



MAKE NC COUNT

CENSUS 2020

Social Media Sample Posts and Drop-Ins

The North Carolina Complete Count Commission (NC CCC) is committed to making the 2020 Census a success for our state. Visit census.nc.gov for additional information and resources.

Topic – Internet Response (for Twitter)

For the first time, the 2020 Census will accept responses online. You can respond to the Census in less time than it takes to finish your morning coffee! To learn more about what to expect, visit census.nc.gov.

#MakeNCCount



Topic - Internet Response (for Facebook)

For the first time, the 2020 Census will accept responses online. You can respond to the Census in less time than it takes to finish your morning coffee! Power up your laptop, smartphone, or any internet device and make NC Count. To learn more about what to expect, visit census.nc.gov. **#MakeNCCount**

Topic – Why It Matters (for Twitter)

Did you know? Data from the Census brings federal tax dollars to our communities – that’s \$1,623 per person, per year in North Carolina according to a George Washington University report. To learn more, visit 2020census.gov and census.nc.gov. **#MakeNCCount**



Topic -Why It Matters (for Twitter)

Did you know? Data from the Census determines the number of US Representatives in Congress – NC is expected to gain at least one seat. To learn more, visit 2020census.gov and census.nc.gov. **#2020Census**
#MakeNCCount

Topic – Why It Matters (for Facebook)

What matters to you – Schools? Transportation? Hospitals? Data from the Census brings federal tax dollars to our communities – that’s \$1,623 per person, per year in North Carolina according to a George Washington University report. Data from the Census also helps inform planning efforts for all these important community resources. Data from the Census also determines the number of US Representatives in Congress – NC is expected to gain at least one seat. To learn how Census data impacts you and your community, visit 2020census.gov and census.nc.gov. **#2020Census**
#MakeNCCount

Topic – Shape Your Future (for Twitter)

You have the power to shape your future and the future of your community including funding for Pell Grants, health care, housing, transportation, and other important education and community services. To learn more, visit census.nc.gov. #MakeNCCount



Topic – Shape Your Future (for Facebook)

You have the power to shape your future and the future of your community. When you participate, you become part of a count that influences future funding for Pell Grants, health care, housing, transportation, and other important education and community services. To learn more, visit census.nc.gov. #MakeNCCount

Topic – Children Count (for Twitter)

Children under the age of 5 had the highest undercount of any age group in the 2010 Census. In 2010, the net undercount of children under the age of 5 was 4.6 percent. Let’s change this statistic! To learn how, visit census.nc.gov. #MakeNCCount



Topic – Children Count (for Facebook)

Children under the age of 5 had the highest undercount of any age group in the 2010 Census. In 2010, the net undercount of children under the age of 5 was 4.6 percent. That’s nearly 1 million children. Young children who are missed in the Census tend to have complex living arrangements. They might live with only one parent; large, extended families; foster families; or multiple families under one roof. These children may stay in more than one home throughout the year and may not be related to the person responding to the Census. To learn more, visit census.nc.gov. #MakeNCCount

Topic – All Communities Count/ Rural Communities (for Twitter)

Every town is an important part of the American story. Completing the Census helps provide data that can attract new businesses and jobs as well as money for things like roads, schools, housing and more! Visit census.nc.gov for details. #MakeNCCount



Topic – All Communities Count / Rural Communities (for Facebook)

Every town is an important part of the American story. Make sure your town’s story is told. When you respond to the 2020 Census, you’ll also help your town get the most out of the American dream. Completing the Census helps provide data that can attract new businesses and jobs. The data also informs where over \$16 billion in federal funding is spent each year in NC and our communities. Money

for things like roads, schools, housing and other economic and social programs and services. To learn more, visit census.nc.gov. #MakeNCCount

Topic – Safety (for Twitter)

Your responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. To learn more, visit census.nc.gov. #MakeNCCount



Topic – Safety (for Facebook)

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics, which help determine federal funding for things like food assistance, health care services, and Pell Grants. They cannot be used against you by any government agency or court in any way—not by the FBI, DHS, or ICE. The US Census Bureau asks about race and ethnicity in the decennial Census, but US law prohibits the Census Bureau from requiring anyone to disclose their religious affiliation. To learn more, visit census.nc.gov. #MakeNCCount

Topic – Renters (for Twitter)

You have the power to shape your future! The 2020 Census is important and impacts you no matter where you live or whether you rent or own. By participating, you help inform how federal funding is distributed each year. To learn more, visit census.nc.gov. #MakeNCCount



Topic – Renters (for Facebook)

You have the power to shape your future! The 2020 Census is important and impacts you no matter where you live or whether you rent or own. When you count everyone in your home, you help to inform how federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation. To learn more, visit census.nc.gov. #MakeNCCount

Topic – College Students (for Twitter)

Shape your future! Live in off-campus housing? You should count yourself at your off-campus address. Live in on-campus housing? Census takers will work with student housing officials to ensure that you are counted. To learn more, visit census.nc.gov. #MakeNCCount



Topic – College Students (for Facebook)

You have the power to shape your future! If you live in off-campus housing that is not owned, leased, or managed by your college or university, you should count yourself at your off-campus address, even if you stay somewhere else during school breaks. If you live in on-campus student housing or in another student housing facility that is owned, leased, or managed by your college or university, census takers will work with student housing officials to ensure that you are counted. To learn more, visit census.nc.gov. #MakeNCCount

Additional Social Media Cards – Community Messaging

Images and Graphics – 7 different visuals with text – just one quick drop in

If you need help adding the NC Census logo in the image, just let us know which card you'd like to use.

[Social Media - Graphic 1](#)

[Social Media - Graphic 2](#)

[Social Media - Graphic 3](#)

[Social Media - Graphic 4](#)

[Social Media - Graphic 5](#)

[Social Media - Graphic 6](#)

[Social Media - Graphic 7](#)