Be Counted. 
BE IN THAT NUMBER. 
Messaging & Social Media Toolkit
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 host an event, post on social media, 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
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]
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
#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”:

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.
#CountMeIn Digital Census Day of Action

Host an event in your community to promote the 2020 Census:

- Census informational event for community members
- Hustle or phonebank party
- Census roundtable with stakeholders or influencers
- Census Sunday
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