

Toolkit for social media: Census 2020

Objectives:

- Encourage the UC community, and their families, especially those traditionally underrepresented in the Census (undocumented, students of color) to participate in the 2020 Census.
- Demonstrate UC's commitment to public service by galvanizing its community to participate in the 2020 Census.
- Help California get its fair share of funding and representation by helping it reach hard-to-count populations, including students and immigrants.

Audiences:

- Primary audience: Students
- Secondary audiences:
 - Staff, faculty, alumni, UC ANR community

Key dates:

Dates are as of now, some may change due to COVID-19. Please see

<https://2020census.gov/en/news-events/press-releases/operational-updates.html>

- March 12-20: Households begin receiving official Census mail with instructions on how to respond online, by phone or by mail
- April 1: Census Day
- May 1: Deadline to be counted online, by phone or by mail

Websites:

UCOP has created a website in which our community can get information on the census and how to participate, including FAQ specific to students. This website is live at:

<https://www.universityofcalifornia.edu/civic-engagement/census>

Short link: ucal.us/census

Hashtags:

- #UCCounts (custom, to find UC-specific content to share)
- #2020Census and/or #CompleteCount (widely used, to be part of the conversation)

Campaign overview:

The census can be dry and confusing. Our hope is to resonate with students so they can see why it matters. There is also a lot of misinformation about the census out there - in particular that information is shared with immigration or law enforcement. These myths contribute to certain populations (undocumented, communities of color) being historically undercounted and its these communities who could benefit the most from the resources the

Why should our community care about the census?

- For college students, the Census affects the distribution of federal student loan money, funding for higher education, affordable housing, infrastructure, and more.
- California is chronically undercounted. That means it doesn't get its fair share of money and resources. And college students are among the hardest to count.
- What's on the line? Billions of dollars in national, state and corporate investment, plus how much representation California gets in Congress.

Motivational messaging to get students to care about the census

- Reinforce to students, particularly from our undocumented community, that their information shared in the Census is strictly confidential. Dispel myths that that information is shared with immigration or law enforcement.
- Sharing why the census is important to students. For college students, the census affects the distribution of federal student loan money, funding for higher education, affordable housing, infrastructure, and more.
- Position taking part in the census as empowering and part of larger civic engagement/activist efforts and as easy to do. Possible taglines can include:
 - **YOU COUNT. Take part. Census 2020.**
 - **Don't be counted out!**
 - **Get counted.**
 - **Everyone counts.**
 - **Shape your future.**
 - **In just 10 minutes, you can shape the next 10 years.**

Counting in the time of COVID-19

The Census is nervous that with the current COVID-19 crisis, especially with so many students having left campus, that students will be harder to count than ever before. It's more important than ever that we get our community to participate in the 2020 Census. Two pieces of messaging are key:

- It has never been easier to respond —whether online, over the phone or by mail—without having to meet a census taker.
- Regardless of where students are now, they should report themselves as living where they do most of the time. In most cases students living away from home at school should be counted at school, even if they are temporarily elsewhere due to the COVID-19 pandemic.

We have incorporated this messaging into some sample posts (see below under sample posts).

The Census also put out this statement for higher ed administrators that might be interesting/of use to you. This is for your information/background only, please do not post this link on social media:

<https://www.census.gov/newsroom/press-releases/2020/modifying-2020-operations-for-counting-college-students.html>

If you have questions (or need to respond to questions on social) about how students will be counted on your campus, please get in touch with your campus contact (also see below). If they cannot help you, please get in touch with us and we'll try our best to find you an answer.

Content available:

UCOP is producing/publishing the following content to be posted to our website (universityofcalifornia.edu). Please feel free to use in your social activities! We will send you a link to these once published (or feel free to reach out to us to get a link).

- Making sense of the Census: the basics on what, why and how: **March 25**
- Article/video on LGBTQ and the Census: **Early April**
- Deeper dive into why it matters/how it impacts students and what's at stake when students and other hard-to-count communities are undercounted: **Early-mid April**
- Video with President Napolitano, heads of California Community Colleges, CSU, and AICCU (Association of Independent California Colleges and Universities) talking about the importance of the census **Date TBD**

Instagram Stories

We are currently brainstorming/producing other tactics to reach students on Instagram Stories. Ideas include:

- An explainer in which we breakdown the basics of what the census is, why it matters and how to fill out
- A takeover with DACA student talking about the importance of undocumented students being counted
- A quiz on the census
- Fact checking/dispelling myths about the census
- Interviewing a public policy faculty member on the importance of being counted
- Having a staff member at a campus cross-cultural center to walk through the race-related questions

If you have ideas for us on students/staff/faculty to use from your campus, or would like to use these Stories on your channels as well, please be in touch! We would love to collaborate with you.

