



SAMPLE SOCIAL MEDIA CONTENT

MAY 2020

As part of the California Community Colleges Chancellor's Office efforts to ensure all community college students are counted in the 2020 Census, the following social templates have been created. We are asking our colleges, community members, advocates and partners to reach out to students and their families on social media to share information about the importance of the 2020 Census and how students can proactively ensure they are being counted. We encourage you to use the included sample language and graphics to help you get started sharing this important message with your followers and friends.

IMPORTANT:

Please follow the instructions below when creating a social post.

1. Select a post from the below list.
2. Create a new post on your social media page.
3. Download the video or photo and upload to the post.
4. Copy and paste the post copy below into the text field .

NOTE: We do not recommend mixing and matching photos or videos and post copy. The posts were purposefully developed to work together as-is. You can add additional tags for your college social media pages or college hashtags, if applicable.

FOR EFFORTS EDUCATING STUDENTS ON WHAT THE CENSUS IS:

POST 1



DOWNLOAD VIDEO

Post Copy (FB & IG):

Why is the @CACensus important? An inaccurate count could put at risk critical program funding, that in times like these, ensure your community has the healthcare services 🧑🏽🧑🏽, hospitals 🏥, affordable housing 🏠, and other important services it needs. Raise your voice 🗣️ and be counted. #2020Census.

Post Copy (TW):

Why is the @CACensus important? An inaccurate count risks critical program funding that in times like these ensure your community has the healthcare services 🧑🏽💰, hospitals 🏥, affordable housing 🏠, and other services it needs. Raise your voice 🗣️ and be counted. #2020Census

POST 2



FACEBOOK & INSTAGRAM
DOWNLOAD VIDEO



Twitter version to use the horizontal video only.

TWITTER
DOWNLOAD VIDEO

Post Copy (FB & IG): Just how powerful is being counted, you ask 🤔? By being counted, you directly impact the funding that goes into your community services and programs for the next TEN years 🤔. These funds are crucial, especially in times like these when healthcare services 🧑🏻🩺, hospitals 🏥, housing 🏠, and financial aid 🎓 are much needed. So stand up with your community and get counted! ✅

Post Copy (TW): Just how powerful is being counted 🤔? Well, you impact how much 💵 goes to community services for the next 10 yrs 🤔. And in times like these, healthcare services 🧑🏻🩺, hospitals 🏥, housing 🏠, and financial aid 🎓 are much needed. So stand up w/ your community and get counted!

POST 3



Image Option 1

DOWNLOAD IMAGE



Image Option 2

DOWNLOAD IMAGE

TWITTER POLL —

Post Copy: You matter and your voice matters. Help your community receive the funding it needs to continue providing valuable programs and services, especially in times like these. Which of these programs would you like to see grow in your community the next 10 years? #2020Census

