



## Digital Guide for Tuesday, March 23, 2020 My Brothers' Keeper: *Count Black Men Day*

Thank you for your help in making #BlackCensusWeek a success. This guide is a supplement to our [toolkit](#) to provide you with digital resources all in one place. All of this content is designed for easy sharing. Happy Posting.

### In the News

How groups are 'pulling out all the stops' to accurately count people of color for census 2020  
<https://www.usatoday.com/story/news/politics/2020/02/28/census-2020-bureau-community-groups-accurate-count-data/4800998002/>

The NAACP host black census week to ensure complete count for black populations  
[https://www.richlandsource.com/news/naACP-hosts-black-census-week-to-ensure-complete-count-for/article\\_11bc97b8-6d38-11ea-8955-9f41a17faa46.html](https://www.richlandsource.com/news/naACP-hosts-black-census-week-to-ensure-complete-count-for/article_11bc97b8-6d38-11ea-8955-9f41a17faa46.html)

### Social Media Graphics

**\*Note:** There is space on these graphics to add your logo. If you need assistance, contact Lauren at [communications@ncbc.org](mailto:communications@ncbc.org)



BlackCensusWeek  
My Brother's Keeper.  
Count Black Men.

#CountMeBlack @ my2020census.gov



BlackCensusWeek  
My Brother's Keeper.  
Count Black Men.

#CountMeBlack @ my2020census.gov



BlackCensusWeek  
My Brother's Keeper.  
Count Black Men.

#CountMeBlack @ my2020census.gov

### Videos

Black Male Teacher Supports Census - [https://youtu.be/tsnR7Z9\\_3s0](https://youtu.be/tsnR7Z9_3s0)

### Partner Influencer Videos

Peabo Bryson, Singer & Songwriter - <https://youtu.be/Q4eIN3WKNZ8>

Derek Johnson, President & CEO, NAACP -

<https://www.facebook.com/DerrickNAACP/videos/608836976514960/>

## Sample Social Media Posts

- Black men 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](https://my2020census.gov) #BlackCensusWeek #Census2020 #CountmeBlack
- Let's make our brothers count by completing the census now @ [my2020census.gov](https://my2020census.gov) #BlackCensusWeek #Census2020 #CountMeBlack

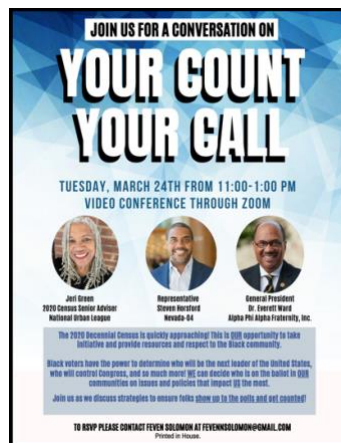
**MARCH 24<sup>TH</sup>**

## ***My Brothers Keeper: Count Black Men Day***

### **PARTNER ACTIVITIES**

#### **Congressman Steven Horsford (D-NV), Chair, CBC Census Task Force**

RSVP to [Fevennsoloman@gmail.com](mailto:Fevennsoloman@gmail.com)



### **NAACP**

**Tuesday – NAACP Black Census Week – Issue Feature of the Day  
Environmental and Climate Justice Advocacy**

### **Black Voters Matter - Pennsylvania**

Join Black Voters Matter PA Today @1pm Live on Facebook