Other assets available:

Digital Toolkit

Here is a Box [link](#) to the following assets:

- Graphic images that can be used for Facebook, Twitter, Instagram, LinkedIn posts
- Census-themed banners that can be used on your Facebook, Twitter and LinkedIn pages
- Animated videos formatted for Facebook/Instagram or Instagram Stories/Snapchat.

Facebook Frame

You can find the five Census-themed Facebook frames we've created here:

[Frame 1](#)

[Frame 2](#)

[Frame 3](#)

[Frame 4](#)

[Frame 5](#)

[Frame 6](#)

Giphy stickers

We've created custom Giphy stickers for use across social, including Instagram stories. You can find those here: <https://giphy.com/uofcalifornia>

When adding stickers in Instagram Stories, Facebook Stories or Snapchat, they can be found by searching for "2020Census"

Sample posts

General messaging

The following wording can be used with a link to the with the social media assets found in the Box folder, linking to <https://www.universityofcalifornia.edu/civic-engagement/census>

Shape your future! A complete count in the 2020 Census means more funding for local communities, fair representation in Congress and more resources for college students.

Don't be counted out! The 2020 Census drives federal money for student loans, investment in higher education, affordable housing, and where businesses locate jobs.

Specific messaging for posts in the age of COVID-19

On not having to do it in person:

It has never been easier to respond to the 2020 Census —whether online, over the phone or by mail—all without having to meet a census taker. Find out more at <https://www.universityofcalifornia.edu/civic-engagement/census>

It's as important as ever to be counted in the 2020 Census -- and it's never been easier to do it remotely. More information, links and resources at <https://www.universityofcalifornia.edu/civic-engagement/census>

It's never been easier to be counted for the 2020 Census, just do so online or over the phone. More information, links and resources at <https://www.universityofcalifornia.edu/civic-engagement/census>

On where you should report you live:

With a lot of folks off campus, it's still key to fill out the 2020 Census. Regardless of where you are now, report where you live and stay most of the time. More information, links and resources at <https://www.universityofcalifornia.edu/civic-engagement/census>

Don't be counted out! If you are a student, it's incredibly important to fill out the 2020 Census. Report where you live and stay most of the time. More information, links and resources at <https://www.universityofcalifornia.edu/civic-engagement/census>

Did you leave campus in response to the coronavirus? The Census still wants you to report where you usually live while at school. More information, links and resources at <https://www.universityofcalifornia.edu/civic-engagement/census>

Advertising

We will be running paid outreach via Facebook, Instagram and Snapchat from March 23- April 30 directed towards our students and community at all 10 campuses, encouraging them to get counted and visit our website for more info.

Events/Campus contacts

Below is a list of the campus census points of contact. Please get in touch with them to find out about campus activities and how you can support on social.

Campus Name: **Berkeley**

Designated Points of Contact:

- Name: **Esther Gulli**
- Title: **Executive Director Government & Community Relations**
- Email: egulli@berkeley.edu

Campus Name: **Davis**

Designated point of contact:

- Name: **Mabel Salon**
- Title: **Interim Lead Government & Community Relations**
- Email: masalon@ucdavis.edu

Campus Name: **Irvine**

Designated point of contact:

- Name: **Alberto Sandoval**
- Title: **Senior Director Community & Government Relations**
- Email: p.alberto.sandoval@uci.edu

Campus Name: **Los Angeles**

Designated point of contact:

- Name: **Karen Hedges**
- Title: **Deputy Director of Campus Life UCLA, Student Affairs**
- Email: Khedges@saonet.ucla.edu

Campus Name: **Merced**

Designated point of contact:

- Name: **Tawana Parks**
- Title: **Director of Student Involvement, Office of Leadership, Service and Career**
- Email: tparks@ucmerced.edu

Campus Name: **Riverside**

Designated point of contact:

- Name: **Marlenee Blas Pedral**
- Title: **Associate Director Center for Social Innovation**
- Email: marlenee.blas-pedral@ucr.edu

Campus Name: **San Diego**

Designated point of contact:

- Name: **Ben Mendoza**
- Title: **Community Programs Advisor Student Promoted Access Center for Education & Service**
- Email: bmendoza@ucsd.edu

Campus Name: **San Francisco**

Designated point of contact:

- Name: **Jennifer Rosko**
- Title: **Director, Student Involvement & Programs**
- Email: jennifer.rosko@ucsf.edu

Campus Name: **Santa Barbara**

Designated point of contact:

- Name: **Viviana Marsano, PhD**
- Title: **Isla Vista Liaison and Senior Advisor to Campus Organizations, Office of Student Life**
- Email: marsano-v@ucsb.edu

Campus Name: **Santa Cruz**

Designated office/point of contact:

- Name: **Brian Arao**
- Title: **Associate Dean of Students/Chief of Staff**
- Email: **barao@ucsc.edu**