



[#iLeadIServeICount](#)

[#BlackAmericaCounts](#)

BLACK AMERICA COUNTS

Social Media Toolkit

Black America Counts is an initiative with the Congressional Black Caucus Foundation Inc., and Fair Count, Inc. Our partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to help increase census turnout.



@CBCFING

The Congressional Black Caucus Foundation, Inc. (CBCF) and Fair Count, Inc. have partnered to produce 'Black America Counts.' The partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to increase census turnout. Using Fair Count's model to identify the communities, CBCF's Center for Policy Research and Analysis mapped Black and Latinx communities that may not have Internet access, as well as other communities that lack the resources to accurately complete the 2020 Census in numbers comparable to other communities, populations, or regions.

Visit cbcfinc.org/blackamericacounts to download our state heat maps and action fact sheets.

QUICK FACTS

Our Campaign Hashtags:

#BlackAmericaCounts
#ILeadIServeCount
#HearMeSeeMe

Website:

cbcfinc.org/blackamericacounts

Approved Graphics:

<http://bit.ly/38uQ48M>

Social Media ToolKit

CBCF social media accounts



@CBCFInc



www.cbcfinc.org



@CBCFInc



/user/CBCFInc



/CBCFInc



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Official Hashtags

#BlackAmericaCounts
#ILeadISeveICount
#HearMeSeeMe

SAMPLE FACEBOOK POSTS



Approved graphics can be downloaded here: <http://bit.ly/38uQ48M>

The **#Census2020** will begin on April 1 and this year we must ensure that the Black community is fully represented. When our community is undercounted, we lose out on critical federal funding for our neighborhoods. Find out more about your state: cbcfinc.org/blackamericacounts/ If you don't see your state listed, check back soon and encourage your family and friends to **#BeCounted**. **#BlackCensus2020 #BlackAmericaCounts #ILeadISeveICount**

For the first time, in 2020 the U.S. Census Bureau will accept responses online. The process will be quick and secure. You can respond to the census in less time than it takes to finish your morning coffee. You will also still be able to respond by mail. To learn more about what to expect, visit cbcfinc.org/blackamericacounts. **#2020Census #BlackAmericaCounts #ILeadISeveICount**

Can't think of an **AMAZING** caption? Just copy and paste the text below!

When you respond to the **#2020Census**, you help inform how billions of dollars flow into communities across the nation for schools, hospitals and health clinics, roads, public transportation, and other vital services. Learn more about why the census matters in your community: cbcfinc.org/blackamericacounts. **#BlackAmericaCounts #ILeadISeveICount**

Did you know that the census is so important it is mandated by the U.S. Constitution? We have partnered with Fair Count to make sure every person living in the U.S. gets counted in the **#2020Census!** Find out more about Hard-to-Count (HTC) Black and Latinx communities in your state and how to **#becounted: cbcfinc.org/blackamericacounts**. **#BlackAmericaCounts #ILeadISeveICount**



SAMPLE TWITTER POSTS 240 characters? No Problem.



What matters to you? Schools? Transportation? Hospitals? @uscensusbureau helps allocate community resources. Learn how this impacts you and your community:
cbcfinc.org/blackamericacounts. #2020Census #BlackAmericaCounts #iLeadIServeICount

@CBCFInc & @FairCount today launch #BlackAmericaCounts. The partnership identifies hard-to-count (HTC) communities nationwide to guide outreach & increase #2020Census turnout. Learn more: cbcinc.org/blackamericacounts. #iLeadIServeICount #HearMeSeeMe

#DidYouKnow that the #2020Census is not just for American citizens? The #Census counts everyone living in the country, including non-citizens. Download our action fact sheets to learn more: cbcfinc.org/blackamericacounts #BlackAmericaCounts

#BlackAmericaCounts identifies the areas of the greatest need #2020Census needs at the county level. Heat maps for 25 states represented by members of @theblackcaucus are available now: www.cbcfinc.org/blackamericacounts. More to come!



For the first time, you can respond to the census online. Responding by mail will still be an option. Get more information: 2020census.gov. #2020Census #BlackAmericaCounts #iLeadIServeICount

SAMPLE INSTAGRAM POSTS

Psst...don't forget: <http://bit.ly/38uQ48M>



New businesses. New jobs. New offices. Census data helps small businesses in communities across the nation make smarter decisions. Visit the link in our bio to learn more about the #2020Census and what's at stake for Black and Latinx communities. #BlackAmericaCounts #iLeadIServeICount

@CBCFInc and @FairCount today launched #BlackAmericaCounts. The partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to increase #2020Census turnout. Visit the link in our bio to learn more. #iLeadIServeICount



The 2020 Census is fast approaching. Data collected in the census will inform the distribution of more than \$675 billion in federal funds to states and communities each year for vital resources such as infrastructure, health care, and food assistance. It is important that we all respond to shape the future of our communities. Learn more about our #BlackAmericaCounts campaign in partnership with @FairCount, and download our action fact sheets to see how Black and Latinx communities in your state could be at risk (link in bio). If you don't see your state, check back soon! #iLeadIServeICount #HearMeSeeMe