



# 2020 Broward County Census Social Media Tool Kit

## 2020 Marketing Campaign

Connect with us @BrowardCensus

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2020**

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## INTRODUCTION

### What is the Broward Census 2020?

The Broward County Census 2020 is much more than just a head count. It provides a picture of our county that will help in determining where to build new schools, hospitals, and businesses; how federal funding is distributed; and how congressional seats are apportioned. It also helps us see how our community has changed over time.

In order to accomplish a complete and accurate count, Broward County has established a Census 2020 Complete Count Committee ("CCC") which is comprised of six subcommittees. A correct count throughout Broward County is critical, as the purpose of the Complete Count Committee is to raise awareness of the importance of Census 2020, aggressively reach hard-to-enumerate (HTE) groups, and encourage participation in the Census.

Census numbers are then used to determine federal representation and funding of programs such as supplemental nutrition assistance, Section 8 Housing Choice Vouchers, Children's Health Insurance, and Low-Income Home Energy Assistance.

Going forward, it is our job as a community to go forward in representing Broward County to ensure a complete and accurate count for the generations now and the generations to come.

The Broward Census 2020 marketing campaign team will provide social media and digital advertising support for the Census. Broader efforts, running county-wide, will blanket the county with awareness and education-especially critical with the new digital format of the Census. This can also be used to target workers for the Census in Broward County.

Within this Social Media ToolKit you will find a variety of resources designed to reinforce and personalize all messages we put forward. To ensure a complete and accurate count, social media is critical in reaching new audiences and develop a communication infrastructure based on open information exchange.

## BROWARD CENSUS 2020 SOCIAL MEDIA ACCOUNTS

### Social Accounts & Handles

Facebook	<a href="https://www.facebook.com/BrowardCensus">https://www.facebook.com/BrowardCensus</a>	@BrowardCensus
Twitter	<a href="https://twitter.com/BrowardCensus">https://twitter.com/BrowardCensus</a>	@BrowardCensus
Instagram	<a href="https://www.instagram.com/browardcensus">https://www.instagram.com/browardcensus</a>	@BrowardCensus
YouTube	<a href="https://www.youtube.com/channel/UCkFUpAuNegNExxOKo_5KJ6w">https://www.youtube.com/channel/UCkFUpAuNegNExxOKo_5KJ6w</a>	Broward County Gov
Next Door	<a href="https://nextdoor.com/profile/43938070/">https://nextdoor.com/profile/43938070/</a>	Broward County Public Communications Team

### Official Website URLs

<https://www.broward.org/Census2020> official County Website.

[BrowardCensus.org](https://www.broward.org/Census2020) is being forwarded to County site above.

[BrowardCensus.com](https://www.broward.org/Census2020) is being forwarded to County site above.

## BROWARD CENSUS SUBCOMMITTEE, CHAIR & STAFF LIAISONS

### City-County Coordination

Chair, Commissioner Margaret Bates  
[ejohnson-omeally@lauderhillfl.gov](mailto:ejohnson-omeally@lauderhillfl.gov)

Staff Liaison, Marty Cassini  
[MCassini@broward.org](mailto:MCassini@broward.org)

### Cultural and Ethnic

Chair, Josie Bacallao  
[jbacallao@hispanicunity.org](mailto:jbacallao@hispanicunity.org)

Staff Liaison, Kimberly Bryant  
[kimbryant@broward.org](mailto:kimbryant@broward.org)

### Hard to Enumerate

Co-chair, Natalie Castellanos  
[ncastellanos@hfsf.org](mailto:ncastellanos@hfsf.org)

Co-chair, Mark Adler  
[madler@mowsoflo.org](mailto:madler@mowsoflo.org)

Staff Liaison Sandy Michael-McDonald  
[SMMcdonald@broward.org](mailto:SMMcdonald@broward.org)

Staff Liaison, Maribel Feliciano  
[MFeliciano@broward.org](mailto:MFeliciano@broward.org)

### Promotions

Chair, Barbara Effman  
[bsedem@aol.com](mailto:bsedem@aol.com)

Staff Liaison, Margaret Stapleton  
[MStapleton@broward.org](mailto:MStapleton@broward.org)

### Recruitment and Training

Chair, Sandra Bernard-Bastien  
[sbernard@cscbroward.org](mailto:sbernard@cscbroward.org)

Staff Liaison, Kelvin Watson  
[KelvinWatson@broward.org](mailto:KelvinWatson@broward.org)

### Interfaith Subcommittee

Chair, Dr. Rosalind Osgood  
[dr.rosalind.osgood@browardschools.com](mailto:dr.rosalind.osgood@browardschools.com)

Staff Liaison, Jonathan Allen  
[JKAllen@broward.org](mailto:JKAllen@broward.org)

## HOW CAN I PARTICIPATE?

### 1. Communicating with Your Subcommittee Chair & Staff Liaison

We understand not all Subcommittee Chairs, Staff Liaisons or members will have access and/or authority to post content to their official company's/organizations/departments social media accounts. An understanding across all members of subcommittees is necessary in spreading the word through social media during the launch and execution of Broward Census 2020 informational content.

