

THE NATIONAL
Coalition on Black
Civic Participation



Unity
Diaspora
Coalition
2020 Decennial Census Campaign
#BeCounted2BuildPower
A Project of The National Coalition



Unity 2020 BLACK CENSUS WEEK SOCIAL MEDIA OUTREACH TOOLKIT

Theme: "Count Me Black!"

March 23 – 29, 2020

LEAD SOCIAL MEDIA PARTNERS

Shape
your future
START HERE >

United States®
Census
2020



National
Urban League

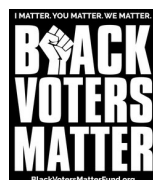


Institute of
Caribbean
Studies



Africana 55 Radio

NATIONAL
AFRICAN AMERICAN CLERGY
NETWORK



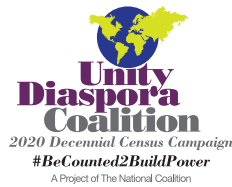
NBCDI
National Black Child
Development Institute



100
BLACK MEN
OF AMERICA, INC.™



#BlackCensusWeek #BeCounted2BuildPower #CountMeBlack #Census2020



March 19, 2020

Dear Unity 2020 National & State-Based Partners!

As our nation and the world continues to be impacted by the COVID-19 (Coronavirus) Pandemic, we believe it is vitally important to encourage our communities to stay engaged and participate in the 2020 Decennial Census—by being counted online, by phone or via mail.

Also, thank you for partnering with the NCBCP's Unity Diaspora to develop and organizing the Unity 2020 Black Census Week's Social Media Outreach Campaign, under the theme, "Count Me Black!," scheduled for March 23 – 29, 2020!

Please note—due to the COVID-19 Pandemic, we have eliminated our field plans for Unity Black Census Week and are primarily utilizing social media and other communications methods to get-out-the-black-count by encouraging our communities to be counted in the 2020 Decennial census online, by phone or mail before Census Day, April 1st!

We have outlined a week of social media activities that can be co-branded for your organization to participate and share with your members and networks over a 7-day period—targeting the hardest to count for the Black population---especially, children (ages 0-5), Black men and immigrants.

In the Black Census Week Social Media Kit, you will find the calendar for daily topics, sample messaging, and links for more information on the 2020 Decennial Census.

Please contact Holli Holliday, Esq., Unity 2020 National Campaign Manager, NCBCP, at holliunity@ncbcp.org if you need any additional information or assistance.

Thank you for your leadership, partnership and support!
In Solidarity,

Melanie L. Campbell
President & CEO, NCBCP
Convener, Black Women's Roundtable

NCBCP AND UNITY DIASPORA COALITION
UNITY 2020 BLACK CENSUS WEEK
SOCIAL MEDIA OUTREACH
Theme: Count Me Black!!

DAILY SOCIAL MEDIA THEMES
March 23 – 29, 2020"

Monday, March 23rd

For the Love of Our Children: Count Black Kids Day

Social Media Activities

Host Tele-Press Conference Call to Launch Unity 2020 "Black Census Week" Social Media Campaign

11:00 am – 12 Noon EST

Social Media Promotion to Encourage Black Families to Count Their Kids

[Black Children, Ages 0 – 5, are hardest to count]

(includes Video PSAs of Black Influencers & Social Media Info Graphics)

Tuesday, March 24th

My Brothers Keeper: Count Black Men Day

Social Media Activities

*Social Media Promotion Encouraging Black Men to Be Counted in 2020 Census
(includes Video PSAs of Black Men Influencers, #GirlDad & #BoyDad" Social Media Info Graphics)*

Wednesday, March 25th

Sister Power: Count Black Women and Families Day

Social Media Activities

*Black Women's Roundtable "Census 2020" Twitter Townhall
"The Power of Black Women to Get Out the Black 2020 Census Count"
1:00 pm – 2 pm EST*

*Social Media Promotion Encouraging Black Women & Families to Be Counted in 2020 Census
(includes Video PSAs of Black Women & Families Influencers & Social Media Info Graphics)*

Thursday, March 26th

Country of Origin Matters: Count Black Immigrants Day

Social Media Activities

Whats APP Social Media Promotion Encouraging Black Immigrants to Be Counted
in 2020 Census

(includes Video PSAs of Black Immigrant Influencers & Social Media Info Graphics)

