

# Census 2020: Digital Engagement and Non-contact Outreach

Now, more than ever, we can encourage people to self-respond by spreading the message that it is the safest and easiest way to be counted. For toolkits, social media images and hashtags, newsletter blurbs, and other resources, visit the Tools for Community page on the Colorado 2020 Census website at [colorado.gov/census2020](https://colorado.gov/census2020).

## Tier 1: Free

### Social Media

- Increase self-response rate by using social media once your census form is complete - use the #DoingMyPartCO hashtag and tag your friends and partners;
- Share census messaging from the U.S. Census Bureau (@uscensusbureau), the Colorado Department of Local Affairs (@COLocalAffairs), and other local partners;
- Host events on [Facebook Live](#).

### Repurpose Banners and Posters

Already printed banners and posters to display at events or community centers? Contact your local grocery stores or other essential facilities about placing census information inside the stores.

### Drive-up Hotspots

If your office, library or workplace offers public access Wi-Fi, make sure it is always on, so visitors can log-on from their car in the parking lot. You can advertise the availability of the Wi-Fi network in an email blast or newsletter to your subscribers.

### Newsletters

- See [Tools for Communities](#) page for already-created content under the “News Notes: Drop-in articles about the census”;
- Subscribe to the [Colorado 2020 Newsletter](#) and share the link in your correspondences.

## Tier 2: \$\$

### Print Material to Be Placed in Delivery Orders

Work with local restaurant and bars that are offering delivery to place census information in the delivery or to-go bags.

### Radio Ads

:15, :30, :45, or 1:00 ads can be placed based on your budget. High traffic times on larger radio stations are more expensive than ads placed during low traffic times (late night, early morning) and on smaller radio stations.

[Download US Census Bureau Radio Ads](#)

### Social Media Ads

Based on your budget, you can spend \$20 per week or \$10,000 per week.

[Facebook Ads and Post Boots](#), [Twitter Promotions](#), [Instagram Ads](#)

### Video Streaming Platforms

Capitalize on the high volume of video streaming that is happening right now by buying ads on free video streaming platforms.

[Hulu Ads](#), [YouTube Ads](#)

See “Census Videos” dropdown menu on the [Tools for Communities](#) page for free video PSAs.

### Music Streaming Platforms

[Spotify](#), [Pandora](#), iHeartRadio (radio and podcasts - [list of CO stations](#))

[Download US Census Bureau Audio Ads](#)

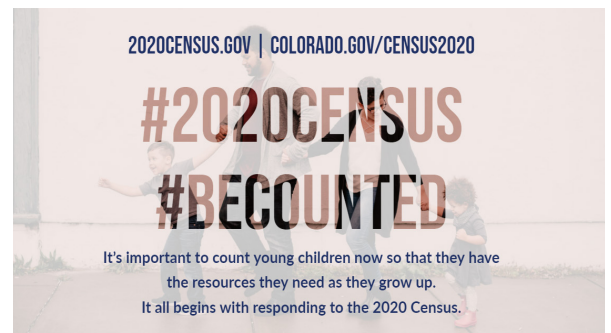
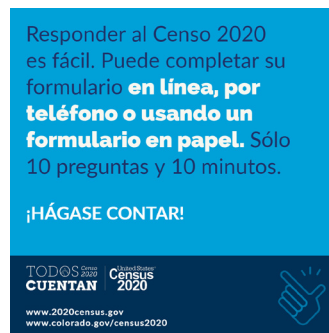
## Tier 3: \$\$\$

### SMS Text Messaging Tools

Engage your audience through sms txt messaging blasts. These tools are more expensive but allow you to directly correspond with your audience.

[Community Connect Labs](#), [Peerly](#), [GetThru](#) (formerly ThruTalk)

**Note:** The Community Connect Labs Help Desk tool has already been purchased by Together We Count for 2020 Census efforts. Anyone can text census questions to: (303) 622-5881.



Social media thumbnails [available for download here.](#)

## Best Practices

**Be clear and concise.** You usually only have a person's attention for a few seconds.

**Be personable in your messaging.** People may feel unsettled and disconnected right now, humor and relating the message to the individual are good ways to help people feel connected.

**Use multimedia to get your point across.** People are more likely to engage with social media posts that use a combination of text and pictures/videos.

**Leverage COVID-19 messaging.** You can include messages about completing the Census in your COVID-19 communications, such as reiterating that *self-responding to the census from the comfort of one's own home is the best way to participate.*

## Additional Resources

[Census Bureau's Winter 2020 Partnership Social Media Guide](#)

[How to Shift from Physical to Virtual Events and Maximize Event Outcomes](#)

[How to Host a Successful Virtual Event: Tips and Best Practices](#)

- Contains links to how-to's for all types of social media engagement.

Facebook and Instagram Ad Information

- [Facebook Business Help Section on Ads](#)
- [Facebook Ads Best Practices](#)

[Falcon.IO Blog](#)

- Information on social media best practices, engagement strategies, explanations of differences in social engagement options, etc.

Additional fact sheets available for download at: [colorado.gov/census2020](https://colorado.gov/census2020)

For questions, please contact Justine May at [justine.may@state.co.us](mailto:justine.may@state.co.us)

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