Communication with your personal social media managing departments, whether marketing, public relations, human resources or other divisions, is imperative in achieving awareness goals for Broward Census 2020 social media outreach. [We invite you to share this toolkit with your company or organizations social media points of contact.](#)

While it is more than likely that individual institutions will already have a Social Media Strategy set in place for posting, as a Broward Census 2020 Subcommittee member, you will need to work with these departments regarding content, frequency, etc. for your institution. The only way to explore opportunities and reach a structured solution is to ask and share what it is you are planning to do.

This Social Media Tool Kit can and should be shared with your company's/organizations Social Media Manager. Sharing the Tool Kit will facilitate creating Broward Census 2020 content as it contains resources such as official Census pages, hashtags and suggested posts to be customized for Broward Census 2020 use.

### 2. Communicating with Your Social Media Manager

Below are some helpful steps in communicating with your Social Media Manager.

**2.1. Clarify Your Role.** Identify and introduce yourself to the person managing your company's/organizations social media accounts, if not previously done. Provide a brief explanation of Broward Census 2020, your involvement, and the importance of spreading awareness as the program continues to roll out.

**2.2. Arrange a Meeting.** Meeting face to face conversation is always a great idea and makes communication clear and straightforward. Plan a meeting time and place with

your identified social media contact. Once together, discuss your ideas for social media posts regarding Broward Census 2020, goals for increasing awareness of the program, and how they fit into the overall goals of your institution/organization.

**2.3. Create a Plan.** Through your discussion, develop a plan. Agreement on content (suggested posts provided later in this Toolkit), frequency of posts per day/week/month, and campaign ideas should be mapped out. Planning a social media calendar on a monthly basis has proved to be an effective way to organize social media content, allowing you to analyze the success of your content strategy and determine future actions. These should work together with your company's/organizations Social Media Manager's existing strategy.

**2.4. Provide Resources.** As our program expands, there is plenty of information to share. Be sure to offer resources for Broward Census 2020 content. Some of these can include:

- a. Broward Census 2020 official website: [Broward Census 2020](#)
- b. Your Subcommittees Program Page:  
<https://www.broward.org/Census2020/Pages/Subcommittees.aspx>
- c. Share posted content from Broward Census 2020 official social media accounts on [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#) and Next Door
- d. CENSUS official logos
- e. CENSUS stock images for versatile use
- f. Use the Social Media Tool Kit content for suggested posts, hashtags and online resources

**2.5. Act as an Extension.** Make sure your company's/organizations Social Media Manager knows you are here to help. As time-sensitive information arises, such as CENSUS-related events, provide info and updates to share and make yourself accessible to them if help is needed.

### 3. Using Hashtags

Help us spread the word about the [Broward Census 2020](#) via your social media channels. Use our common hashtags, [#BrowardCounts](#), [#YouCount](#) [#BrowardCensus](#) and [#GetCountedBroward](#), as well as the U.S. Census Bureau's assigned hashtag (e.g. [#ShapeYourFuture](#)) and start posting today!



We are encouraging Browards 31 municipal partners to use the above hashtags as well as their municipality and the word Counts. For example: [#FortLauderdaleCounts](#), [#MiramarCounts](#) and [#HollywoodCounts](#)

Be sure to tag [@BrowardCensus](#) social media accounts so that posts and content can be shared accordingly from national accounts. See the following table hashtags suggestions:

Common Campaign Hashtags	Generic Hashtags	Broward Municipal Hashtags
<a href="#">#BrowardCounts</a> <a href="#">#YouCount</a> <a href="#">#BrowardCensus</a> <a href="#">#ShapeYourFuture</a> <a href="#">#StandUpBeCounted</a> <a href="#">#GetCountedBroward</a>	<a href="#">#UnitedStates</a> <a href="#">#USCensus</a> <a href="#">#Census</a> <a href="#">#Broward</a> <a href="#">#BrowardCounty</a> <a href="#">#BrowardCountyCensus</a> <a href="#">#BrowardCensus2020</a> <a href="#">#Census2020</a> <a href="#">#2020Census</a> <a href="#">#USCensusBureau</a> <a href="#">#HardToEnumerate</a> <a href="#">#BeCountedBroward</a> <a href="#">#CompleteCount</a>	<a href="#">#CoconutCreekCounts</a> <a href="#">#CooperCityCounts</a> <a href="#">#CoralSpringsCounts</a> <a href="#">#DaniaBeachCounts</a> <a href="#">#DavieCounts</a> <a href="#">#DeerfieldBeachCounts</a> <a href="#">#FortLauderdaleCount</a> <a href="#">#HallandaleBeachCounts</a> <a href="#">#HillsboroBeachCounts</a> <a href="#">#HollywoodCounts</a> <a href="#">#LauderdaleByTheSeaCounts</a> <a href="#">#LauderdaleLakesCounts</a> <a href="#">#LauderhillCounts</a> <a href="#">#LazyLakeCounts</a> <a href="#">#LighthousePointCounts</a> <a href="#">#MargateCounts</a> <a href="#">#MiramarCounts</a> <a href="#">#NorthLauderdaleCounts</a> <a href="#">#OaklandParkCounts</a> <a href="#">#ParklandCounts</a> <a href="#">#PembrokeParkCounts</a> <a href="#">#PembrokePinesCounts</a> <a href="#">#PlantationCounts</a> <a href="#">#PompanoBeachCounts</a> <a href="#">#SeaRanchLakesCounts</a> <a href="#">#SouthwestRanchesCounts</a> <a href="#">#SunriseCounts</a> <a href="#">#TamaracCounts</a> <a href="#">#WestParkCounts</a> <a href="#">#WestonCounts</a> <a href="#">#WiltonManorsCounts</a>

## SUGGESTED SOCIAL MEDIA CONTENT

### Social Media Content Calendars

In an attempt to stay organized and to send a consistent message, the Broward Census 2020 Marketing Campaign team has strategically created a Social Media Content Calendar. The calendar is formed with themed days, Census related hashtags and personalized hashtags



## #BrowardCounts #YouCount #ShapeYourFuture

pertaining to each of Broward County's Municipalities. As an example, please see the November 2019 calendar below. We encourage you to use these themed days for your personal, company and organization posts.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
November 2019					1	2
					Broward Local Event / Live Music:	Healthier Side of Broward:
3	4	5	6	7	8	9
People of Broward / Broward Destination:	Countdown / Why Census Matters:	Hometown Tuesday:	Who Counts & Why:	Census Fun Fact / TBT / Media:	Broward Local Event / Live Music:	Healthier Side of Broward:
10	11	12	13	14	15	16
People of Broward / Broward Destination:	Countdown / Why Census Matters:	Hometown Tuesday:	Who Counts & Why:	Census Fun Fact / TBT / Media:	Broward Local Event / Live Music:	Healthier Side of Broward:
17	18	19	20	21	22	23
People of Broward / Broward Destination:	Countdown / Why Census Matters:	Hometown Tuesday:	Who Counts & Why:	Census Fun Fact / TBT / Media:	Broward Local Event / Live Music:	Healthier Side of Broward:
24	25	26	27	28	29	30
People of Broward / Broward Destination:	Countdown / Why Census Matters:	Hometown Tuesday:	Who Counts & Why:	Census Fun Fact / TBT / Media:	Broward Local Event / Live Music:	Healthier Side of Broward:
		Hashtags:				

## Day-by-Day Social Media Themes

In conjunction with our Social Media Content Calendar, please see the breakdown and objectives behind the daily Census 2020 social media post. Each theme has been carefully and strategically created to maximize the results of each social media post while ensuring a complete and accurate count for Broward County.

### Sunday -- People of Broward / Broward Destination:

1. These posts are designed to showcase Broward County's cultural diversity and the stunning beauty within our County. Imagery should include but is not limited to points of interest, familiar sights, sunset posts, local events, artwork, neighborhoods, beaches, Broward architecture, etc.
2. When featuring "People of Broward," the goal is to include the many faces of Broward County: social service workers, policemen, firemen, families, children under five (with

parent or guardian approval), immigrants, homeless, millennials, students, etc. Every person counts.

