

Census 2020: Social Media Toolkit

Social Media Strategies and Practices

ABOUT OPEN MEDIA FOUNDATION

The Open Media Foundation (OMF) is an innovative media and technology nonprofit organization dedicated to putting the power of the media in the hands of the people, enabling everyone to engage in their community and bring about the change they wish to see in the world. To this end we provide affordable, high-end media and technology services including web design, video production, classes and access to other media resources.

Working exclusively with nonprofit and public sector organizations, we empower organizations working for social change to carry out their vision and mission more effectively by providing high-end services at affordable rates. Nonprofits receive a matching grant from OMF, covering up to 50% of the market-rate.

The design process we undertake for website design projects, explained in detail in this proposal, leverages Drupal's open-source content management technology to allow us to spend more time on custom development and translating our client's goals into user-friendly, visually appealing, modern website experiences.

WHAT SETS US APART

By working with the Open Media Foundation, you help empower nonprofits, governments, and individuals to shift the media conversation (and thus social awareness) from the corporate interests of our commercial media system towards the human interests of an open, diverse, engaged public.



OVERVIEW OF SERVICES

Open Media Foundation designs and develops new ideas and solutions that help nonprofit and government organizations build a stronger community around their mission. With a process fine-tuned over hundreds of projects we are experts at creating easy-to-maintain sites that produce real world impact. The clients we work for often have a great story to share about why they do what they do - the world is waiting to hear your story, and we are here to help you get the word out!

VIDEO PRODUCTION

- Unique Storytelling, Concept Development and Storyboarding
- High Quality Branded Videos
- Post-Production Services
- Animation and Motion Graphics
- Livestreaming Services
- Live Studio Production
- DVD Authoring and Encoding

CREATIVE DESIGN

- Concept Development
- Branding & Logo Design
- Business Collateral
- Print Production (Ads, Brochures, Publications, Annual Reports)
- Packaging
- Onsite Photography Sessions and Art Direction
- Environments (Signage, Sales Centers, Tradeshow & Specialty)

WEB DESIGN & DEVELOPMENT

- Custom websites built with the Drupal content management system
- Tools to edit and manage content
- Custom design to match your brand and effectively communicate your mission and vision
- Training and recommendations on how your staff can edit and manage the content on your website
- Google Analytics / Analysis





PREFACE

For Census 2020, Open Media Foundation is leveraging its partnerships with nonprofits, access to legislators via the Colorado Channel, which Open Media Foundation operates, and the various complete count committees in Colorado to ensure the content of the PSAs we produce resonate with the hard-to-count communities identified below and encourage participation. Our work begins with a state-wide PSA campaign, with the help of Colorado Broadcaster's Association to reach an estimated 88% of Colorado residents in the first six months of 2020. In addition, Open Media Foundation is directly supporting the creation of at least 12 additional locally-produced productions with regional media outlets, harnessing existing relationships for additional social media distribution through our nonprofit partners and Complete Count Committees. While these 30-second PSAs plant the seed with Coloradoans, we are following up with long-form radio broadcasts with Public News Service (PNS), local productions with rural media outlets through the Colorado Media Alliance, and social media toolkits that include local government representatives and offer audiences opportunities to learn more about the importance of accurate Census counts from the perspective of their neighbors and communities.

By putting more information regarding the Census into more media outlets, we are able to distribute important messaging especially to rural populations and ethnic minorities as to why Census matters to them, their communities, and the state.

Facebook, Instagram, and Twitter should be the primary platforms to concentrate on for this task, as they touch a vast array of users across different communities, including the most remote and hard-to-count ones.

The most important best practice to create traffic and keep engagement active is to have a strict schedule, planning what to post and when, and adhere by it. At the height of the social media campaign, content should be posted on a daily basis.

STEP-BY-STEP GUIDE ON HOW TO SHARE CONTENT ON SOCIAL MEDIA

Video content, alongside still images that rely information in the body of the post, should be formatted into a calendar that reflects the day and time it will be posted and checked off from a list every time it gets uploaded.

It is important to conform the body of the post, seen as caption, to wording and sentencing agreed upon. Consistency in style is key for a good and orderly social media presence.

Example of posting schedule.

