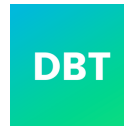


270 STRATEGIES

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Do Big Things

Announce:

Video Series on Digital Basics for Census

Short On-Demand Videos Covering Digital Fundamentals

The digital organizing video series offers expert advice on technology issues to support census outreach efforts. The videos equip organizations with best practices to using social media, email, and text messaging to reach and mobilize hard-to-count communities, craft targeted digital ads, and provide information needed by digital teams.

The five training modules include:

- Social Media
- SMS (texting)
- Email
- Digital Ads
- Search Engine Optimization (SEO)

Videos can be watched at:

<http://bit.ly/CensusCountsVideos>

Meet the Trainers



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In Partnership With
Census Counts