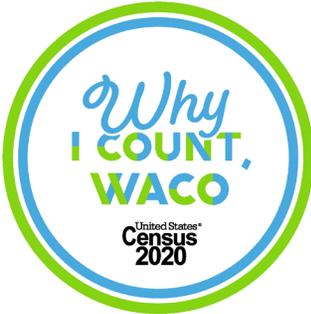


Sample social media posts for Census Ambassadors

As a 2020 Census Ambassador, you can help ensure that the people in McLennan County are accurately counted and represented. Social media is a great way to reach your audiences and share helpful information about the 2020 Census. Here are sample posts you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community.

In 2019, we recommend that you share at least one post per month. The long form posts are best suited for Facebook, LinkedIn and Instagram. The short-form posts should be used for Twitter. Additionally, don't forget to share posts and photos from any 2020 Census events you attend or host.

Long Form Facebook/Instagram/LinkedIn	Short Form (Twitter)	Suggested Image
We are excited to announce that we've partnered with @whyicountwaco to support the City's #2020Census efforts! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit whyicountwaco.org	We are excited to announce we've partnered with @whyicountwaco to support the City's #2020Census efforts! Learn about the census, how data will be used and what to expect next at whyicountwaco.org.	 The logo features the text "Why I COUNT, WACO" in a mix of blue and green fonts, with "Why" in a script font and "I COUNT, WACO" in a bold sans-serif font. Below this, it says "United States Census 2020" in a smaller font. The entire logo is enclosed in a circular border with a blue inner ring and a green outer ring.

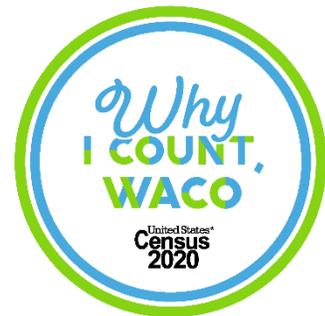
2020 is the first time the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You'll still be able to respond by mail. To learn more about what to expect, visit whycountwaco.org. #2020Census #whycountwaco

For the first time, you can respond to the census online. Responding by mail will still be an option. Get more information: whycountwaco.org. #2020Census



Every 10 years, the @uscensusbureau undertakes a mammoth task: counting all the people residing in the United States. This count affects the allocation of funding for our community's public resources (e.g., roads, hospitals, schools), how we plan for the future and our voice in government. Learn more about the importance of the #2020Census and how to participate: whycountwaco.org

Did you know that the next census will take place in 2020? Responding to the #2020Census is our civic duty and affects the allocation of funding for our community's public resources, how we plan for the future and our voice in government. Visit whycountwaco.org



What matters to you? Schools? Transportation? Hospitals? Data from the @uscensusbureau help inform planning efforts for all these important community resources. To learn how census data impacts you and your community, visit 2020census.gov. #2020Census

What matters to you? Schools? Transportation? Hospitals? Data from the @uscensusbureau help inform planning efforts for all these important community resources. To learn how census data impacts you and your community, visit 2020census.gov. #2020Census



The next decennial census is just around the corner in 2020. Make sure you're counted, Waco! An accurate count means that McLennan county receives the funding, services, and business support they deserve and need. And your responses are confidential. To learn how the @uscensusbureau protects your information, visit whyicountwaco.org #2020Census #whyicountwaco

The next decennial census is just around the corner in 2020. Make sure you're counted, Waco! Your responses are confidential. Learn more about the #2020Census at whyicountwaco.org

