



## #CountMeBlack Youth Census 2020 Week

# SOCIAL MEDIA KIT

**#countmeblack #countblackyouth  
#census2020**



@blackyouthvote



@blackyouthvote



@blackyouthvote

[unitycampaign.org](http://unitycampaign.org)



April 24, 2020

Hello Unity & BYV National and State Partners,

It has been almost a month, since April 1<sup>st</sup> – Census Day and more than 50% of the population has responded to the census. Sadly, the response rate for black people is below the national average, which makes our work to continue to amplify the message to stay engaged and participate in the 2020 Decennial Census—by being counted online, by phone or via mail.

Additionally, we would like to thank you for partnering with us for the NCBCP's Unity #CountMeBlack Youth Census Week, scheduled for April 23-May 1, 2020! This is an opportunity for young people 18-35, to encourage our peers to be counted in the 2020 Decennial Census.

We have outlined a week of social media activities that can be co-branded for your organization to participate and share with your members and networks over a 5-day period. This is an opportunity for NCBCP Unity & Black Youth Vote National and State-Based Partner Organizations to join forces, motivate & encourage Black Generation Z (GenZ) and Millennials to own their power by being counted in the 2020 Census!

In this social media kit, you will find the calendar for daily topics, how to participate in activities, sample messaging, and links for more information on the 2020 Decennial Census. Please contact Holli Holliday, Esq., Unity 2020 National Campaign Manager at [hollunity@ncbcp.org](mailto:hollunity@ncbcp.org), if you need any additional information or assistance.

Thank you for your leadership, partnership and support!

In Solidarity,

*Acacia*

Acacia Newsome  
BYV/BWR Project Coordinator

*Darrell*

Darrell Coles  
BYV Project Coordinator

# **#CountMeBlack Youth Census 2020 Week**

April 27 – May 1, 2020

Theme: Count Black Youth - The Power is In Our Hands

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## **CALENDAR OF ACTIVITIES**

**Monday, April 27<sup>th</sup>**

### **Count Black Youth Census '20 TikTok Monday**

*Black GenZ and Millennial leaders create 30-60 second #CountMeBlack Census '20 videos to promote on Instagram*

**Tuesday, April 28<sup>th</sup>**

### **Wild N Out on Census '20 Tuesday**

**Twitter Storm @ 1 pm – 2 pm EST**

*Unity/BYV national & state-based partners and influencers flood Twitter w/memes & infographics that shows Black youth being counted in Census '20 is about money, power & respect!*

**Wednesday, April 29<sup>th</sup>**

### **Spill the TEA Census '20 Wednesday**

**National Tele-Townhall @ 3:00 pm – 4:30 pm EST**

**Live Streamed on #RolandMartinUnfiltered**

*Black GenZ and Millennial Leaders share strategies and insight on why its important for Black youth to be counted in the 2020 Census to build economic & political power, access quality education & healthcare and more...*

**Thursday, April 30<sup>th</sup>**

### **Celebrate the Diversity of Black Youth Census '20 Thursday**

*Unity/BYV national & state-based partners and influencers flood social media with diverse messages, infographics, memes showcasing the diversity of the Black youth population*

**Friday, May 1<sup>st</sup>**

### **BYV! DJ Live Take Over Census'20 Friday**

**4:00 pm – 10 pm EST**

*Unity/BYV national & state-based partners host Live DJ #CountMeBlack Census Parties to Close Out #CountMeBlack Youth Census Week!*

**Hashtags:** #CountMeBlack #CountBlackYouth #Census2020

## **#COUNTMEBLACK YOUTH CENSUS'20 WEEK**

### **SAMPLE SOCIAL MEDIA POSTS**

Join us for @blackyouthvote #CountMeBlack Youth Census '20 Week to encourage Black Millennials & GenZ to own their power by being counted in the 2020 Census! #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov

The 2020 Census is about money, power & respect. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov

Black millennials and generation Z---you have the power to change the world! Own your power by showing your power in the 2020 Census! Be Counted TODAY! #Census2020 #CountMeBlack #CountBlackYouth @my2020census.gov

Hey, college students, if you are home early due to the Coronavirus Pandemic, make sure you get counted in #Census2020 TODAY.#Census2020 #CountMeBlack #CountBlackYouth @my2020census.gov

For the next 10 years, the federal government will rely on the collected 2020 census data to help guide distribution of approximately \$1.5 trillion in annual spending. #Census2020 #CountMeBlack #CountBlackYouth @my2020census.gov

The data collected by the Census helps entrepreneurs develop effective business plans to start or grow Black business. #CountMeBlack #CountBlackYouth @my2020census.gov

Each Black person not counted in the 2020 Census could cost their community up to \$4000 in federal funding and spending. #Census2020 #CountMeBlack #CountBlackYouth @my2020census.gov

Census results are used to allocate seats and draw district lines for the U.S. House of Representatives, state legislatures and local boards. #CountMeBlack #CountBlackYouth @my2020census.gov