3. Aside from sharing the US Census and Broward Census posts or your own photos via your social media outlets, we encourage you to repost photos from various social media users with a larger following. This will not only create awareness and excitement but this strategic "repost" creates word of mouth towards other social media users.

#### **Monday -- Countdown / Why Census Matters:**

1. Why does the Census count for Health Care? What benefits does the Census provide? How will the Census affect your surroundings? How does the Census affect emergency services?
2. Each post will present a question and answer, highlighting the importance of each question.
3. Within each post, the Broward Census 2020 marketing campaign team will also make mention the timeframe restraint on making sure everyone is counted within Broward County.

#### **Tuesday -- Hometown Tuesday:**

1. [#HometownTuesday](#) are fun and interactive social media post featuring locals within hard to enumerate places. Posts will feature small business, "mom & pop" restaurants, locally owned body shops, any relevant worker within the community, family photos, Mom holding her baby, teacher at a daycare, etc.
2. These strategic posts will create awareness and gain excitement while keeping locals informed. In addition, it creates word of mouth towards others in the community.

#### **Wednesday -- Who Counts & Why:**

1. Do newborns count? Do children count? Do people in nursing homes count? Who counts in my home?
2. Each post will present a question and answer said question while highlighting the importance of each question.
3. These posts are strategically similar to Monday's social media post. The goal is to reinforce information throughout the week and on a week to week basis.

**Thursday -- Census Fun Fact / ThrowBack Thursday (TBT) / Media:**

1. Benefits of the Census, key figures throughout the history of the Census, any current media coverage about the Census, why was the Census established, etc.

**Friday -- Broward Census Local Event / Entertainment, Music, Dance, Art, Culture around the County:**

1. Are there any local events that Broward Census Subcommittees will be participating in, hosting or attending? Are there any upcoming events that promote the Census?
2. These posts will feature any upcoming events that pertains to the Broward Census while supporting the community and getting everyone counted.
3. Tag or share popular events countywide so that the community sees the Subcommittees efforts. Typically those types of events have a large following and might return the favor and "share the love" back to Broward Census 2020.

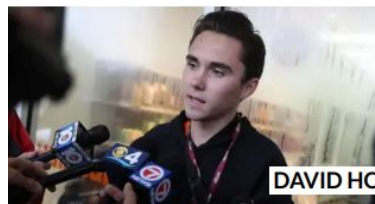
**Saturday -- Healthier Side of Broward:**

1. These posts are designed to promote health awareness. Each post will feature local parks, beaches, outdoor activities, healthy eating, wellness programs, etc.
2. Stress the importance of vital social programs that are funded by a complete count in Broward.

## **VOICES FOR BROWARD COUNTY**

### **So Many Voices, One Powerful Community**

Celebrities are everywhere and it is imperative that we rely on their influence to help in getting Broward County Counted. With so many celebrities calling Broward County home, it is important to remember the impact these influencers have on our community. Celebrity influence has statistically been proven to impact communities " social media users feel more connected to the influencer through higher levels of



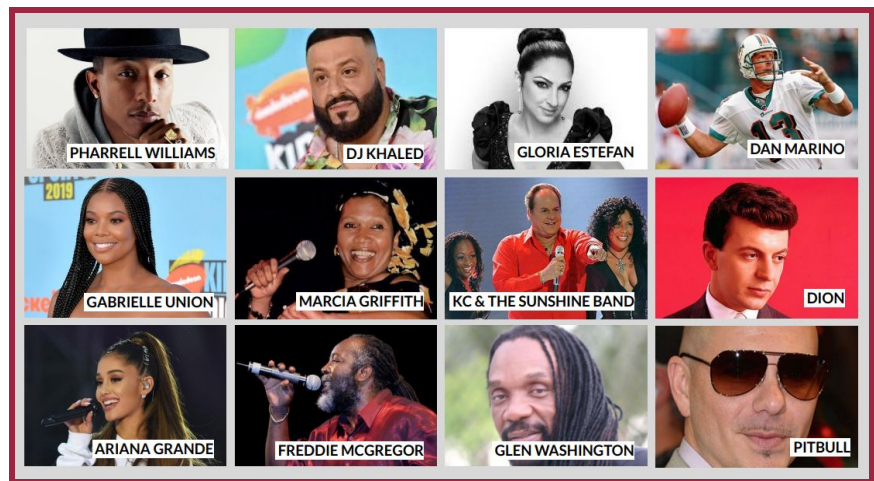
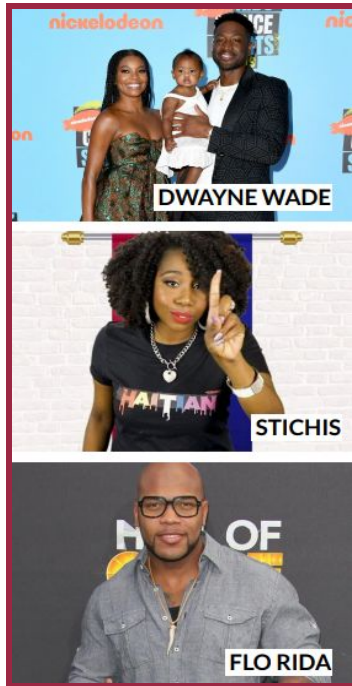
**DAVID HOGG**