Choice 1 — Healthcare

Choice 2 — Campus Improvements

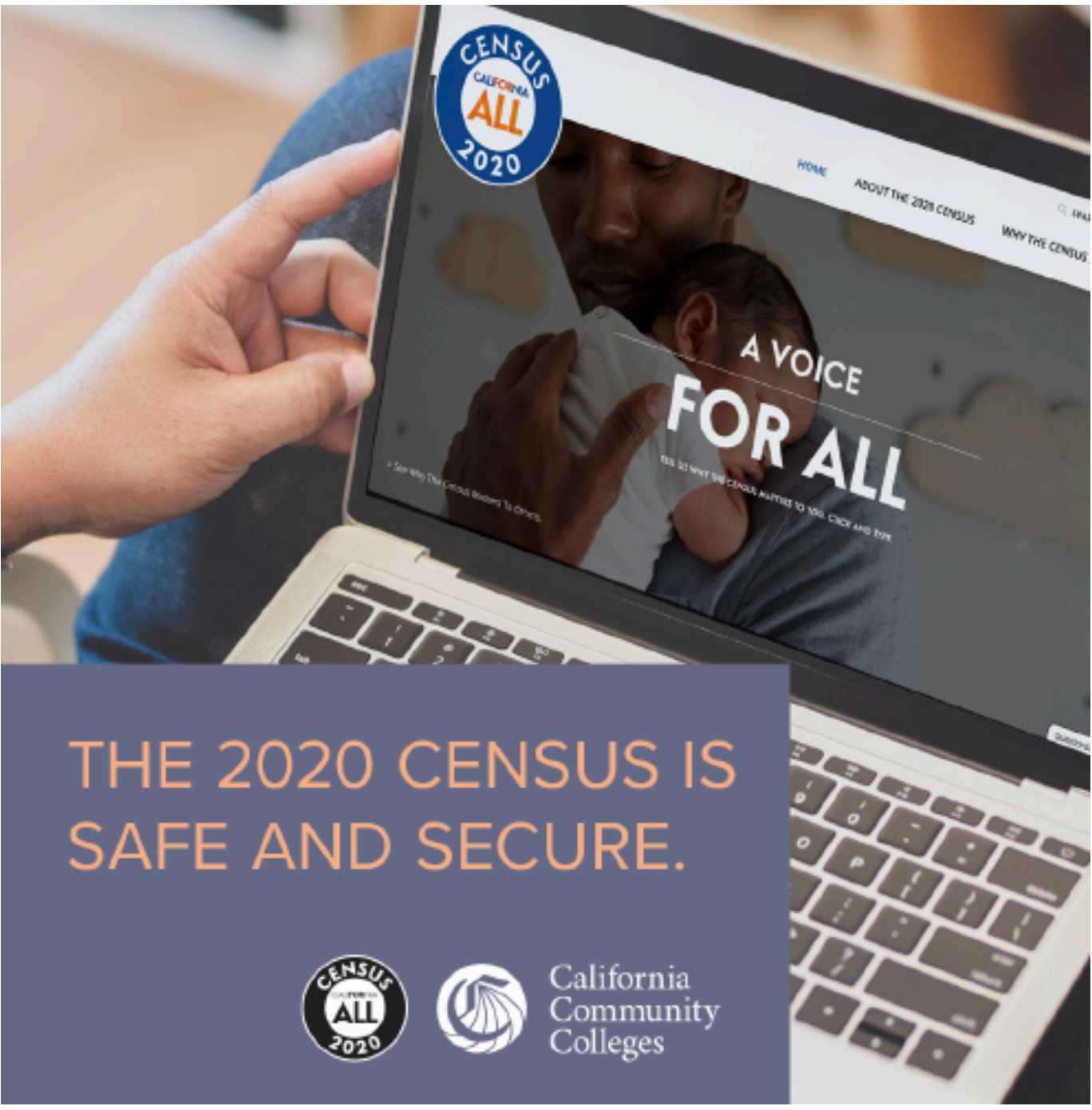
Choice 3 — Financial Aid

Choice 4 — Affordable Housing





Note: Social post copy will not work as a regular Tweet. This must be set up as a Twitter Poll. After posting this Twitter poll, be sure to check for comments that may appear with the poll.

FOR EFFORTS TO ENCOURAGE STUDENTS TO BE PART OF HOUSEHOLD COUNT

POST 4  





DOWNLOAD VIDEO

Post Copy:
Still on the fence about completing the #2020Census? What if we told you ALL of your information is federally protected  and no citizenship question is asked. That means, everyone living in the U.S can and should be counted  Your community needs you, especially in times like these! So go ahead and tell a friend or two  or maybe even three  to complete their Census.

POST 5   



DOWNLOAD VIDEO



Post Copy: A lot can happen in 10 years... don't wait until then to be counted in the next Census  Before your household submits their #2020Census form, make sure you're counted  Your community is depending on you!

Note: Hashtags should only be used when posting on Twitter and Instagram.