Federal agencies rely on census data to monitor discrimination and implement civil rights laws to protect voting rights, equal employment opportunity and more. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov

It's About Quality Public Education. Census data is used to determine what communities get resources to build quality public schools and get funding for PreK-12 education. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov

## **#COUNTMEBLACK YOUTH CENSUS'20 WEEK**

### **SAMPLE SOCIAL MEDIA POSTS (continued)**

*It's About Quality Health Care. Census data is used to determine what communities get resources to build quality hospitals and have access to healthcare. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov*

*The 2010 census undercounted African American population by more than 800,000. 7% of young African Americans were overlooked in the 2010 census. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov*

*When compared with other major groups who arrived in the U.S. in the past five years, Africans had the fastest growth rate from 2000 to 2013, increasing by 41% during that period. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov*

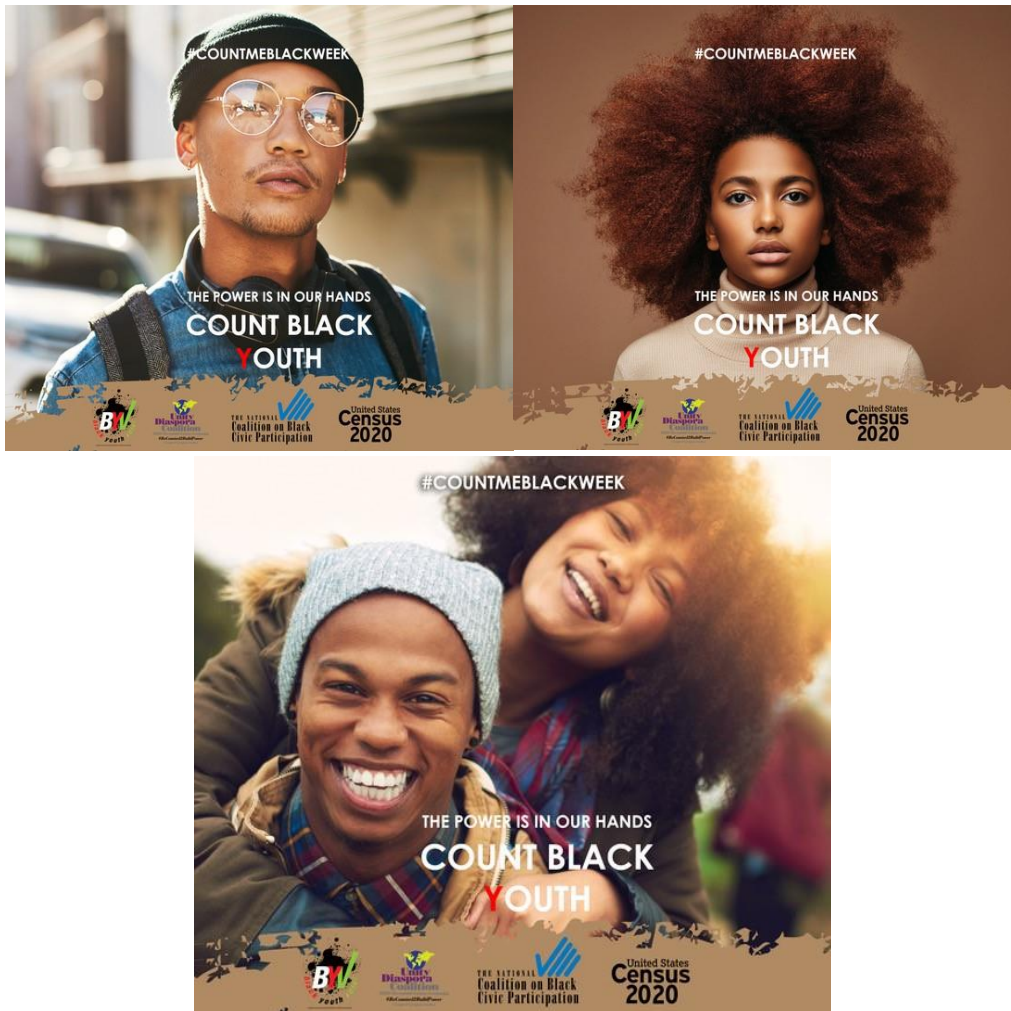
*Workers earning poverty-level wages are disproportionately female, black, Hispanic, or between the ages of 18 and 25. Being counted in Census 2020 is about higher wage jobs being created in our communities. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov*

*45.8% of young black children (under age 6) live in poverty, compared to 14.5% of white children. Being in Census 2020 is about getting funding in our communities to provide a safety net for children and families. #CountMeBlack #CountBlackYouth #Census2020 @my2020census.gov*

*Renters are undercounted at higher rates than homeowners. 58% of Black people rent and due to rising rental cost and low wages often "double up", move in with friends and family due to lack of affordable housing options. The Census is about economic empowerment. #CountMeBlack #CountBlackYouth @my2020census.gov*

## SAMPLE INFOGRAPHICS TO POST THROUGHOUT THE WEEK

*[Special note---Infographics are designed for partners to insert their logos for co-branding]*



[Click here](#) for all social media content for the week



## **#COUNTMEBLACK YOUTH CENSUS '20 WEEK ACTION PLAN**

### ***Monday, April 27<sup>th</sup> - Count Black Youth Census '20 TikTok Monday***

BYV leaders and partners have created the “census” version of the #DontRushChallenge.

