

Wake County Local Government Census Day (#LocalGovCensusDay)

Key Messages

Wake County's Campaign and Calendar

Ideas for Municipalities

Assets

Key Messages





- Wake County and its municipalities have a stake in the 2020 Census.
- The 2020 Census will determine the funding and representation our communities get for the next 10 years. Local leaders will use Census data to make important decisions.
- Municipalities across Wake County have been working together to get out the count for over year.
- On Aug. 11, we are coming together on social media for Local Government Census Day.
- This is an opportunity to combine our efforts and flood social media with reasons why people who have not yet responded to the census should take action.
- Aug. 11 is also when census takers will be hitting the streets, so this is a good chance to remind people that they have the power to avoid getting a knock at their door.

Wake County's Social Media Campaign and Calendar

- Twitter: Create a Twitter storm featuring a different municipality and their current response rate and Census logo each out. Use #LocalGovCensusDay.
 - 7 a.m. | Wake County/Census takers out
 - 8 a.m. | Apex
 - 9 a.m. | Cary
 - 10 a.m. | Fuquay-Varina
 - 11 a.m. | Garner
 - Noon | Holly Springs
 - 1 p.m. | Knightdale
 - 2 p.m. | Morrisville
 - 3 p.m. | Raleigh
 - 4 p.m. | Rolesville
 - 5 p.m. | Wake Forest
 - 6 p.m. | Wendell
 - 7 p.m. | Zebulon
- Instagram:
 - 7 a.m. | LGCD Intro/Census takers out
 - Noon | Current response rates
 - 7 p.m. | Reminder about importance of Census to all communities
 - All day | Highlight municipalities' response rates on IG Stories
- Facebook:
 - 7 a.m. | LGCD Intro/Census takers out/Importance
 - 2 p.m. | Reminder about Census Facebook profile frame