- Link to PSA 1; day & time; Facebook; Instagram
- Link to PSA 2; day & time; Facebook; Instagram
- Link to PSA 3; day & time; Facebook; Instagram
- Still Image 1, caption; day & time; Facebook; Instagram
- Link to PSA 4; day & time; Facebook; Instagram
- Still Image 2, caption; day & time; Facebook; Instagram

BEST-PRACTICES TO ENCOURAGE USER-GENERATED CONTENT PROMOTING CENSUS PARTICIPATION

The single best tool that social media has to encourage user-generated content promoting any campaign is the hashtag. This is both an action item, something that users actively engage with by following it, a call to action, and a sign of participation. For this reason, hashtags should be agreed upon and implemented regularly from the very first posts.

The order in which hashtags are presented is also important, with the strongest coming before the weaker ones. Hashtags should come after the actual caption of the post.

It is advisable to create a hashtag that inspires partnership and engagement with the public. Something on line of the “I Voted” sticker. An idea could be #icount or #icounted.

It is important to invest time researching translations for hashtags in Spanish and other languages to target hard-to-count communities. Current hashtags: #census, #census2020, #2020census, #icount, #icount2020, #becounted, #hagasecontar, #make2020count



INSTAGRAM

This platform is more apt for engaging through powerful visuals rather than informative text. Still images with too much information (dates, locations, etc.) can be avoided in favor of images and videos that tug at the heart. The caption can carry the information that the actual post does not, and it can end with a direct question to the user such as “did you count?” to remind the action that needs to be taken.

Still images should follow a set style guide in regards to filters, colors used, text font (for instagram stories), and wording. An Instagram page where all the posts conform to a pre-established style guide have a better impact and looks overall more professional.

Instagram stories are an important tool and should be addressed, planned, and scheduled as a normal post. The format of these should reflect the user holding their phone vertically, and not horizontally, and should be recorded vertically within the app. A step-by-step guide on how to address the Census form can be published with an ad-hoc Instagram story, as the tool separates videos into short segments.

The platform sees peaks of traffic at these times. It is better to schedule postings at the beginning of these time windows.

- Monday: 6am, 10am, and 10pm EST
- Tuesday: 2am, 4am, and 9am EST
- Wednesday: 7am, 8am, and 11pm EST
- Thursday: 9am, 12pm, and 7pm EST
- Friday: 5am, 1pm, and 3pm EST
- Saturday: 11am, 7pm, and 8pm EST
- Sunday: 7am, 8am, and 4pm EST



FACEBOOK

Facebook's posts can include direct information inside still images in the form of text, as a wider ratio (16:9) is expected and preferred over the square format that Instagram uses. Facebook offers direct engagement with the public in terms of sharing, and it is acceptable to prompt users to share our posts with a call to action such as "please share and spread the word!" and "did you count?"

This platform is one of the best tools to create traffic to the website. Direct links and invitation to look for more information are well placed in posts or in posts' captions.

The three biggest usage spikes tend to occur on weekdays at 11am, 3pm, and 8pm EST, with the highest usage being reported at 3pm EST. Weekday usage is pretty steady, however Wednesday at 3pm EST is consistently the busiest period. Posting on Facebook should be scheduled around these times windows.



HOW TO BOOST YOUR POST ON FACEBOOK

Boosting a post on Facebook means paying to get your content seen by more people. In this section, we will show you how to use this feature and extend your post's reach to a greater number of people while increasing engagement.

By boosting your post you can make up for a declining organic reach and reach a wider audience.

To boost a post on Facebook follow these steps:

1. Choose a post to boost. If you are working on a post that you want to boost right away, click on the grey Boost Post button in the lower-right corner of the post box.
2. Target your audience. You will be taken to a menu where you can work on your targeting options. You can target a specific demographic based on age, location, sex, or interests. This is particularly useful when targeting hard-to-count communities across the state.
3. Set your budget. The minimum budget is \$1 per day, and the higher the budget the more people your post will reach. \$5 will get you an estimated reach between 400 and 2000 people. \$10 will get an estimate reach between 1000 and 4500 people, and so on. This payment occurs every day for the duration of the boost.
4. Set the boost duration. Before your post goes live, you will be asked to decide how long you want your boost to be active. By default you can choose to run your post for 1, 7, or 14 days, or you can choose to run your ad until a specified date in the future.
5. Preview the post. Take your time to review everything, making sure the copy is correct and free of errors. This is your last chance to make changes before the post goes live.
6. Select a payment option. Facebook accepts a number of payments, just fill in the page with your details.
7. Boost. Facebook will review your post before it gets published. You can check the status of your boosted post at any time by looking at the Delivery column of your Ads Manager.



