

Social Media Plan – Census Takers are knocking on doors now!

1) CENSUS TAKERS (video)

Share this [US Census Bureau video](https://www.youtube.com/watch?v=kxmDW-9XUc4) showing census takers visiting homes in person [<https://www.youtube.com/watch?v=kxmDW-9XUc4>]

2) CENSUS TAKERS (text and graphic)

CONTENT FOR SOCIAL POST:

For the #2020Census, if a census taker visits your home, PLEASE answer their questions. Your response impacts our community for the next 10 years – like funding for emergency services. There is still respond on your own at 2020Census.gov or call 844-330-2020.

Census taker visiting your home? Our community needs your response



Please answer their
questions for
the **2020 Census**

Or respond on your own at
2020Census.gov
or
Call 844-330-2020

(to use this graphic – right-click on the image and select “Copy” to paste elsewhere, or select “Save as picture” to save image to your computer)

3) SPANISH – CENSUS TAKERS (text and video)

To reach Spanish-speaking Latino community, please share

Census Taker video: [Ábrele la puerta al censo y dale la bienvenida a un mejor futuro](#)

CONTENT FOR POST

Quando un censista toca a tu puerta, lo hace para ayudarte a llenar el formulario del censo. Tenemos que ser contados para no perder los beneficios que ya tenemos en nuestra comunidad.

Pero aún puedes llenar el censo por internet en 2020census.gov/es

#WeCountMN

4) EMAIL from Census Bureau (text and graphic)

Emails will go to all households the Census Bureau has contact information for in census block groups with a response rate lower than 50%. Here is the [press release](#) with more info.

CONTENT FOR POST

Did you receive an email from the Census Bureau at 2020Census@subscriptions.census.gov? Please respond. Complete the #2020Census at 2020Census.gov or call 844-330-2020. Your response impacts our community for the next 10 YEARS.
#WeCountMN



(to use this graphic – right-click on the image and select “Copy” to paste elsewhere, or select “Save as picture” to save image to your computer)

5) Lake cabin / seasonal homeowners (text and graphic)

Please share this info so anyone with a seasonal home knows they should respond to the 2020 Census for that seasonal home address in addition to their permanent home.

CONTENT FOR POST:

Do you own a lake cabin or seasonal home?
You **MUST** respond to the #2020Census for that address. Tell family and friends too.
If you do not respond on your own, a census taker will visit the home in person.
Respond now at my2020Census.gov or by calling 844-330-2020
#WeCountMN

If you split your time between homes or own a second home, you can help the census be more accurate and efficient by responding appropriately.



**Vacation home? Lake cabin?
Complete the 2020 Census
for your second home.**

When you get to the census question on number of people in the household, if there is no one who usually lives or sleeps at the address for your second home, answer ZERO.

If you do not self-respond, a census taker will visit your home in person to ask the census questions.

Respond
Online [2020Census.gov](https://2020census.gov)
By phone – call 844-330-2020
By mail –
complete paper questionnaire if it was delivered to your home

(to use this image – right-click on the image and select “Copy” to paste elsewhere, or select “Save as picture” to save image to your computer)