

# Social Media Objectives & Tactics

Updated 17 March 2019

## Why use social media?

### *Strategic Objectives*

- Spread awareness about Census 2020 among Salt Lake County residents
- Engage people on popular social media platforms
- Build community relationships with Salt Lake County residents and stakeholders

### *Tactical Objectives*

- Share information and facts about Census 2020
- Share relevant events happening in Salt Lake County and partner cities and agencies
- Increase social media followers and engagement

### *Tactics*

- Repost other city/county/partner events on Facebook
- Follow other local and national accounts related to Census 2020
- Include opportunities to comment and questions with posts
- Respond to comments within 48 hours

## Which social platforms to use?

### *Facebook*

- Reach older demographic
- Connect with related interest groups
- Easy to share events
- Provides opportunity for questions and answers

### *Instagram*

- Reach younger demographic
- Interactive story sharing
- Personalized communications through direct messaging

# Suggested Social Media Posts

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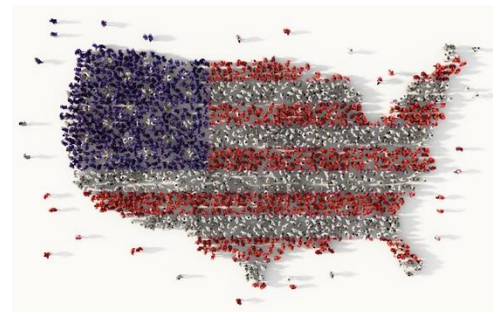
## POST 1

**Census 2020 is Coming!** It's still a year away, but the 2020 Census will be here before we know it and it's important for everyone to understand how critically important it is to ensure an accurate count of all residents of Salt Lake County and Utah as a whole. Learn more at [slco.org/census](https://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 2

**What is the Census?** The U.S. Constitution requires a complete count, every 10 years, of everyone living in the country. The tally must include people of all ages, races and ethnic groups. All residents are counted, regardless of citizenship status. Find out more info at [www.slco.org/census](https://www.slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 3

**Why does the Census matter?** Information gathered in the Census count helps shape the future of our community. It's used to determine our representation in Congress, set how much federal funding Utah gets every year, redraw voting districts and inform countless decisions by governments and businesses. Learn out more info at [www.slco.org/census](https://www.slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



#### POST 4

**You Matter. Be Counted.** An inaccurate 2020 Census count could deprive Salt Lake County residents – and all Utahns – of needed resources. You can help ensure that doesn't happen by responding to the survey and encouraging family and friends to do the same. More info at [www.slco.org/census](http://www.slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



#### POST 5

**Help shape our future.** Census information helps guide the future of our community and determine our representation at all levels of government. By participating in the 2020 Census count, you are shaping the future. Find out more: [www.slco.org/census](http://www.slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



#### POST 6

**Census data = federal \$\$\$.** Utahns benefit from \$5.7 billion a year in federal funds allocated mostly by using Census information. Dozens of programs depend on these dollars: highway planning & construction, Medicaid, Medicare Part B, Children's Health Insurance Program (CHIP) and Head Start, to name a few. Learn more at [slco.org/census](http://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 7

**It's our right and responsibility.** All residents of the U.S. must respond to the Census. The 2020 Census will be different than previous counts and it's important to understand how. Most people will respond online for the first time – convenient for some, difficult for others who don't have convenient internet access. Get more info at [slco.org/census](https://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 8

**It's our \$\$\$ to lose.** Each Utahn represents about \$1,870 a year in federal dollars flowing to our state. An inaccurate count in Census 2020 means not receiving our fair share of funds to meet critical community needs. Be sure to respond to the Census survey and encourage family and friends to do the same. You Matter. Be Counted. More info at [slco.org/census](https://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 9

**Census 2020 will be online.** The 2020 Census will be different than previous counts and it's important to understand how. Most people will respond online for the first time – convenient for some, difficult for others who don't have convenient internet access. Get more info at [slco.org/census](https://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 10

**Making sure everyone is counted.** Some individuals and groups are harder to count than others during the Census, such as people who move frequently, immigrants, those with limited English proficiency, racial and ethnic minorities, people in overcrowded and nontraditional housing, and those who simply don't want to respond. Learn more at [slco.org/census](https://slco.org/census) #SLCoCounts #YouMatterBeCounted #Census2020



## POST 11

**Responding to the Census is easy.** When the Census count begins in spring 2020, all households will be mailed information about how to respond. The online form takes about 10 minutes to complete and asks simple questions about you and others living in the same housing unit, such as age, race and ethnicity. Responses are confidential. Visit [slco.org/census](https://slco.org/census) for more. #SLCoCounts #YouMatterBeCounted #Census2020



## POST 12

**Our kids. Our community. Our future.** Salt Lake County and Utah depends on federal dollars we receive for crucial programs like highway planning, Medicaid and Medicare Part B, and Children's Health Insurance Program (CHIP) – all of which are determined using Census information. An inaccurate Census count could deprive our community of needed resources. Learn how you can help at [slco.org/census](https://slco.org/census) for more. #SLCoCounts #YouMatterBeCounted #Census2020