Friday, March 27th

The Power Is In Your Hands: Count Black Youth Day

Celebrating our Diversity: Count LGBTQ+ Day

Social Media Activities

Host Peer-to-Peer Texting Parties, Instagram Challenges & Tic-Tok

Social Media Promotion Encouraging Black Youth to Be Counted in the 2020 Census

Social Media Promotion Encouraging Black LGBTQ+ to Be Counted in the 2020 Census

(includes Video PSAs of Youth & LGBTQ+ Influencers and Social Media Info Graphics)

Saturday, March 28th

The Wisdom of Our Elders: Count Seniors Day

Our Work Matters: Count Black Workers Day

Social Media Activities

Seniors & Black Workers Virtual Phone Banking to HTC's

Social Media Promotion Encouraging Black Seniors & Workers to Be Counted in the 2020 Census

(includes Video PSAs of Black Elders & Black Workers' Influencers and
Social Media Info Graphics)

Sunday, March 29th

Faith In Action: Black Census Count Sunday

Social Media Activities

Social Media Promotion Encouraging Black Faith Communities to Be Counted
in the 2020 Census

(includes National African Clergy Network's Census 2020 and Social Media Info Graphics)

Hashtags

[#BlackCensusWeek](#) [#BeCounted2BuildPower](#) [#Census2020](#)

Unity 2020 Black Census Week

Daily Social Media Sample Posts

Please include the following Hashtags on your posts

#BlackCensusWeek #BeCounted2BuildPower #CountMeBlack #Census2020

Monday, March 23rd

For the Love of our Children: Count Black Kids Day

- Don't forget the babies! Kids 0-5 years old often times don't get counted in the Census and our communities lose funding to support child care & school funding! Fill out your Census form today @ my2020census.gov #Census2020 #CountmeBlack
- The 2020 Census count will be used to decide how many schools, classrooms and healthcare facilities will be built in your community for the next 10 years. Count your babies today! #BlackCensusWeek #CountmeBlack #Census2020

Tuesday, March 24th

My Brothers Keeper---Count Black Men Day

- Blackmen are disproportionately undercounted in the census. Our black men and boys matter! Let's make our brothers count by completing the census now @ my2020census.gov #Census2020 #CountmeBlack
- Let's make our brothers count by completing the census now @ my2020census.gov #Census2020 #CountmeBlack

Wednesday, March 25th

Sister Power: Count Black Women & Families Day

- Black women are the primary heads of household in most Black families. Make sure to list everyone living in your home. The power to bring resources to Black communities is in your hands. Fill out your census form today! @ my2020census.gov
- Hey sistar! By now, you may have received your 2020 Census invitation in the mail! Make sure to complete your form today by mail, phone or online @ my2020census.gov
- In the midst of keeping our communities healthy, we must also make sure we are counted in the census! You do not have to come into contact with anyone in order to be counted, submit online today! @ my2020census.gov

Thursday, March 26th

Country Of Origin Matters: Count Black Immigrants Day

- For the first time, Black people can check our country of origin on the census form! Remember to also check Black! You can respond by phone and choose from 12 non-English languages to help you be counted! Or be counted online today @ my2020census.gov #Census2020 #CountmeBlack
- Even if you were not born in the U.S., you have a right to be counted in the 2020 Census! Visit my2020census.gov to fill out your census form or find assistance in your native language!
- Calling on all of our Black immigrant brothers and sisters across the diaspora to complete the 2020 Census, regardless of your status. Everyone must be counted. Go to @ my2020census.gov to compete the 2020 Census TODAY! #CountMeBlack #BlackCensusWeek #Census2020

Friday, March 27th

The Power Is In Your Hands---Count Black Youth Day and Celebrating Our Diversity---Count Black LGBTQ+Day

- Black millennials and generation Z---you have the power to change the world! Own your power by showing your power in the 2020 Census! Be Counted TODAY! @my2020census.gov. #Census2020 #BeCounted2Buildpower
- Yourlove,yourfuture!TheLGBTQ+communityislargelyunderrepresented and underserved.On the 2020Census,you'll have the option to accurately identify your relationship status. The power is in your hands Be counted today! @my2020census.gov
- You have the power to shape your future! Your census response will impact the amount of federal dollars that will go to underserved communities for your community. Fill out your 2020 Census form today @my2020census.gov

Saturday, March 28th

The Wisdom of Our Elders: Count Seniors Day and Our Work Matters: Count Black Workers Day