Opportunities/Ideas for Municipalities

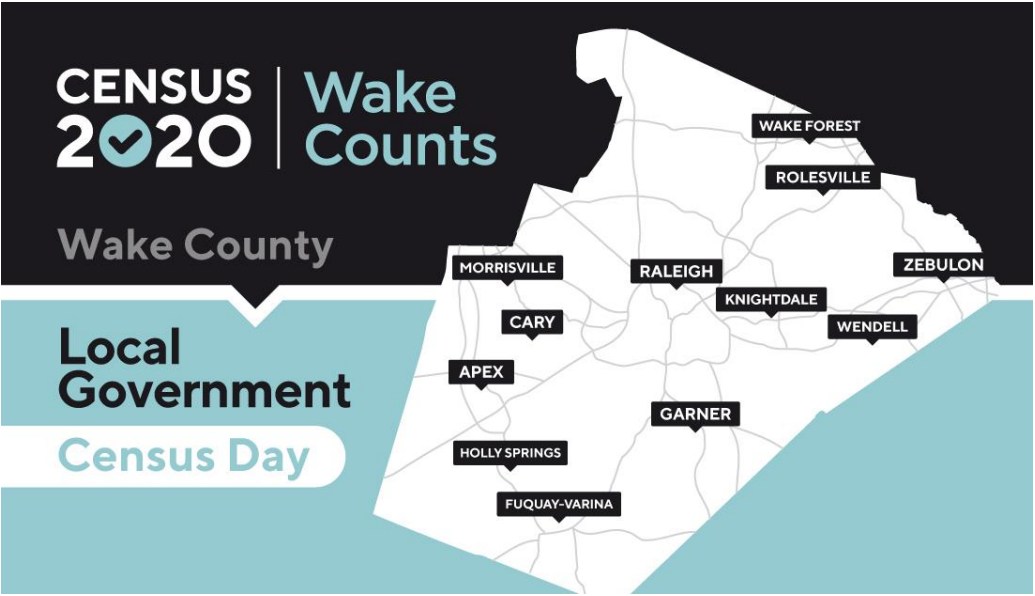
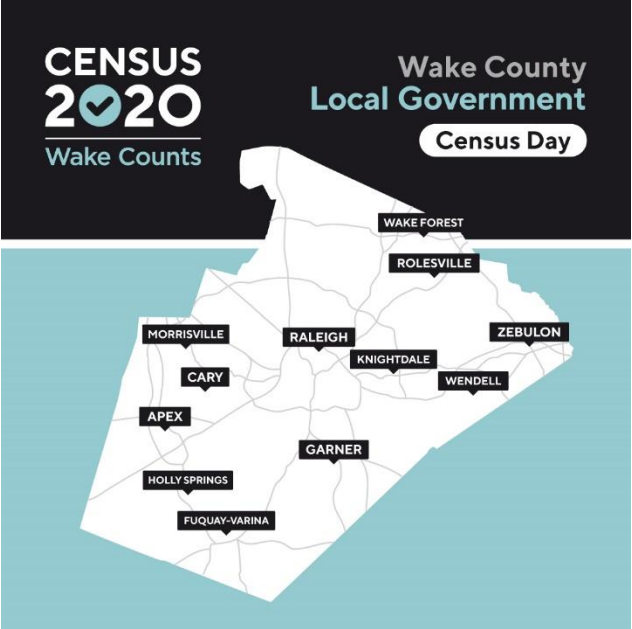
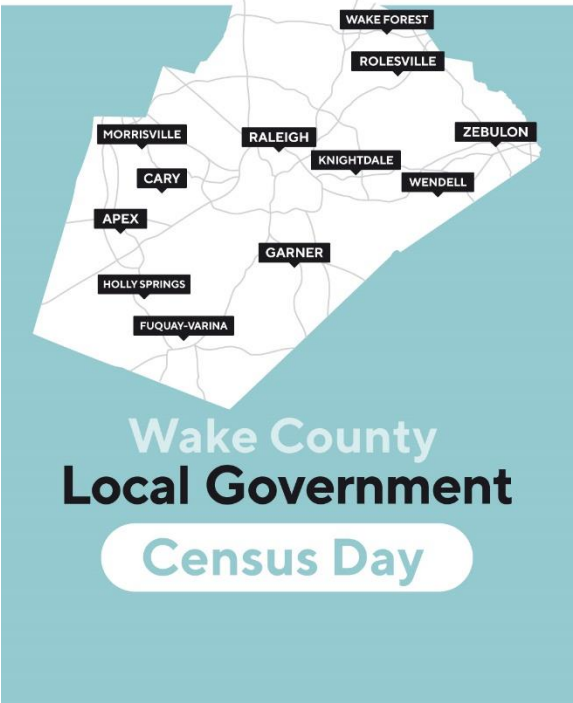
- Retweet and share @wakegov's posts throughout the day.
- Retweet and share other municipalities' posts throughout the day.
- Ideas for your own posts:
 - Some of these may need to be edited a bit depending on the length of your town name/hashtag.*
 - Your current response rate.
 - [%] of [muni's] households have responded to the #2020Census. Have you participated yet? Let's make sure #[muni]counts in 2020! #LocalGovCensusDay
 - The upcoming presence of Census takers in your community.
 - If you haven't completed the #2020Census yet, get ready for a visit. On Aug. 11, Census takers will start stopping by homes that haven't yet responded. Want to avoid the knock? Start here: <https://2020census.gov/> #WakeCounts #[muni]counts #LocalGovCensusDay
 - Starting Aug. 11, you'll start to see #2020Census takers in [town] (masked and socially-distanced, of course). Want to avoid a visit? Respond today online or by phone Info: <https://2020census.gov/> #WakeCounts #[muni]counts #LocalGovCensusDay
 - A challenge to another municipality.
 - We know [town] residents are ready to show how #[muni]counts in 2020! We challenge [other town] to see who can get the highest response rate. Winner gets [something unique to your town]. #WakeCounts #[muni]counts #LocalGovCensusDay
 - Examples of what Census money funds in your community.
 - #2020Census results affect funding for healthcare, emergency planning, preparedness and recovery efforts. #COVID19 has driven home the importance of these services. Make sure they are funding in 2020 and beyond by responding to Census. #WakeCounts #[muni]counts #LocalGovCensusDay
 - The people who have been working hard to get out the count.
 - [Name] has been working hard behind the scenes to get out the count and make sure #[muni]counts in 2020. Thanks for your hard work! #2020Census #WakeCounts #LocalGovCensusDay
 - Challenges you've issued to other towns.
 - In May, @wakegov Manager David Ellis challenged @meckcounty Manager Dena Diorio to see which of the state's largest counties get the highest response rate. #LocalGovCensusDay #WakeCounts
 - Reiterate some general Census posts.
 - Over the next decade, local leaders will use #2020Census data to make critical decisions. The results will show where communities need new schools, new clinics, new roads, and more services for families, older adults and children. 🏠📱🏠👨👩👧👦🥰🥰 #[muni]counts #LocalGovCensusDay
 - Federal nutrition programs are among the many reasons it is so important to respond (and report all children, including newborns, living in your home) to the #2020Census. my2020census.gov. #WakeCounts #[muni]counts #LocalGovCensusDay 🍏🥘🥛