POST 6   



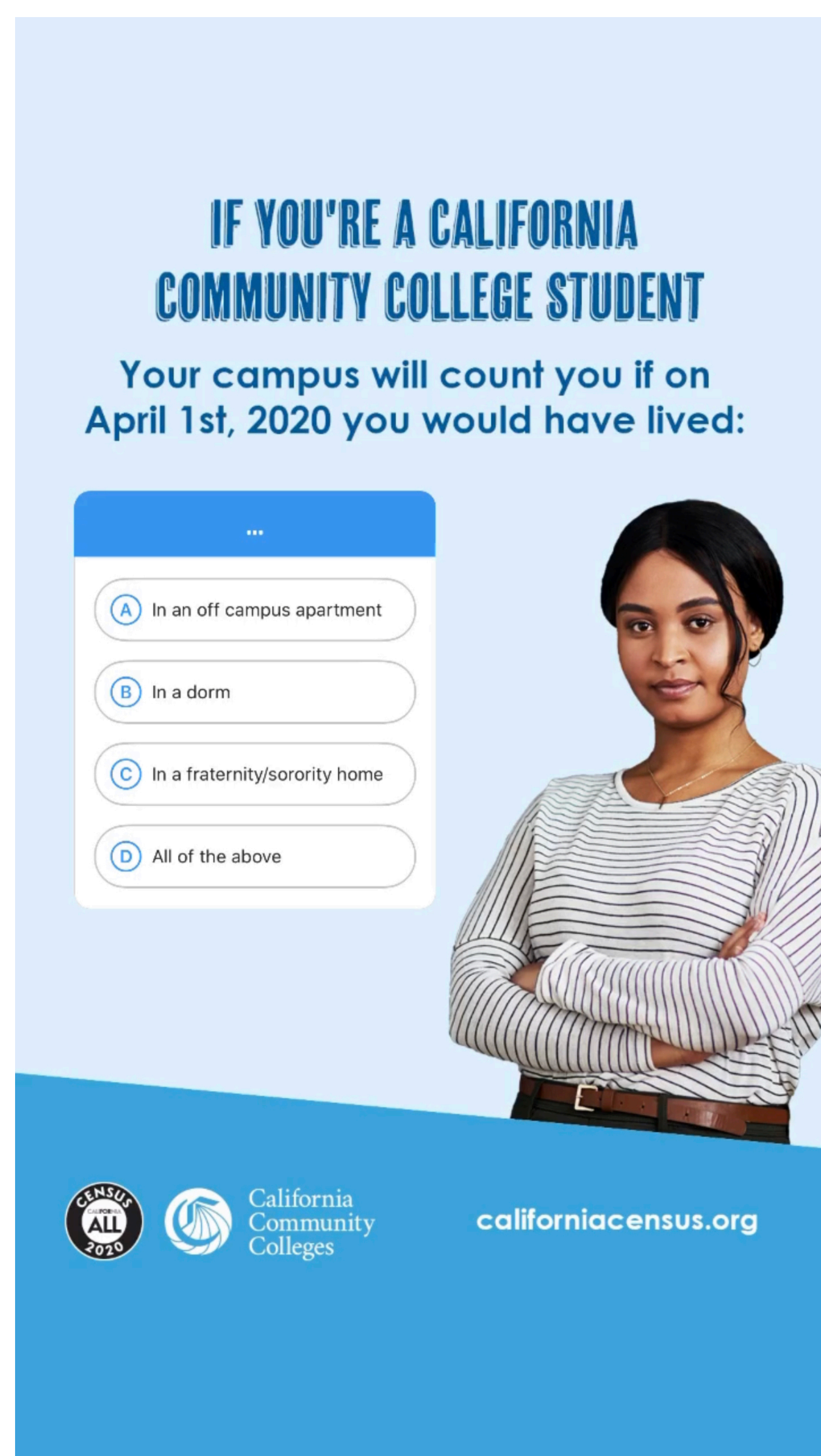
DOWNLOAD VIDEO

Post Copy: Don't let your household submit their #2020Census form without counting you in . Otherwise, it's like you never existed and nobody wants to be ghosted like that  Plus, your community needs you!

Note: Hashtags should only be used when posting on Twitter and Instagram.

FOR EFFORTS TO ENCOURAGE STUDENTS TO FILL OUT THEIR OWN CENSUS:

POST 7



INSTAGRAM STORY QUIZ:

