
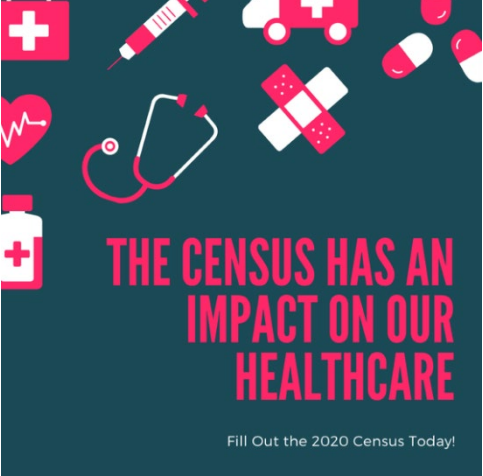


CCALAC Digital Outreach Toolkit

Sample Social Media Posts

Recommended Hashtags: #2020Census #CACompleteCount #WeCountLA #MyHealthCounts

Image	Suggested Text
 <p style="text-align: center;">Download</p>	<p>Now that you're staying home practicing social distancing, why not fill out the census? You can complete the census from home online at my2020census.gov, by phone 844-330-2020, or by mail if you received the paper form.</p>
 <p style="text-align: center;">Download</p>	<p>With the COVID-19 outbreak in the U.S., healthcare services have never been more important to our community. In California, Medi-Cal, CalFresh, CHIP, WIC, and Head Start are just a few programs that rely on census funding. Remember to fill out the #2020Census to fund these services for your community!</p>



Download

Thank you for staying home and practicing physical distancing! While you're at it, help your community even more by filling out the #2020Census!



Download

On your next video chat with family or friends, how about encouraging them to fill out the #2020Census?! Contribute to creating a better future for your community together. Visit my2020census.gov or call 844-330-2020 today!

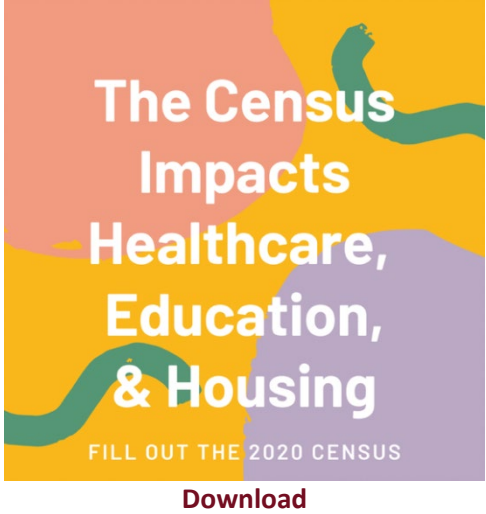


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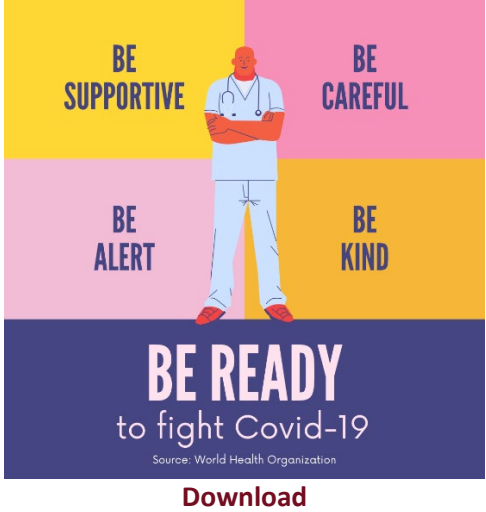
Fill out the #2020Census to ensure your community receives equal representation and access to programs that affect their health and well-being. Visit my2020census.gov or call 844-330-2020!



Our future depends on your participation in the #2020Census. Visit my2020census.gov or call 844-330-2020 and get counted!