**EMMA GONZALEZ**

## #BrowardCounts #YouCount #ShapeYourFuture

engagement, authenticity, and reliability." **If you, your family, friends or someone else within your personal network have relationships with any of South Florida's influencers, thought leaders, trusted voices, celebrities or other prominent community individuals we encourage you to engage them in helping support our Census 2020 Marketing efforts. Have them snap a photo, take a selfie or record a short video clip. #BrowardCounts #YouCount #ShapeYourFuture.** When creating social media posts, it is crucial to rely on these voices. Obtaining selfies, video clips and/or social media stories will have a significant impact as their voice is the trusted voice for Broward County.



### Suggested Tweets: Platform → Twitter



1. Wondering what @BrowardCensus is all about? Learn what it stands for at [broward.org/Census2020](https://broward.org/Census2020)! #BrowardCounts #ShapeYourFuture
2. Take a #BrowardCensus #selfie and share your photo with @BrowardCensus. Tell us why your count matters! #BrowardCensus #BrowardCounts
3. Who counts in your home? #GetBrowardCounted Disclaimer, fur-babies don't count! #StandUpBeCounted

## #BrowardCounts #YouCount #ShapeYourFuture

4. The tiny humans (children under 5 years of age) of Broward County are the future voice of our community! Don't forget to include them on your home's Census form! [#ShapeYourFuture](#) [#BrowardCounts](#)
5. Have you heard about the [@BrowardCensus](#) for 2020? Learn more at [broward.org/Census2020](#)! [#BrowardCensus](#) [#ShapeYourFuture](#)
6. College students, remember to complete your census form using the address where you live and sleep the majority of the time. Click here to learn all about the [@BrowardCensus](#)! [#ShapeYourFuture](#)
7. POST A VIDEO: Why is the [@BrowardCensus](#) important to you? Learn more about the [@BrowardCensus](#) in under 1 minute: (VIDEO LINKS) [#BrowardCounts](#) (Send Video content to Ric Barrick at [rbarrick@broward.org](mailto:rbarrick@broward.org) for uploads to Broward County Youtube.com Census Playlist.)
8. Do you have what it takes to be a Broward Census 2020 worker? Visit <https://2020census.gov/en/jobs.html> to learn more about how you can work with the [@USCensusBureau](#) right here in Broward County. Email [census2020@broward.org](mailto:census2020@broward.org) for more information.
9. From newborns to grandparents, everyone counts in your home! Make sure you count everyone on your census form! Learn more at [broward.org/Census2020](#). [#BrowardCensus](#) [#ShapeYourFuture](#) [#BrowardCounts](#)

### Suggested Posts: Platform → Facebook and Nextdoor



1. [Broward Census](#) has one chance each decade to count our population. Data collected determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions in federal funds to local communities. Broward's Complete Count Committee, chaired by Commissioner Nan Rich, has been formed that includes broad representation from our community. The Committee is raising awareness of the importance of Census 2020 for Broward County and encouraging participation. [#BrowardCounts](#)

## #BrowardCounts #YouCount #ShapeYourFuture

2. Take a [#BrowardCensus](#) [#selfie](#) and share your photo with [@BrowardCensus](#). Tell us why your count matters! [#BrowardCensus](#) (ADD PHOTO)
3. Do you have what it takes to be a Broward Census 2020 worker? Visit <https://2020census.gov/en/jobs.html> to learn more about how you can work with the @USCensusBureau right here in Broward County. Email [census2020@broward.org](mailto:census2020@broward.org) for more information.
4. Have you heard about the [@BrowardCensus](#) for 2020? Learn more at [broward.org/Census2020](http://broward.org/Census2020)! [#BrowardCensus](#) [#ShapeYourFuture](#)
5. POST A VIDEO: Why is the [@BrowardCensus](#) important to you? Learn more about the [@BrowardCensus](#) in under 1 minute: (VIDEO LINKS) [#Broward County](#) (Send Video content to Ric Barrick at [rbarrick@broward.org](mailto:rbarrick@broward.org) for uploads to Broward County Youtube.com Census Playlist).
6. From newborns to grandparents, everyone counts in your home! Make sure you count everyone on your census form! Learn more at [broward.org/Census2020](http://broward.org/Census2020). [#BrowardCensus](#) [#ShapeYourFuture](#)