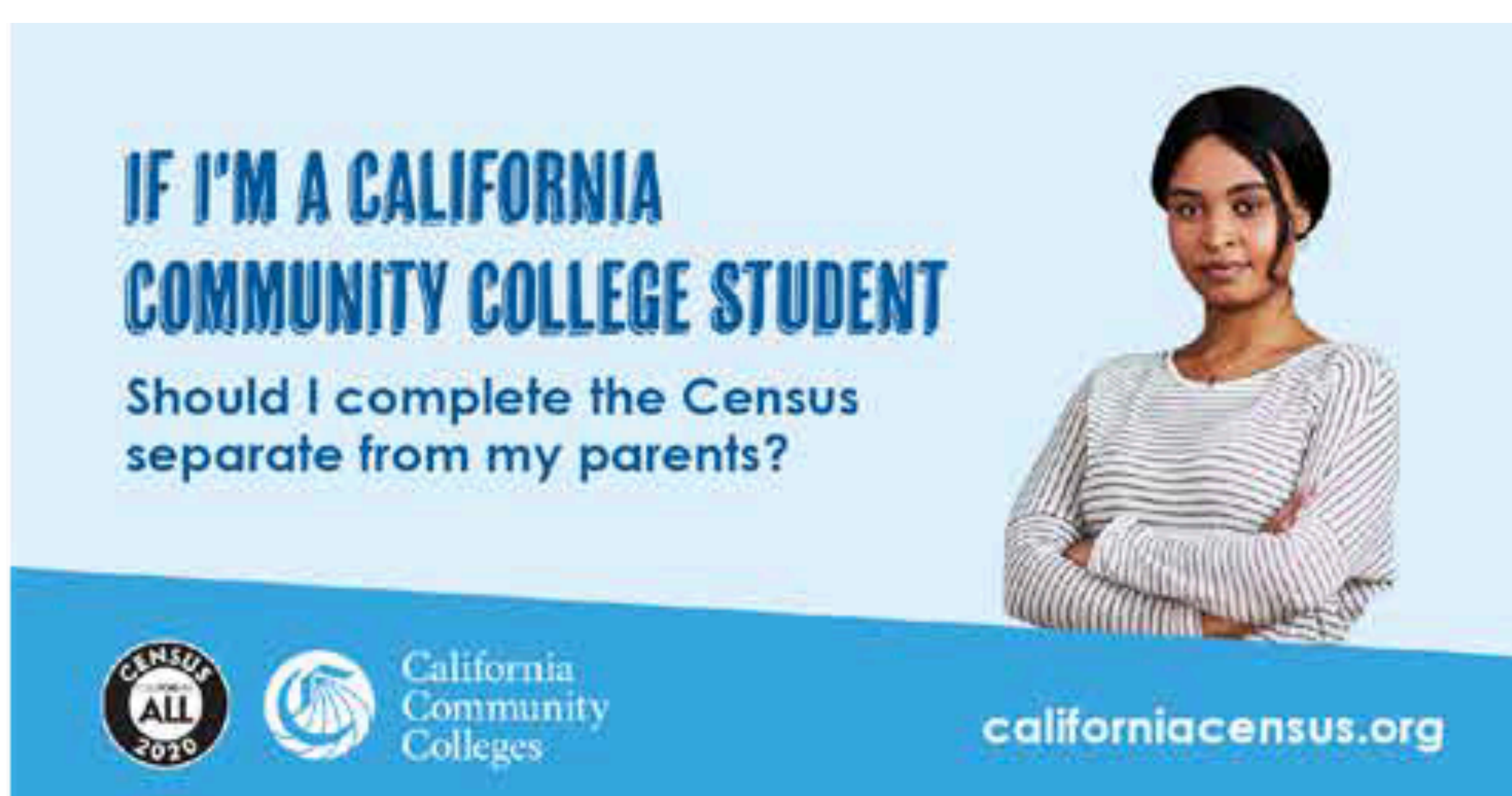
If I'm a college student 🎓🎓, I should complete the Census separate from my parents if I live:

- A. In an off-campus apartment
- B. In a dorm
- C. In a fraternity/sorority home
- D. **All of the above**

DOWNLOAD VIDEO

Note: When preparing to upload, you must layer in the "Quiz" box on top of the clean video.

1. Select the video as if you were getting ready to publish. Then, swipe up to the menu of native IG Story functions.
2. Select, "Quiz." This will generate a quiz box for you to type a question and answers.
3. Leave "..." as your question and then enter the options shown above. Select "D" as the correct answer.
4. Tap on the color wheel found on top until the color changes to blue.
5. Click "Done" and move the box to the empty space. And you're done!



TWITTER POLL:

Census FAQs: If you're a college student 🎓🎓, you need to complete the #2020Census separately from your parents only if you live full-time:

- A. In an off-campus apartment
- B. In a dorm with a roommate
- C. In a fraternity/sorority home
- D. All of the above ⭐

Note: Social post copy will not work as a regular Tweet. This must be set up as a Twitter Poll. After posting this Twitter poll, be sure to check for comments that may appear with the poll.

