

Social Media Primer

MeckCounts²⁰²⁰

Make it count for our community

United States
Census
2020

Long-Form Posts

(to be used on Facebook, Instagram and LinkedIn)

For the first time in 2020, the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You'll still be able to respond by mail or by phone if you prefer. To learn more about what to expect, visit [MeckCounts2020.com](https://www.meckcounts2020.com) #2020Census

Every 10 years, the @uscensusbureau counts all the people residing in the United States. This count affects the allocation of funding for our community's public resources (e.g., transportation, healthcare, education), how we plan for the future, and our voice in government. Learn more about the importance of the #2020Census and how to participate: [MeckCounts2020.com](https://www.meckcounts2020.com)

The next census is just around the corner. Make it count! An accurate snapshot means that communities across the nation receive the funding, services, and business support they deserve and need. And your responses are always confidential. To learn how your information is protected visit [MeckCounts2020.com](https://www.meckcounts2020.com) #2020Census

What matters to you? Schools? Transportation? Hospitals? Data from #2020Census will inform planning efforts for all these important community resources. To learn how census data impact you and your community, visit [MeckCounts2020.com](https://www.meckcounts2020.com) #2020Census

Short-Form Posts

(to be used on Twitter, NextDoor and WhatsApp)

For the first time, you can respond to the census online. Responding by mail or phone will still be an option. Get more information: [MeckCounts2020.com](https://www.meckcounts2020.com) #2020Census

The next census is just around the corner. Make it count! Your responses are always confidential. Learn more: [MeckCounts2020.com](https://www.meckcounts2020.com)

Did you know that the next census will take place in 2020? Responding to the #2020Census is our civic duty and affects the allocation of funding for our community's public resources. Learn more: [MeckCounts2020.com](https://www.meckcounts2020.com)

What matters to you? Schools? Transportation? Hospitals? Data from the @uscensusbureau inform planning efforts for all these important community resources. To learn how census data impact you and your community, visit [MeckCounts2020.com](https://www.meckcounts2020.com) #2020Census

Tag and Follow us

@MeckCounts2020

on Facebook, Instagram, and LinkedIn

@MCounts2020 on Twitter

Sample Hashtags

#2020Census #GetOutTheCount #StatsinAction
#ShapeYourFuture #MeckCounts2020 #MakeMeckCount

Posting Tips

Short Form posts should be used on Twitter

Long-Form posts should be used on Facebook, Instagram and LinkedIn

Include at least one graphic to increase the reach of each post; Where applicable, use videos for further reach

Use Hashtags for LinkedIn and Twitter to increase traction

Do not use graphics with heavy writing (more than 30%) in Facebook posts; Facebook ads will not allow "boosts" of these posts

Tag @MeckCounts2020 in all posts to help increase reach

Resources

MeckCounts 2020 graphics can be downloaded from our website [MeckCounts2020.com](https://www.meckcounts2020.com)



In the census, every person matters
and should be counted.

Make It Count!

[MeckCounts2020.com](https://www.meckcounts2020.com)