### Suggested Content: Platform → Instagram



Join the [#BrowardCounts](#) movement on Instagram, a platform to visually personalize the [@BrowardCensus](#) through beautiful imagery, video content, trending hashtags, personalized stories and appropriate links guiding users back to relevant content.

Each Broward Census Subcommittee, Chair and Staff Liaison needs to do this:

1. Take a “selfie” with a caption (or have it on a card in the picture) explaining why your Count matters in the 2020 [@BrowardCensus](#). [#BrowardCounts](#)
2. Take photos at each subcommittee event. Photos should include but are not limited to members, staff, families, volunteers, attendees, or [@BrowardCensus](#) branded materials to promote the 2020 Census.

Other best practices for photos include the following:

### #BrowardCounts #YouCount #ShapeYourFuture

- Avoid posting more than five photos in one post, so as not to dilute the significance of each picture (with exceptions in limited circumstances)
  - Avoid taking photos of an audience unless it is heavily populated or close to full.
  - Remember to always ask for consent when taking photographs of the public at meetings and events--ESPECIALLY when it involves minors.
3. Always try to use the hashtags #BrowardCounts, #ShapeOurFuture and other assigned hashtags (listed on page 6).
  4. Be sure to tag official @BrowardCensus accounts and post to Instagram, Facebook, Twitter and/or Next Door to share with everyone! (Send Video content to Ric Barrick at [rbarrick@broward.org](mailto:rbarrick@broward.org) for uploads to Broward County Youtube.com Census Playlist).

### Suggested Content: Platform → Youtube



As we ensure an accurate count for Broward County, the Broward Census 2020 Marketing Campaign team has created various social media video clips for you to use. As the campaign continues, more video content will be added and shared with you. Each video is closed captioned for the hearing impaired.

Broward County Youtube.com Census Playlist:

[https://www.youtube.com/playlist?list=PLLtNSyEAXwhdCAXDjAlujn\\_PAg4sK0AmE](https://www.youtube.com/playlist?list=PLLtNSyEAXwhdCAXDjAlujn_PAg4sK0AmE)

If you would like your video to be uploaded to YouTube, please send it to Ric Barrick at [rbarrick@broward.org](mailto:rbarrick@broward.org).

Please click on the appropriate links below to download each video to your social media outlets and youtube channels.

1. <https://vimeo.com/365877787> - Shaick Shafyat Mohammed (Password: Census)
2. <https://vimeo.com/364629223> - Pastor Frank Kennedy Jr. (Password: Census)
3. <https://vimeo.com/365582507> - County Commissioner Nan Rich (Password: Census)
4. <https://vimeo.com/369038227> Broward County Mayor Mark Bogen (Password: Census)
5. <https://vimeo.com/364621073> - Rabbi Arnie Samlan (Password: Census)
6. <https://vimeo.com/365794107> - Dr. Rosalind Osgood (Password: Census)



7. <https://vimeo.com/364623756> - City Commissioner Yvette Colbourne (Password: Census)
8. <https://vimeo.com/365642201> - Adriana Carrera (Spanish) (Password: Census)
9. <https://vimeo.com/366592019> Marie Woodson (Haitian-Creole) (Password: Census)
10. <https://vimeo.com/367284600> Fort Lauderdale Mayor (Password: Census)
11. <https://vimeo.com/367119372> Deerfield Beach Mayor (Password: Census)
12. <https://vimeo.com/367098851> Town of Pembroke Park Mayor (Password: Census)
13. <https://vimeo.com/367075958> North Lauderdale Mayor (Password: Census)
14. <https://vimeo.com/367034319> Parkland Mayor (Password: Census)
15. <https://vimeo.com/369177320> City of Miramar Mayor (Password: Census)
16. <https://vimeo.com/369170688> Cooper City Mayor (Password: Census)
17. <https://vimeo.com/369170530> City of Weston Mayor (Password: Census)
18. <https://vimeo.com/369007745> Dania Beach Mayor (Password: Census)
19. West Park Mayor (Password: Census)
20. Pembroke Pines Mayor (Password: Census)
21. Pompano Beach Mayor (Password: Census)

