

We Count Wednesday

Welcome to We Count Wednesday! Below you'll find some actions you can take this week.

WE COUNT HIGHLIGHTS

[Visit our website!](#) We have a new and improved website, where we'll continue to house the best resources for all your Census needs. You can also upload resources and events!

Why are YOU taking the Census? Take a moment to [tell us why](#) completing the Census is important to you and your community!

WE COUNT ACTIONS

1. Suggestions for Census Social Media Activity

-Amplify and Join the Social Media Video Storm (March 18) - Children and Families.

- The goal is to amplify that all children, including babies and kids of all ages, count; why it's important for our future; and, that this time around we don't want to miss any child in the 2020 Census.
- Post on social media: Facebook, Instagram, Twitter
- Use Hashtags: #CountAllKids #2020Census #HagaseContar
- [Link](#) to further instruction and short script

-Take and Share: the Census Meme Challenge (March 19-22)

- Launch date: March 19th - share on social media about the Census Meme Challenge and engage people with humor

- Use [meme generators](#) to create memes about the Census and encourage others from your network to participate in the challenge
- See [Link](#) to instructions, examples, and email to encourage participation in the Census Meme Challenge)
- Use hashtag #CensusMemeChallenge to enter the challenge.

-Share the Census Bureau [video guides](#) and/or create videos in languages used in the community that you serve. Reach out if you would like example scripts.

- Use hashtags: #CountUsIn #WeCount

-Use Twitter and TikTok to share fun content related to the census.

2. 2020 Census Video Prize Challenge- Orgs could win up to \$30k in prizes!

The [Census Open Innovation Labs](#) at the U.S. Census Bureau has launched a first-of-its-kind [Video Prize Challenge](#) to help get the word out about the 2020 Census with a total of \$50,000 in prize awards.

The goal of the competition is to accelerate the creation of shareable content that speaks to [hard-to-count](#) communities, through engaging and informative short-form videos. This open call for content is designed to help educate and motivate individuals to communicate why it's critical to complete the [2020 Census](#) — from getting the funding their community needs, to representation in congress.

This effort is aligned to the 'reminder phase' of the 2020 Census campaign to crowd source user-generated content that drives home the key message that *"It's not too late to respond either online, via phone, or by mail"*. Submissions are open until **April 11th at 2:59am EST**, winners will be announced early to mid May.

Three prizes will be awarded: a **\$30,000 grand prize, \$10,000 runner up, and \$10,000 student prize.**

3. Count All Kids Day is Here

Today, Wednesday, March 18, is Count All Kids Day. Go to Count All Kids on Facebook

and add their profile frame to your page and ask your networks to do so too. Check out their guide for messaging and resources [here](#). This blog also has links to their [state press release template](#) as well as [ZIP code level data](#) for outreach. Please join Count All Kids for a Tweetstorm tomorrow from 1-2pm ET. @CountAllKids #CountAllKids

4. NQAPIA 3/18 and 3/25 Digital Census Workshops

The National Queer Asian Pacific Islander Alliance is taking their census workshops digital and providing trainings on Wednesday, March 18 at 12pm ET / 11am CT / 10am MT / 9am PT / 6am HT and 6pm ET / 5pm CT / 4pm MT / 3pm PT / 12pm HT and Wednesday, March 25 at 9pm ET / 8pm CT / 7pm MT / 6pm PT / 3pm HT. [Register here](#). See NQAPIA's [census factsheet](#) and [legal ethics memo](#).

5. April 1st: Census Day 2020 - tell us your plans!

Census Day is coming up in only 2 weeks! Do you or your organization have plans for that day? Have you considered moving Census Day events to a Social Media Day of action on April 1? Consider: Live-stream about the census. Click [here](#) to fill out this form and tell us what you're doing!

6. Census 2020 Facebook Profile Picture Filter

Click [here](#) to access a Census 2020 Facebook Profile Picture filter. Change your profile picture and let your Facebook friends know that you've been counted!

7. NYCCounts 2020 Email Signature!

New York Counts 2020 has developed a new email signature to raise awareness about the Census! The email signature links to the NYCCounts2020 website and events page, to the 2020 Census website, and to the NYCCounts Twitter. Check it out below and copy and paste it into your email signature!