

## Navigating the NC Census Outreach & Engagement Toolkit

The NC Census Outreach & Engagement toolkit provides a collection of digital tools and resources for individuals, groups, organizations and other partners to help facilitate census awareness opportunities. Please continue to visit <https://census.nc.gov/resource-library> as additional resources will continue to be added.

### Options for Outreach:

Communicating about the 2020 Census can take many forms. We are in the last 1-2 months of high-volume outreach and have suggestions for making a quick impact. Resources within the toolkit can support the below efforts:

- Add the “Make NC Count” logo and branding/visuals to your email signature, websites, newsletters, social media, etc.
- Share information about the 2020 Census within your networks – we offer social media content, a PowerPoint presentation, talking points, speech drops, and newsletter articles.
- Engage your organization or community in promoting the census – we offer an engagement handout in our Outreach Tools section.
- Host a Census Day event on April 1<sup>st</sup> to encourage people to respond and if possible, provide internet access, computers, or mobile devices for people to submit their responses.
- Educate – we have several educational tools to help people understand the basic information about the census and why it is SAFE, EASY and IMPORTANT.
- Follow [@nccensus](#) on [Twitter](#), [Facebook](#) and [Instagram](#) and share posts on your social media channels (please tag us and use the [#MakeNCCount](#) hashtag).

### Did you Know? Language Support

The [www.2020census.gov](http://www.2020census.gov) website can be translated into more than 50 languages. Just locate the language drop-down menu in the upper right-hand corner and select your language. Full site functionality is offered in English and Spanish, with limited pages available in other languages. As you work within your communities and networks, this can be a great way to engage and help people overcome concerns about the census and barriers to responding.

## Toolkit Components

### North Carolina Branding - Make NC Count

The concept of a trusted, local voice has tested as one of the most powerful ways to engage people about the census, especially in hard-to-count populations. To help with this, we have created the Make NC Count logo and have added local branding to many US Census promotional items. Be sure to visit the [www.census.nc.gov](http://www.census.nc.gov) website for the Make NC Count logo, social media avatar, and e-board template. Please use these as you wish within emails, newsletters, flyers, mailings, websites, social media, etc. to further reinforce trusted voice messaging and enhance your outreach efforts.

### Outreach Tools

- Here at [census.nc.gov](http://census.nc.gov), we have created a variety of materials unique to North Carolina and messages that our residents inquire about most. They are provided digitally for download and sharing. Please use these tools as often as you need to.
- The US Census website also has produced many downloadable resources that are available in their partnership section (<https://2020census.gov/en/partners/outreach-materials.html>). Here,

you will find a selection of community outreach messaging and general information. Some pieces are posted at [census.nc.gov](https://census.nc.gov) with the NC Logo also added. If you see something that works well for your audience and want to include the Make NC Count logo within the piece, let us know as we may be able to customize.

- Spanish and Other Languages – we added the Make NC Count logo to some of the most popular and useful Spanish Language pieces produced by the US Census. Other materials are available at <https://2020census.gov/en/partners/outreach-materials.html>, in multiple languages (select language in the “Filter Materials By” section).

### **Communication Tools**

We provide a selection of materials to help you actively communicate with your target audience and educate communities about the census. This section offers items you can use for speaking engagements, presentations, social media, website content and newsletters. We invite you to use the content as needed in the best format for your audience.

- Video - Many of you have been asking for quick and easy informational pieces, social media posts, etc. There are many videos for your use available in English and Spanish on the US Census website located within the PSA Toolkit here: <https://2020census.gov/en/partners/psa-toolkit.html>.

### **Specialty Content**

This area has specific use materials such as bookmarks, response site signage, etc. Please continue to visit the site as additional resources will be added as they are available.

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This site is provided for and maintained by the NC Complete Count Commission in partnership with the State Library of North Carolina. If you have any additional questions, please reach out to us via <https://census.nc.gov/contacts>.