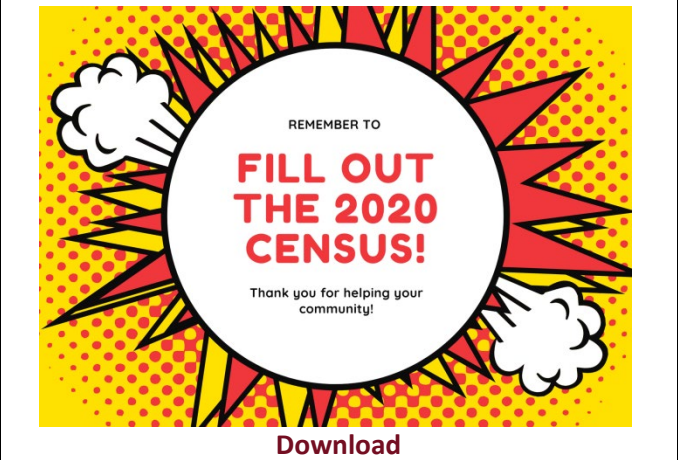
The results of the #2020Census will help determine funding for schools, clinics, housing assistance, roads, and so much more. Get counted to better your community. Visit my2020census.gov or call 844-330-2020 to fill out the census today!



The #2020Census will inform decisions about funding for Los Angeles' emergency medical needs and disaster response. It's not too late. Fill out the census now at my2020census.gov or call 844-330-2020 to complete your census form today!



In these uncertain times, you can help the future of your community by filling out the #2020Census! While sheltering at home, you can visit my2020census.gov or call 844-330-2020 to make your community count!



Did you know healthcare funding comes from census data? Support your #HeathHeroes by filling out the #2020Census! Become a #CensusHero by completing your form at my2020census.gov or call 844-330-2020 today.



Your answers to the #2020Census and your information are secure and protected by law. Visit my2020census.gov or call 844-330-2020 to get counted today!

Sample Phone/Text Banking Script

Initial Message

Hi (Recipient Name)! This is (Caller Name) calling from (Clinic Name). I'm reaching out to ask an important question—have you filled out the 2020 Census?

Recommended Replies

If the recipient says:	Suggested response:
Yes, I have/will fill it out	That is great to hear! Thank you for your commitment to ensuring a complete count in Los Angeles.
No, I will not fill it out	I respect your decision. If I may ask, why are you not planning on filling out the census? If interested, I'm happy to provide you with more information about the census and why it is important that you and your family participate in it.
Undecided	I'm happy to provide you with more information about the census and why it is important that you and your family participate in it. Is that OK?
What is the census?	The census happens every 10 years and is a survey that gets sent out to households across the U.S. to count every person living in the U.S.

If recipient wants additional information, see below.

If the recipient says:	Suggested response:
Doesn't have questions	OK! Don't hesitate to reach out if you think of any questions. Remember, the census comes once every 10 years and our responses directly impact healthcare services our communities and families rely on. You can fill out the census by phone at 844-330-2020, online at my2020census.gov , or by mail until October 31.
What's on the survey?	The census survey will ask a few simple questions like your age, race, the number of children in your home, and your marital status. It won't take any longer than 10 minutes. You can fill out the census by phone at 844-330-2020, online at my2020census.gov , or by mail until October 31.
Why should I fill out the census?	The information you provide on the census helps decide how much money LA County and your community will get for things like schools, healthcare, social services, public transport, and more. You can fill out the census by phone at 844-330-2020, online at my2020census.gov , or by mail until October 31. OR Healthcare has never been more important. If you're looking for a way to help your community during the COVID-19 pandemic, you can fill out the census to ensure healthcare and hospitals continue to receive funding. You can fill out the census by phone at 844-330-2020, online at my2020census.gov , or by mail until October 31.
Is the census safe?	The information you provide on the census form is private and the census is safe and secure. It is illegal for anyone to share your information. You can fill out the census by phone at 844-330-2020, online at my2020census.gov , or by mail until October 31.
Will someone come to my house if I don't fill out the census?	Nonresponse follow up will start on August 11 if you haven't already filled out your census form online, by phone, or by mail. This means

	<p>someone from the U.S. Census Bureau will follow up with those who have not responded by coming to your house. To prevent a representative from the U.S. Census Bureau visiting your home, you can fill out the census by phone at 844-330-2020, online at my2020census.gov, or by mail.</p>
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