## UNITED STATES 2020 CENSUS BRAND GUIDELINES

### 2020 Census Hex Colors and Typeface

According to the U.S. Census, "The 2020 Census logo is limited to three developed colors: black, white, and Census red. A positive Census red logo is to be used in limited applications. If the 2020 Census logo is knocked out to white, the preferred background colors are: teal, green, Census red, and Census blue. Colors may be selected based on content. Secondary accent colors: dark teal and dark green, are to be used for headlines, subheads, and taglines.

<b>BLACK</b> C:0 M:0 Y:0 K:100  <b>HEX# 000000</b> LAB 0, 0, 0 R:0 G:0 B:0	<b>WHITE</b> C:0 M:0 Y:0 K:0  <b>HEX# FFFFFFFF</b> LAB 100, 0, 0 R:255 G:255 B:255	<b>CENSUS RED</b> ★ PANTONE 194C C:8 M:100 Y:55 K:37  <b>HEX# 9B2743</b> LAB 36, 49, 13 R:155 G:39 B:67
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Logo, type and graphic accents (border, color rectangle)

### Primary Typeface—Headlines and Subheads

Type style consistency, particularly on 2020 Census application materials, is essential for projecting a cohesive public image and recognizable design style.

The Century Gothic type family (a sans serif typestyle) has been selected as the preferred headline style for the 2020 Census identity system. This type style should be used for all headlines and subheads on materials using the 2020 Census logo.

For advertising that is all type, use Century Gothic Regular. To highlight for messaging emphasis, use Century Gothic Bold.

Accent colors

<b>TEAL</b> C:81 M:24 Y:31 K:20  <b>HEX# 0095A8</b> LAB 56, -29, -20 R:0 G:149 B:168	<b>GREEN</b> C:100 M:0 Y:80 K:10  <b>HEX# 009964</b> LAB 56, -46, 17 R:0 G:153 B:100	<b>CENSUS BLUE</b> ★ PANTONE 647C C:95 M:75 Y:14 K:2  <b>HEX# 205493</b> LAB 35, 0, -41 R:32 G:84 B:147
Graphic accents only (border, color rectangle)	Graphic accents only (border, color rectangle)	Type and graphic accents (border, color rectangle)
<b>DARK TEAL</b> ★ C:96 M:0 Y:30 K:45  <b>HEX# 005E7B</b> LAB 36, -16, -24 R:0 G:94 B:123	<b>DARK GREEN</b> ★ C:93 M:0 Y:75 K:55  <b>HEX# 006548</b> LAB 56, -46, 17 R:0 G:101 B:72	
Type applications only	Type applications only	

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 abcdefghijklmnopqrstuvwxyz

## Social Media Posts: Rectangle All Copy

(Facebook, Instagram, LinkedIn & Twitter)

According to United States 2020 Census Brand Guidelines (PAGE 65), "Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis. Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

- Do not use the color border on videos.
- Facebook and Instagram handle—to provide context and for reference only.

**7.0 Social Media**

**Social Media Posts—Rectangle All Copy**


**7.3 Facebook, Instagram, LinkedIn, and Twitter**

Typography can be a combination of Century Gothic Bold and Century Gothic Book. Use Century Gothic Bold for messaging emphasis. Per Facebook and Instagram guidelines, copy cannot exceed 20% of the image.

For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts.

Do not use the color border on videos.


Facebook and Instagram handle—to provide context and for reference only. Example of the standard logo/tagline lockup.