- Your participation in the census greatly affects the amount of federal dollars that goes towards hundreds of programs, including Medicaid, SNAP, Section 8 Housing and more. Let's follow our elders and Be counted, complete now my2020census.gov
- We get one chance every ten years to make a difference that can last a generation. Your count will impact over \$800 billion in federal funding for communities. Make sure to encourage our elders be counted in the 2020 Census by phone, mail or online @ my2020census.gov

Sunday, March 29th

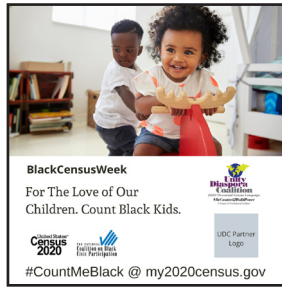
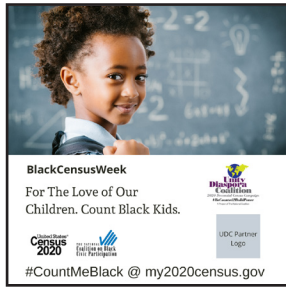
Faith In Action – Black Census Count Sunday

- As a person created in the image of God, you matter! Everyone counts! Be Counted today! @my2020census.gov
- "Faith without works is dead", check out the African American Faith-Based Census Toolkit. https://www.skinnerleaders.org/census2020?blm_aid=27740 Make sure your house of faith gets counted in 2020 TODAY! #Census2020 #CountmeBlack
- Our African-American faith-based communities are part of the fabric of the United States of America. We Count! Fill out your 2020 Census form today! @my2020census.gov

UNITY 2020 BLACK CENSUS WEEK SAMPLE INFO GRAPHICS

Monday, March 23rd

For the Love of Our Children: **Count Black Kids Day**



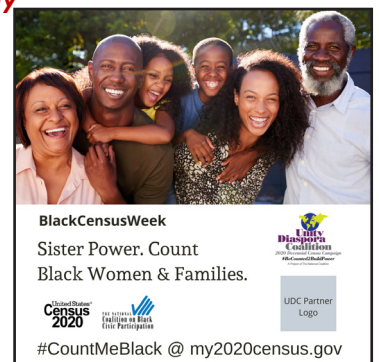
Tuesday, March 24th

My Brother's Keeper: **Count Black Men Day**




Wednesday, March 25th

Sister Power: **Count Black Women and Families Day**



Thursday, March 26th

Country of Origin Matters: **Count Black Immigrants Day**



BlackCensusWeek
Country of Origin Matters.
Count Black Immigrants.

CountMeBlack
2020
Count Black Immigrants on Black
Census 2020

UDC Partner
Logo

#CountMeBlack @ my2020census.gov




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Friday, March 27th

The Power Is In Your Hands: **Count Black Youth Day**



BlackCensusWeek
The Power Is In Your Hands.
Count Black Youth.

CountMeBlack
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Count Black Youth on Black
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#CountMeBlack @ my2020census.gov



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The Power Is In Your Hands.
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#CountMeBlack @ my2020census.gov

Celebrating our Diversity: **Count LGBTQ+ Day**



BlackCensusWeek
Celebrate Our Diversity.
Count Black LGBTQ+ Family.

CountMeBlack
2020
Count Black LGBTQ+ Family on Black
Census 2020

UDC Partner
Logo

#CountMeBlack @ my2020census.gov



BlackCensusWeek
Celebrate Our Diversity.
Count Black LGBTQ+ Family.


CountMeBlack
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Count Black LGBTQ+ Family on Black
Census 2020

UDC Partner
Logo

#CountMeBlack @ my2020census.gov

Saturday, March 28th

The Wisdom of Our Elders: *Count Seniors Day*




BlackCensusWeek

The Wisdom of Our Elders.
Count Black Seniors.

Official Partner
Census 2020 UDC Partner
Logo

#CountMeBlack @ my2020census.gov




BlackCensusWeek

The Wisdom of Our Elders.
Count Black Seniors.

Official Partner
Census 2020 UDC Partner
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BlackCensusWeek

The Wisdom of Our Elders.
Count Black Seniors.

Official Partner
Census 2020 UDC Partner
Logo

#CountMeBlack @ my2020census.gov

Our Work Matters: *Count Black Workers Day*




BlackCensusWeek

Our Work Matters.
Count Black Workers.

Official Partner
Census 2020 UDC Partner
Logo

#CountMeBlack @ my2020census.gov



BlackCensusWeek


Our Work Matters.
Count Black Workers.

Official Partner
Census 2020 UDC Partner
Logo

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Sunday, March 29th

Faith In Action: *Black Census Count Sunday*



BlackCensusWeek

Faith In Action. Black
Census Count Sunday.