DOWNLOAD VIDEO

POST 8



FB & IG In-feed:

So you're ready to be counted ✅ BUT should it be with your family household or separately? 🤔 Easy! If you are a college student 🎓🎓 living in an off-campus apartment, dorm, or a group home like a fraternity or sorority, you need to fill out your own #2020Census form 📄 @CACensus

DOWNLOAD VIDEO


FOR EFFORTS TO PUSH STUDENTS TO COMPLETE THE CENSUS:

POST 9   




DOWNLOAD VIDEO

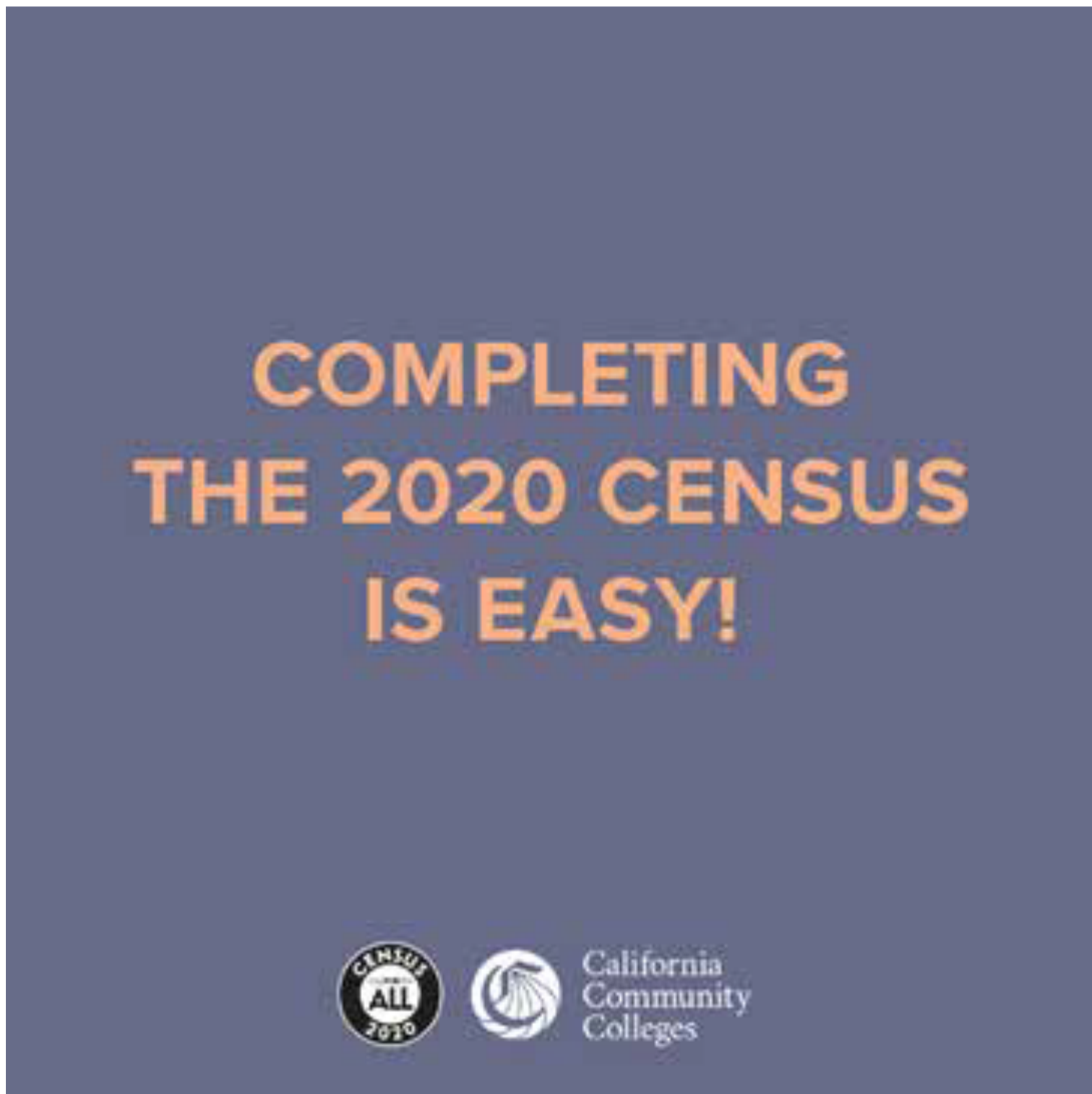
Post Copy (FB & TW):

Time is ticking  Now is your chance to help your community be stronger together for the next TEN years. Click on the link to complete #2020Census form today!

Post Copy (Instagram):



Time is ticking  Now is your chance to help your community be stronger together for the next TEN years. Click on the link in our bio to complete #2020Census form today!

