



Digital Guide for Thursday, March 26, 2020
Country of Origin Matters: *Count Black Immigrants Day*

This is your friendly reminder that TODAY IS DAY FOUR of our Unity 2020 Black Census Week, that is focused on the theme: *“Sister Power: Count Black Women & Families Day!”*

Please share the following on your social media platforms today:

Featured Activity

Today, the Institute for Caribbean Studies will host *“Get Ready Set Go for the 2020 Census: A Call for Immigrants and the Census”* tonight at 8pm ET. For more information, contact Dr. Claire Nelson at Claire.nelson@yahoo.com.

Social Media Graphics

***Note:** There is space on these graphics to add your organization’s logo. If you need assistance, contact Lauren Moore, Communications/Social Media Consultant, NCBCP at communications@ncbcp.org and she can create a co-branded infographic for your organization.



BlackCensusWeek
 Country of Origin Matters.
 Count Black Immigrants.

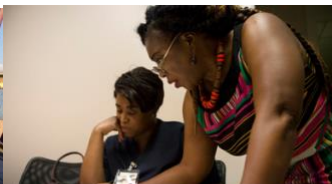
 #CountMeBlack @ my2020census.gov

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Hashtags

#BlackCensusWeek #CountMeBlack #BeCounted2BuildPower #SistarPower #Census2020

Sample Social Media Posts

- For the first time, Black people can check our country of origin on the census form! Remember to also check Black! Or be counted online today @ my2020census.gov #BlackCensusWeek #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 12 different languages!
#BlackCensusWeek #CountMeBlack
- 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 TODAY!
#CountMeBlack #BlackCensusWeek #Census2020

Partner Resources

From Institute of Caribbean Studies : Check out the National Caribbean Complete Count Committee organized by the Institute of Caribbean Studies They have resources designed specifically for the Caribbean community in the United States at https://www.icsdc.org/census_2020

From Africana 55 Radio: Listen to Africana 55 Radio today at <https://www.africana55radio.com/> as they promote #BlackCensusWeek throughout the day.

From Afro Latino Forum: Do you identify as Afro Latino or Black Hispanic? Follow the @Afrolatinofourm on Facebook and Twitter for guidance on how to capture your race & ethnicity for the 2020 Census.

From Black Alliance for Just Immigration: As Black immigrants you have the option to self identify as Black AND as Black of [...] descent #CheckBlackPlus #MyBlackCounts #BlackCensusWeek



Videos

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

Partner Influencer Videos

Shelia Tyson, Convener, Alabama Coalition on Black Civic Participation
<https://www.facebook.com/acbcp205/videos/508147389865018/>

Ebonie Riley, Washington Bureau Chief, National Action Network
https://twitter.com/ebonie__riley/status/1242873878671691777

In The News:

Melanie Campbell championed #BlackCensusWeek on 3.25.20
#RolandMartinUnfiltered: https://youtu.be/OgQ93AI0_Dk

Also, here are Unity 2020 Black Census Week activities taking place today by our national partners:

A Philip Randolph Institute

Join **@a.philiprandolphinstitute** on Facebook and Instagram every day this week for the APRI BLACK CENSUS WEEK 2020 DJ TAKE OVA. APRI is definitely supporting local DJs & making a difference in our communities around the census. Thursday night features DJ YZO from DC. Live at 7pm EST (6pm CST). #APRICOUNTS #wecountblack #BlackCensusWeek



NAACP

Thursday – NAACP Feature of the day – Economic/Workers Advocacy

Lastly, we are asking NCBCP state-affiliates/BWR Networks/BYV Coordinators and/or state-based partners to share any #BlackCensusWeek social media and online activities you are hosting TODAY or March 26 – 29th, to Holli Holliday, Esq., at holliunity@ncbcp.org.

Thank you for your leadership, partnership and support!