uscensusbureau

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uscensusbureau

Shape  
your future  
START HERE

United States  
Census  
2020

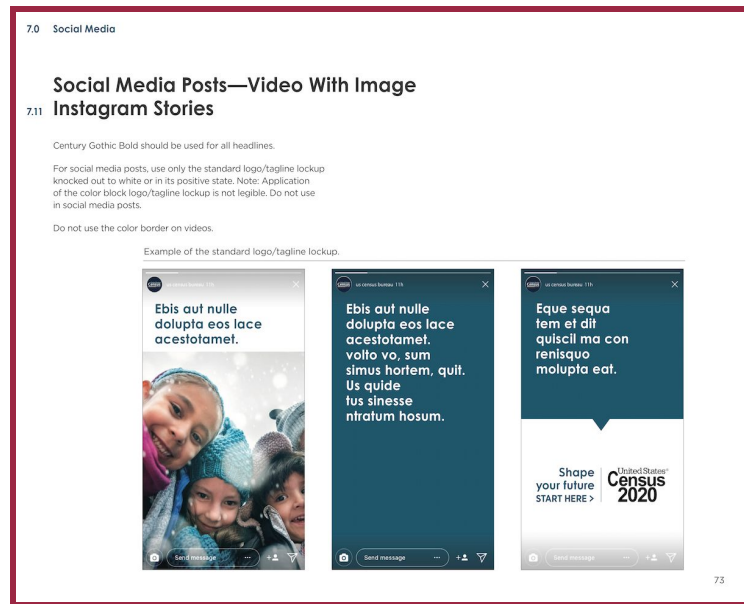
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ide landamus exerferupti vendest.

65

## Social Media Posts: Videos with Images

According to United States 2020 Census Brand Guidelines (Page 73), “Century Gothic Bold should be used for all headlines. For social media posts, use only the standard logo/tagline lockup knocked out to white or in its positive state. Note: Application of the color block logo/tagline lockup is not legible. Do not use in social media posts. Do not use the color border on videos.”

Via a third party application, Century Gothic Typeface must be used when creating your graphic before uploading your image to Instagram and/ or Facebook story.



Also, application of the color block logo/tagline lockup in video or static social media posts is not legible and is not allowed.



## DOWNLOADABLE MATERIALS

### U.S. Census Social Media Graphics

The U.S. Census Bureau's website has created suggested social media content and imagery to be used in highlight the importance of 2020 Census and the impacts on the community. Below you will find suggested 2020 Census Social Media Graphics. To download these images, please visit: <https://www.census.gov/partners/2020-materials/social-media-graphics.html>






## U.S. Census Social Media Content

The U.S. Census Bureau's website has created suggested social media content and imagery to be used in highlight the importance of 2020 Census and the impacts on the community. Below you will find suggested use of graphics and content. To download PDF, please visit: <https://www2.census.gov/about/partners/general/social-media-content.pdf?#>

### 2020 Census Partner Social Media Content

As a 2020 Census partner, you can help ensure that the people in your community 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/LinkedIn/Instagram)	Short Form (Twitter)	Suggested Image
We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit <a href="https://2020census.gov">2020census.gov</a> .	We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit <a href="https://2020census.gov">2020census.gov</a> .	



## U.S. Infographics and Visualizations

The U.S. Census Bureau's website has created numerous visual presentations consistent with data made with charts, tables, maps, and other graphic elements. These visualizations and infographics in simplifying information as they visually provide patterns and current trends. Most infographics and visualizations via the U.S. Census website can be shared, embedded, downloaded, and/ or printed. Through the power of your social media channels, you can help shape the world around you. Share interesting facts, real-life stories, and how-to information to encourage your friends and family members to participate in the 2020 Census.

To download images, please visit: <https://2020census.gov/en/how-to-help.html>



### How the 2020 Census will invite everyone to respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

**95%** of households will receive their census invitation in the mail.

**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

**Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

**United States Census 2020**

### How the 2020 Census will invite everyone to respond

#### What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

#### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

#### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

#### If you haven't responded yet:

**We understand you might miss our initial letter in the mail.**

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

**United States Census 2020**



## BROWARD CENSUS 2020 ONLINE RESOURCES

Broward Census Official Website: <https://www.broward.org/Census2020/Pages/default.aspx>

Facebook: <https://www.facebook.com/BrowardCensus/>

Twitter: <https://twitter.com/BrowardCensus>

Instagram: <https://www.instagram.com/browardcensus/>

YouTube: [https://www.youtube.com/channel/UCkFUpAuNegNExxOKo\\_5KJ6w](https://www.youtube.com/channel/UCkFUpAuNegNExxOKo_5KJ6w)

NextDoor:

[U.S. Census Brand Guidelines](#)

[U.S. Census Social Media Graphics](#)

[U.S. Census Infographics And Visualizations | Social Media Graphics](#)

[U.S. Census Infographics And Visualizations](#)

[U.S. Census News Conference \(Youtube Videos\)](#)

[U.S. Census Logos](#)

[U.S. Census Partner Social Media Content](#)

[U.S. Census Photo Library](#)

*Note: This document was prepared for Broward County by ADEPT Public Relations and may be subject to changes over the course of the Broward Census 2020 Marketing Campaign. As of October 28, 2019, this document is in draft form.*