

## 2020 Census Social Media Samples

Business leaders can play a key role in the success of the 2020 Census by communicating the importance of a complete count to their employees, customers and the general public and encouraging them to complete their census questionnaires. One way to do that is through spreading the word on your preferred social media platform(s).

### The Basics

- Be sure to use the hashtag #2020Census in your tweets and Instagram posts.
- Follow the U.S. Census Bureau on Facebook, Instagram and Twitter @uscensusbureau to keep up with the latest Census news.
- Follow the Flint & Genesee Chamber of Commerce on Facebook, LinkedIn and Twitter @flintandgenesee for updates relating to the Census and efforts related to business, place and economic development.

### Localized Content for Flint & Genesee

#### *Example Posts for Facebook, Instagram and LinkedIn*

- Did you know that for every person not counted in the census, the state misses out on \$1,800 a year for 10 years? Securing an accurate count of Flint & Genesee residents is vitally important to ensure that our region receives its share of dollars to provide critical services such as health care, K-12 education, housing, infrastructure and public works support, and other programs. Learn more about the importance of a complete count in Flint & Genesee at [flintandgenesee.org/2020-census](http://flintandgenesee.org/2020-census).
- The outcome of the 2020 Census will help determine where businesses choose to invest and build new facilities; how much grant funding is distributed for economic development; and where developers build homes and revitalize neighborhoods. Don't let Flint & Genesee get left behind. Learn why a complete count matters at [flintandgenesee.org/2020-census](http://flintandgenesee.org/2020-census).

#### *Example Posts for Twitter*

- The #2020Census is coming soon, and it's imperative that everyone in Flint and Genesee County be counted. Learn why at [flintandgenesee.org/2020-census](http://flintandgenesee.org/2020-census)!
- Businesses often use census data to inform important decisions including where to invest & build new facilities. Learn more about the impact of the #2020 Census at [flintandgenesee.org/2020-census](http://flintandgenesee.org/2020-census).

### Additional Resources

To help partners communicate the importance of the population count, the U.S. Census Bureau has provided [example social media content](#) and [related graphics](#) for partners. The federal agency has also created [videos](#) and other [shareable content](#) promoting the 2020 Census. We encourage you to refer to these resources as well as the above, more localized content, when crafting your own posts for Facebook, LinkedIn, Instagram and Twitter.