- Everyone who lived in your home on April 1 should be counted in the #2020Census. More people = more needs. An accurate count helps inform funding for hospitals, fire departments, schools, and roads for the next 10 years.    
#[muni]counts #WakeCounts #LocalGovCensusDay

Assets


- Wake Counts logo
- Municipality logos
- Graphics
 - Local government
 - Child health
 - Family
 - Hospital
 - Census Taker 1
 - Census Taker 2

Wake County
Local Government Census Day
Social Media Campaign



Wake County, NC @WakeGOV · Aug 11

.@WendellINC has been showing the #2020Census love since the very beginning (before 🤖). The town is currently reporting a 68.2% response rate. #WendellCounts #WakeCounts #LocalGovCensusDay



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Raleigh Planning @RaleighPlanning · Aug 11

We can do better than that, Raleigh! #LocalGovCensusDay

Wake County, NC @WakeGOV · Aug 11

Coming in at a 63.8% response rate, @RaleighGov is closing in on a population of half a million, according to the @uscensusbureau. The official estimate as of July 1, 2019, was 474,069. ow.ly/7cRs50AWk0h #RaleighCounts #WakeCounts #LocalGovCensusDay

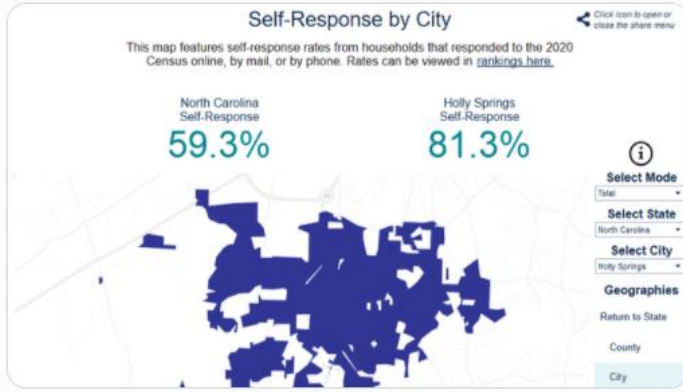


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Town of HollySprings @ToHollySprings · Aug 11

Way to go, #HollySprings! Check out our #2020Census self-response rate - 81.3%! If you haven't completed the census yet and want to avoid a visit from a census taker, complete the census by starting here: 2020census.gov #LocalGovCensusDay



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Wake County, NC @WakeGOV · Aug 11

The @TownofFV has a #2020Census response rate of 74.5%! People are flocking there -- the town's population grew by 68% from 2010 to 2019! We opened a new library in FV last year. Until it reopens, check out Books on the Go! #FuquayVarinaCounts #WakeCounts #LocalGovCensusDay



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Town of Morrisville, NC

August 11 · 🌐



If you haven't completed the #2020Census yet, get ready for a visit. Starting today August 11, Census takers will start stopping by homes that haven't yet responded. Want to avoid the knock? Take the Census!
<https://my2020census.gov/> #WakeCounts #LocalGovCensusDay
<https://bit.ly/3kyLo9n>



CENSUS 2020 | Wake Counts

wakegov.com/CENSUS

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Town of Wake Forest, NC

August 11 · 🌐



Town of Wake Forest Planner, Courtney Jenkins, has been working hard behind the scenes to make sure #WakeForestCounts in 2020. Great job, Courtney!

#LocalGovCensusDay #2020Census #TownofWakeForest #WakeCounts



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5 Comments 6 Shares



townofmorrisvillenc • Following



Morrisville currently has a 64.6% response rate to the #2020Census. Morrisville's population grew by 55.2% in the last 10 years, according to the US Census Bureau! Make sure our continued growth is counted! Visit www.my2020census.gov or call 844-330-2020 to complete your Census today!
#LocalGovCensusDay
#MorrisvilleCounts #WakeCounts
#morrisville

8w



nayorthodontics We ❤️ Morrisville



8w Reply



26 likes

AUGUST 11

Add a comment...

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