TWITTER

It is preferred to use concise, direct statements when writing posts on Twitter, using pertinent hashtags directly in the body of the text when possible. A good way to maintain a tweet short is to concentrate on one topic per tweet. If you have a longer message to share, add a link to a post or website rather than address it directly in the tweet.

Use visual elements in your tweet to capture user's attention. You can attach up to four pictures in your tweets, or embed a short video.

Twitter offers good tools to engage audience. Among these are polls and questions that users can directly interact with. These kind of posts should be addressed as normal posts and implemented in the posting calendar.

Address retweets and replies. This will show users that you are present and active, generating interest and traffic at the same time.

The highest traffic record on Twitter occurs during weekday mornings, and the lowest engagement occurs everyday between 10pm and 4am EST and over the weekends.



CALENDAR

AWARENESS PHASE

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 60 and Over Post	20	21	22
23	24	25	26 Children Census Post	27	28	29

MOTIVATION PHASE

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Women History Month Census Post	3	4	5 People of Color Census Post	6	7
8	9	10	11	12 Children Census Post	13	14
15	16	17 How to sign in to the respondent portal	18	19 People with disabilities census post	20	21
22	23 Immigrants (in Spanish)	24	25	26 60 and Over	27	28
29	30 How we count homelessness post	31 Guide to Complete Census Online				

CENSUS DAY

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Census Day	2 Census Takers begin reaching out by phone & house visits	3 Video Guide to Completing Census Online	4
5	6 Census Takers Living Arrangements	7	8	9 People of Color Census Post	10	11
12	13 Native Population	14	15	16 Children Census Post	17	18
19	20 People who speak limited amounts of English	21	22	23 People with Disabilities Census Post	24	25
26	27 Immigrants (in Spanish)	28	29	30 60 and Over		

MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Census Takers information Post	2
3	4	5 People of Color Census Post	6	7 Native Population	8	9
10	11	12 Children Census Post	13	14 People who speak limited amounts of English	15	16
17	18	19 People with Disabilities Census Post	20	21 Immigrants (in Spanish)	22	23
24	25	26 60 and Over	27	28 Census 2020: Colorado's Native American Population	29	30
31						

JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 Native Population	6
7	8	9 People of Color Census Post	10	11	12 People who speak limited amounts of English	13
14	15	16 Children Census Post	17	18	19 Immigrants (in Spanish)	20
21	22	23 People with Disabilities Census Post	24	25	26	27
28	29	30 60 and Over				

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Native Population	3	4
5	6 People of Color Census Post	7	8	9 People who speak limited amounts of English	10	11
12	13 Children Census Post	14	15	16 Immigrants (in Spanish)	17	18
19	20 People with Disabilities Census Post	21	22	23	24	25
26	27 60 and Over	28	29	30	31	

ADDITIONAL RESOURCES

For additional information and reserouces, please refer to this list of useful links and assets.

- [United States Census Bureau Community Outreach Toolkit](#)
- [United States Census Bureau Outreach Materials](#)
- [United States Census Bureau Brand Guidelines](#)
- [United States Census Bureau Promotional Materials and Guidelines](#)
- [Colorado Department of Local Affairs Census 2020 FAQ](#)
- [Colorado Nonprofit Association Census 2020 Information](#)
- [2020 Census Operational Timeline](#)
- [Open Media Foundation Census Resources](#)





THANK YOU

Thank you for joining us in our objective to make sure everyone is counted, and thank you for your help with this common challenge.

Open Media Foundation's goal with the 2020 Census is to mobilize the population in Colorado least likely to respond to Census. To alleviate fears and undo preconceived notions about Census and how that data is used, especially for transient and immigrant populations. To educate the population that their participation in Census leads to billions of dollars annually in federal funding for key social benefit programs in Healthcare, Education, plus Congressional representation for Colorado.

We realize that you have many variables to consider when choosing a partner to help with strategy, technologies and creative services.

At Open Media Foundation, we are eager for the chance to meet with you to hear more about your challenges—the nuances of your objectives, where you triumph and where your efforts towards success break down. We look forward to learning more from you soon.

In the meantime, if you have any questions, please don't hesitate to contact us.

Open Media Foundation

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