

# Communications Toolkit: 2020 Census

## Overview

The following are sample social media/newsletter posts to encourage PTA members in your state to participate in the 2020 Census. We encourage you to post these across your communications channels. Thank you for your support to help ensure an accurate population count!

## Sample Posts

- Join us and complete the #2020Census. Why? Because there's importance in being counted. Every household has the option to complete the questionnaire online, through the mail or by phone. <http://bit.ly/2ub2Zyg>
  - Graphic to accompany post: [General Social Media Graphic 3](#)
- Responding to the 2020 Census informs funding for important education and healthcare programs that benefit our children #2020Census <http://bit.ly/2FXWyBr>
  - Graphic to accompany post: [Social Media Card 7](#)
- Your family information will NOT be shared! When you respond to the #2020Census, your data is confidential. Your responses cannot be used against you or shared with any other government agency. <http://bit.ly/2RvAS4U>
  - Graphic to accompany post: [General Social Media Graphic 7](#)
- Young children under 5 are often missed in the census. Your little ones count too! Young children, even newborns, should be counted in the #2020Census. <http://bit.ly/3ajzP0D>
  - Graphic to accompany post: [General Social Media Graphic 5](#)