Official Partner
Census 2020 UDC Partner
Logo

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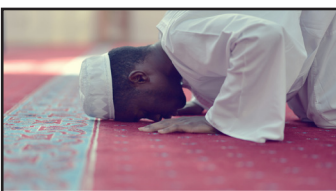


BlackCensusWeek

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2020 DECENNIAL CENSUS ADDITIONAL REOURCES

From the U.S. Census:

The U.S. Census Bureau has an extensive amount of resources appealing to every demographic group. The following links have been curated to provide quick access to resources most relevant to the Black people across the diaspora.

- Resource: PSA Toolkit - scripts: https://2020census.gov/en/partners/psa-toolkit.html?tagfilter_list_copy_copy=Type|2020census:type-psa/script
- Sample drop-in messages to encourage response: https://2020census.gov/content/dam/2020census/materials/partners/2020-03/Sample_Action_Messages.pdf
- Web badge: https://2020census.gov/content/dam/2020census/materials/partners/2019-03/Census%20Partnership%20Web%20Badges_2A_v1.8_12.10.2018.jpg
- Outreach materials - social media: https://2020census.gov/en/partners/outreach-materials.html?tagfilter_list_copy=Type|2020census:type/social-media
- Link to Census 2020 Self Response Rate Map https://2020census.gov/en/response-rates.html?utm_campaign=20200303msc20s1ccptrs&utm_medium=email&utm_source=govdelivery
- 2020 Census - Get Out The Count Video Challenge Creative videos to share the importance of the 2020 Census.
- <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge>

From Color of Change:

Interested in creating your own influencer video? Here is a sample by Helen Butler, Executive Director, GA Coalition for the People's Agenda. Click this link to see Helen's video and to create your own.

<https://yourvoice.colorofchange.org/video-single/1579987439144>

Additional resources from Color of Change can be found here at <https://ourcount.org/>

From National African American Clergy Network:

Use this link to access a Trusted Voices PSA featuring some of most influential clergy as well as access to the African American Faith Based Toolkit. <https://www.skinnerleaders.org/census2020>

From NAACP: Use this link to access NAACP:

Counted census resources, including access to their GIS "Mapping the Count" tool.

<https://www.naacp.org/2020-census/>

From the National LGBTQ+ Task Force:

Use this link to find information on the "Queer the Census 2020" Campaign and important information for reaching out the LGBTQ+ community.

<https://www.thetaskforce.org/queerthecensus.html>

From the Leadership Conference on Civil and Human Rights: Census Counts: The Leadership Conference has been coordinating all resources, use this link to access all the resources available through their Census Counts program. <https://censuscounts.org/gotc-toolkit/>

Videos to Share:

For the Love of Our Children: *Count Black Kids Day*

Even Babies Count - https://youtu.be/GBJZ_81pbjM

The 2020 Census Challenge - <https://youtu.be/MVLYq--JZEo>

Sesame Street County Your Family - <https://youtu.be/g2xalLMrT0s>

My Brothers Keeper: *Count Black Men Day*

Black Male Teacher Supports Census - https://youtu.be/tsnR7Z9_3s0

Sister Power: *Count Black Women and Families Day*

2020 Census: The Howells - <https://youtu.be/UZ8lC8P4L7g>

Cheryl Underwood Support the 2020 Census - <https://youtu.be/PC4qttEAemo>

Country of Origin Matters: *Count Black Immigrants Day*

Census 2020 Creole Version - <https://youtu.be/O5hawH2oepA>

The Power Is In Your Hands: *Count Black Youth Day*

https://www.youtube.com/watch?v=YLy_DQVnL80

Celebrating our Diversity: *Count LGBTQ+ Day*

A 2010 Census Message from LGBT Community Leader, Earl Fowlkes <https://youtu.be/Ju4ia-HZvsg>

The Wisdom of Our Elders: *Count Seniors Day*

Invitation to Complete the 2020 Census - <https://youtu.be/v1lFWTdRSig>

Our Work Matters: *Count Black Workers Day*

2020 Census: For Her - https://youtu.be/YLy_DQVnL80

Faith In Action: *Black Census Count Sunday*

Trusted Voices Video - <https://youtu.be/l8lwfp5Huxk>

2020 Census: Faith Leaders Spread the Word - <https://youtu.be/SDoUDBhSTyg>

Unity Campaign National Partners

The Black Census Week Kit



Unity Campaign State Partners

The Black Census Week Kit

