



Census Week: United we Count!

Goal: Latinos and other hard-to-count communities are lagging below the national self-response rates for the 2020 Census. From July 6-10th, Univision hopes to raise awareness about the importance of participating in the Census and encourage Latinos to complete their form. **Partners can participate by letting stakeholders in their communities know about Census Week by posting or tweeting about Univision's efforts by using the hashtag and graphics below.**

Dates: July 6-10th, 2020

Social Media

- Tag **@UnivisionContigo** in your posts. We are on [Instagram](#), [Facebook](#), and [Twitter](#)
- Use the official campaign hashtag: **#CuentaConmigo**
- Link to univision.com/censo so people can complete the Census online

Daily Topics

→ **Monday: Benefits for your Community**

Sample Post: Census data helps inform funding for community resources. New roads. New sidewalks. Join Univision as they spearhead Census Week, from July 6-10th, to bring awareness about how the #2020Census will inform funding decisions that shape communities. @UnivisionContigo #CuentaConmigo

→ **Tuesday: Health**

Sample Post: Census Data helps inform funding for medical resources. New hospitals. More treatment options. Increased access to care. Join Univision as they spearhead Census Week, from July 6-10th, to bring awareness about how the #2020Census will inform decisions about funding for medical needs. @UnivisionContigo #CuentaConmigo

→ **Wednesday: Nutritional Assistance**

Sample Post: Federal nutrition programs are among the many reasons why it is so important to respond and report all children, including newborns, living in your home to the #2020Census. Join Univision as they spearhead Census Week, from July 6-10th, to bring awareness about why the Census matters. @UnivisionContigo #CuentaConmigo

→ **Thursday: Education/Children's Programs**

Sample Post: Census Data helps inform funding for school resources. New buses. New supplies. Join Univision as they spearhead Census Week, from July 6-10th, to make sure

every young child counts so they get the resources they need. @UnivisionContigo #CuentaConmigo

→ **Friday: Money Matters!**

Sample Post: When you respond to the #2020Census, you help inform how billions of dollars flow into communities across the nation for schools, hospitals and health clinics, roads, public transportation, and other vital services. Learn more about why the Census matters during Univision's Census Week, from July 6-10th. @UnivisionContigo #CuentaConmigo

Social Media Graphics

[Twitter Post 1](#) / [Twitter Post 2](#)

[Facebook and Instagram Post 1](#) / [Facebook and Instagram Post 2](#)

[Instagram Story 1](#) / [Instagram Story 2](#)

[Infographic](#)

Sample Posts to promote Census Week

Twitter

→Univision is hosting Census Week from July 6-10th, a weeklong initiative highlighting the importance of the #2020Census within the Hispanic community. To learn more about how to fill out the Census, visit univision.com/censo. @UnivisionContigo #CuentaConmigo

→Join Univision as they spearhead Census Week, from July 6-10th, to bring awareness about the importance of the #2020Census @UnivisionContigo #CuentaConmigo

→Latinos have a history of being undercounted in the Census, resulting in disadvantages that impact their families, communities, and neighborhoods. Don't miss Univision's Census Week, from July 6-10th. @UnivisionContigo #CuentaConmigo

→Don't miss out on exclusive television and digital content, PSAs, giveaways and much more as part of Univision's Census Week, from July 6-10th, highlighting the importance of the #2020Census. @UnivisionContigo #CuentaConmigo

Facebook and Instagram

→Latinos and other hard-to-count communities are lagging below the national self-response rates for the #2020Census. From July 6-10th, Univision hopes to raise awareness about the importance of participating in the Census and encourage Latinos to complete the #2020Census. @UnivisionContigo #CuentaConmigo

→No better day than today to complete your Census! The 2020 Census will impact your community for the next TEN years. Latinos are critical to the success of our country. Join Univision as they spearhead Census Week to get Latinos completing the #2020Census → online, by phone or by mail. There's still time. To learn more about how to fill out the Census, visit univision.com/censo. #CuentaConmigo

Sample Posts to promote Census Week Giveaway

→ With the #2020Census, we all win. Fill out your Census form, take a selfie, share it on social media using #CuentaConmigo and Univision could select you to win \$200. For more about this giveaway, visit 📍 univision.com/censosorteo

→ As part of Univision's Census Week, show @UnivisionContigo how YOU are participating in the 2020 Census with a picture or video using the hashtag #CuentaConmigo. Univision will select 10 lucky winners to get a \$200 gift card!



Social Media Graphics

[Facebook, Instagram and Twitter - English](#)

[Facebook, Instagram and Twitter - Spanish](#)

[Promotional Video :15 seconds](#)

Community Partners / Foundations

[Robert Wood Johnson Foundation](#)

[Silicon Valley Community Foundation](#)

[Hispanic Federation](#)

[Mi Familia Vota](#)

[UnidosUS](#)

[US Census Bureau](#)

[LUPE | La Unión Del Pueblo Entero](#)

The Basics (Talking Points)

These are the brief talking points we recommend using to explain the Census and the importance of participation. They don't need to be used word for word! They can be adjusted to fit your organization's voice and tone, or the audience you are speaking to.

What is the Census?

The Census is a count of everyone in the United States that happens every 10 years.

Why is it important? Why should I participate?

Because a ton of really important decisions are made based on the final Census count. And a lot of money (think: BILLIONS of dollars) is given out based on Census results.

The Census count impacts funding for state and local services, including education, police, fire and health care. Our community schools, hospitals, and first responders depend on us to do our

part and participate in the Census. The information impacts things like highway planning, education funding, and food access – all things our communities need!

When should I fill out the Census?

You have until October 31, 2020 to respond. However, Census takers will start interviewing households in person in early August. To avoid this, you should fill out the Census beforehand online, by phone or by mail.

How do I participate in the Census?

You can respond online (go to [My2020Census.gov](https://my2020census.gov)), by phone (call 844-330-2020), or by mail by October 31, 2020.

What information does the Census ask for?

The Census includes some basic questions about you, the people you live with, and your home. “How many people live in your home?” and “What are the ages and genders of the people in the home?”

The Census will never ask you for:

- Citizenship status
- Your Social Security Number
- Bank or credit card account numbers or information
- Money or donations
- Anything on behalf of a political party

Will my information be kept confidential?

YES! Every response you provide is protected and cannot be shared. Law enforcement agencies (DHS, ICE, FBI, CIA) cannot access or use your personal information. Neither can landlords or public housing authorities.