

2020 Census Social Media Guide for Partners

Official Campaign Hashtags

#NJCensus2020
#StrengthInNumbers
#FillitOut
#NJCensusDay2020 (To be used on Census Day)
#2020Census
#GetOutTheCount
#NJGOTC

Sample Facebook Posts for Partners

Sample Post #1

Responses to [#2020Census](#) will shape how \$45 billion+ in federal funding is distributed annually to our communities. We are proud to partner with [@NJCensus2020](#) to make sure New Jersey gets counted! You can make a real difference in our community – Fill out your Census at [CENSUS.NJ.GOV](#).

Sample Post #2

The [#2020Census](#) counts everyone living in our great state. Your response shapes decisions about how public funds are spent for schools, fire/emergency services, health care for our communities and much more! Follow [@NJCensus2020](#) & visit [CENSUS.NJ.GOV](#) to fill out your #Census – help us make sure NJ gets counted! [#StrengthInNumbers](#)

Sample Post #3

(Note – use this post on Census Day)
It's [#NJCensusDay2020](#)! If you haven't already, fill out your [#2020Census](#) – you'll want to count everyone who lives in your home – and that means kids of all ages, grandparents & any others who live with you all of the time. This is incredibly important, because accurate census numbers shape decisions about funding for our local schools, fire/emergency services, health care and more.

Share the news with everyone you know to make sure NJ gets counted! Fill out your Census here: [CENSUS.NJ.GOV](#)

[#StrengthInNumbers](#) [#FillitOut](#)

Official NJ Census 2020 Social Media & Website

Facebook: [@NJCensus2020](#)
Twitter: [@nj_census2020](#)
Instagram: [@njcensus2020](#)
Website: [CENSUS.NJ.GOV](#)

Sample Tweets for Partners

Sample Tweet #1

Responses to [#2020Census](#) will shape how \$45 billion+ in federal funding is distributed annually to NJ communities. We're proud to partner with [@nj_census2020](#) to make sure [#NewJersey](#) gets counted! You can make a difference in our community – [#FillitOut](#) here: [CENSUS.NJ.GOV](#)

Sample Tweet #2

[#2020Census](#) counts everyone living in NJ! Your response shapes funding decisions for schools, fire/emergency services, health care and much more! Follow [@nj_census2020](#) or visit [CENSUS.NJ.GOV](#) to [#FillitOut](#) – Make sure NJ gets counted! [#StrengthInNumbers](#) [#GetOutTheCount](#)

Sample Tweet #3

(Note – Tweet this on Census Day)
It's [#NJCensusDay2020](#)! If you haven't yet, complete your [#2020Census](#). Count everyone who lives in your home – that means kids, grandparents – Everyone! (Important! Accurate numbers determine funding for local services.)

[#Retweet](#) so NJ is counted! More: [CENSUS.NJ.GOV](#)

STRENGTH IN NUMBERS