ACTION: Post the #DontRushChallenge Video created by BYV coordinators and partners. Feel free to get in on the fun and post your own “census” #DontRushChallenge video. **Video will be live by Monday at 9 am on Black Youth Vote’s Twitter, Instagram and Facebook page @BlackYouthVote. Follow and repost using #CountMeBlack and #DontRushChallenge.**

### ***Tuesday, April 28<sup>th</sup> @ 1 pm – 2 pm EST - Wild N Out on Census '20 Tuesday Twitter Storm***

On this day, we amplify the message of MONEY, POWER AND RESPECT for black youth.

ACTION: Help flood Twitter between 1-2 pm ET with tweets, memes, infographics and posts specially designed to targeted Black youth. **Sign on to Twitter at 1 pm. Follow and Post using #CountMeBlack. Sample social posts above. [Click here](#) to access infographics.**

### ***Wednesday, April 29<sup>th</sup> @ 3:00 pm –4:30 pm EST- Spill the TEA Census '20 Tuesday National Tele-Townhall***

Time to hear from our youth leaders. BYV coordinators will lead this townhall with other Black youth leaders.

ACTION: Join us live on @RolandMartinUnfiltered as we “spill the TEA” about the 2020 Decennial Census from a youth perspective. **Sign on to Facebook or YouTube using #RolandMartinUnfiltered. Help us amplify the Tele-Townhall by hosting a watch party on Facebook and invite your friends. Need instructions [click here](#).**

### ***Thursday, April 30<sup>th</sup> - Celebrate the Diversity of Black Youth Census '20 Thursday***

Millennials and Gen Z represent the most diverse generation yet, representing every facet of our community – men, women, LGBTQ+, immigrants, every faith and much more.

ACTION: Help post images that celebrate the diversity of Millennials and Gen Z and the importance of EVERY one being counted in the 2020 Decennial Census. **[Click here](#) to download content celebrating our diversity with these memes.**

### ***Friday, May 1<sup>st</sup> @ 4:00 pm – 10 pm EST- BYV! DJ Live Take Over Census'20 Friday***

Time to “Party with Purpose” as our BYV team host DJ Live events from around the country to highlight the census and celebrate the end of the week.

ACTION: Tune in and share our DJ Live events on social media. **Go to @BlackYouthVote on Instagram to get the party started, then follow #CountMeBlack to find the party with DJs across the states.**

## Additional Resources for #COUNTMEBLACK Youth Census '20 Week

From US Census Bureau:

**2020 Census - Get Out The Count Video Challenge** Creative videos to share the importance of the 2020 Census and win up to \$30,000. <https://www.challenge.gov/challenge/2020-census-get-out-the-count-video-challenge>

**From Color of Change:**

Interested in creating your own influencer video? Here is a sample by Jakayla Lipsey, Kalamazoo Black Youth Vote. Click this link to see Jakayla's video and to create your own.

<https://yourvoice.colorofchange.org/video-single/1579979835440>

**Other videos by Unity & BYV National and State Partners:**

Stacey Foster, Alabama BYV: <https://yourvoice.colorofchange.org/video-single/1579980798245>

Deven Butler, People's Agenda and Georgia BYV: <https://yourvoice.colorofchange.org/video-single/1579987785034>

Ariel Singleton, Georgia Stand Up and GA BYV: <https://yourvoice.colorofchange.org/video-single/1579985596123>

Destiny Collins, Georgia Stand Up and GA BYV: <https://yourvoice.colorofchange.org/video-single/1579979074285>

**From the Institute of Caribbean Studies:** Use this link to find information about the "Count as Caribbean" Campaign, including presentation and social media content.

[https://www.icsdc.org/census\\_2020](https://www.icsdc.org/census_2020)

**From NAACP:** Use this link to access NAACP: Counted census resources, including access to their GIS "Mapping the Count" tool. <https://www.naacp.org/2020-census/>

**From the National LGBTQ+ Task Force:** Use this link to find information on the "Queer the Census 2020" Campaign and important information for reaching out the LGBTQ+ community.

<https://www.thetaskforce.org/queerthecensus.html>

**From the Leadership Conference on Civil and Human Rights: Census Counts:** The Leadership Conference has been coordinating all resources, use this link to access all the resources available through their Census Counts program. <https://censuscounts.org/gotc-toolkit/>



**For additional information or if you need assistance please contact:**

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