic]
Less than one week ago, the 2020 Census fully kicked off, and invitations arrived in mailboxes across the nation. Many of you should have received a white envelope marked “Dear Resident” with the official logo and seal of the U.S. Census. Please DO NOT throw this envelope away. Any mailer with the official Census Logo is legit; however, please be made aware of scams. #poweredbypowercoalition #beinthatnumber2020 #CountMeIn #beawareofcensusscams
The Census should NOT ask the following: 1. Your credit card information 2. Your political party affiliation 3. Your social security number. Do not fill out any “Census” forms that request this information, it is not the real Census. Any mailer with the official Census Logo is legit. #poweredbypowercoalition #beinthatnumber2020 #CountMeIn #beawareofcensusscams
College students should be counted where they live while attending school, even if you’ve temporarily relocated due to #COVID-19! If you live off-campus: fill out the #2020census at my2020census.gov (click “Don’t have my ID”) #poweredbypowercoalition #CountMeIn #beinthatnumber #countourkids #countourcollegestudents
While many college students are home or not currently staying on their campus due to COVID-19 it is still important that they are counted in the 2020 Census. Students in college should use their COLLEGE/UNIVERSITY ADDRESS when filling out their census form, even if they are currently staying elsewhere.

#poweredbypowercoalition #CountMeIn #beinthatnumber #countourkids #countourcollegestudents
You can be counted by the Census online today without a 12-digit code. Simply click “If you do not have a Census ID, click here” and enter your address.

The Census is live folks! Go to 2020census.gov and take it. It is only 10 questions and only takes 10 minutes.

#poweredbypowercoalition
#CountMeIn #beinthatnumber
#CountMeIn Digital Census Day of Action

**EXAMPLES OF SOCIAL MEDIA POSTS & CAPTIONS**

Take 10 minutes (or less) while you are watching your tv shows, at home workout videos, and movies to fill out the 2020 Census. Although you will receive additional postcards and reminders in the mail, complete your Census today to ensure your community receives the resources needed to thrive! We need to ensure Louisiana has a fair and FULL count. #CountMEin #poweredbypowercoalition
2020 is all about seizing our POWER! Join our Power Voter Movement and pledge to vote in every election, hold Elected Officials accountable, and participate in the 2020 U.S. Census. Your voice and your count matters! #CountMEin #poweredbypowercoalition
To volunteer please call (504) 612-1513.
Census data will be used to distribute $800 + billion annually in federal funding to support voting access, income security, healthcare, and food security. Everyone Counts! Join us and pledge to complete the Census now! #poweredbypowercoalition #beinthatnumber2020
#CountMeIn Digital Census Day of Action

EXAMPLES OF SOCIAL MEDIA POSTS & CAPTIONS

Children 0-5 are undercounted in the census at a higher rate than any other age group. Census data directly impacts classroom sizes, food in kids’ bellies, books for students and more! Count our Kids! #poweredbypowercoalition #CountMEin

Count Our Kids
Social Media Graphic

Count Our Kids
Social Media Graphic

Count Our Kids
Social Media Graphic
#CountMeIn Digital Census Day of Action

**Pledge to be counted by participating in our poweredbypowercoalition Census social media campaign - “I pledge to get counted in the 2020 Census because”:**

Participate in our video campaign to help educate and motivate individuals to communicate why it’s critical to complete the 2020 Census. On April 1st, it’s not too late to respond either online, via phone, or by mail.

1. Print our “Pledge to get counted in the 2020 Census because”
2. Write your personal reason
3. Upload a photo or short video holding the sign using our hashtag #Beinthatnumber and #poweredbypowercoalition
#CountMeIn Digital Census Day of Action

OTHER WAYS TO STAY ENGAGED

Sign our online
Census pledge form*

and share it with your networks.

Count Me In: Pledge to Count 2020 Census
The Census counts. So do you. Pledge to be counted and to educate your community about the importance of the 2020 census.
* denotes required field.

First Name
Your answer

Last Name
Your answer
#CountMeIn Digital Census Day of Action

Volunteer with the Power Coalition to promote the 2020 Census. Virtual Volunteers are needed to:

- Hustle (Peer to Peer) Text
- Phone Bank
- Sign On as a “Census Sunday” Church

Call (504) 766-9289 to become a volunteer or Sign up to virtually volunteer here
#CountMeIn Digital Census Day of Action

CENSUS RESOURCES

- Covid-19 Resources
- Census Toolkit
- Faith Toolkit
- Responding Without A Census ID FAQ
- 2020 Census Operational Adjustments Due to COVID-29
Resources

FOR MORE INFORMATION OR TO VOLUNTEER CONTACT:

Power Coalition for Equity & Justice:
(504) 612-1513
www.powercoalition.org

FOR MORE INFORMATION ABOUT THE CENSUS CONTACT:

Census Call Center:
(301)763-info (4636) • 800-923-8282
ask.census.gov