POST 10   



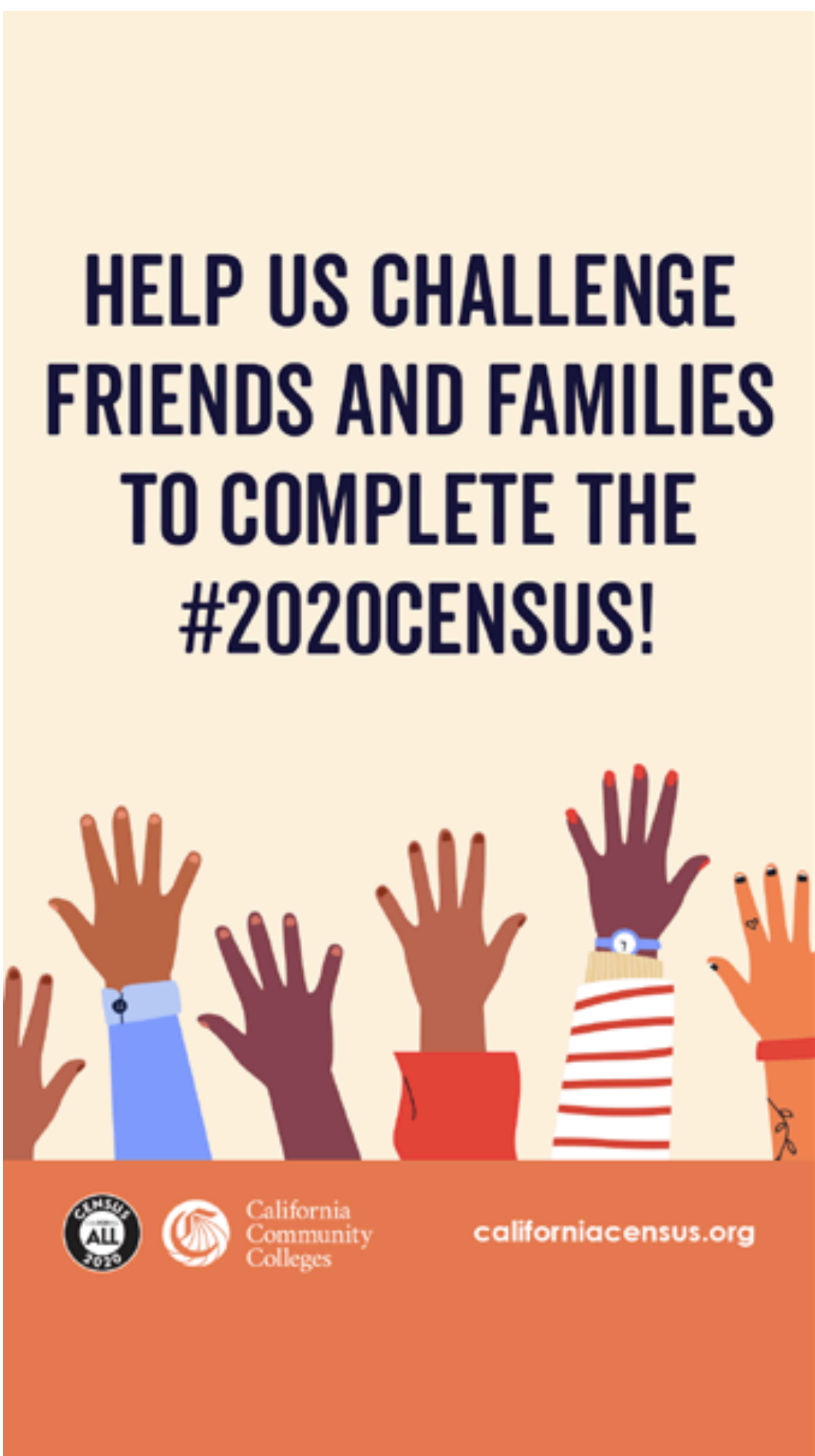
DOWNLOAD VIDEO

Post Copy:

Whether you're a digital native  or prefer some friendly chatter , finding a way to complete the #2020Census is a breeze. Help your community be stronger together and complete your Census form today!

Note: Hashtags should only be used when posting on Twitter and Instagram.

POST 11  



Instagram and Facebook Stories:

Help us challenge friends and families to complete the #2020Census!

DOWNLOAD VIDEO