



April 1, 2019 #CountAllKids Social Media Activation Guide

April 1 marks one year until the 2020 Census — a perfect time to raise awareness about the need to count young children more accurately so that our states and communities don't lose out on political power or funding for key services and programs. Count All Kids is joining the **April 1 #CountMeIn national day of action**, using our collective channels to amplify our messages. Please use this social media toolkit to join us.

Key Links:

- Count All Kids blog series: countallkids.org/news/
- Count All Kids on Facebook at www.facebook.com/CountAllKids/ and Twitter [@CountAllKids](https://twitter.com/CountAllKids)

Tips:

- Tag your Complete Count Committees, Governors, state legislators, county councils, and mayors.
- Include images in your posts for maximum engagement. You can download them from our [April 1 image bank](#). Important: we've created state image tiles and data for your posts in 36 states for post customization, [here](#).
- Tag local community leaders who could create Complete Count Committees or have influence and get the message out in the images you tweet out.
- **Use the hashtags #CountAllKids, #CountMeIn and #Census2020 where possible.**

Before April 1:



SAMPLE TWEETS

April 1 marks one year until #Census2020. It's crucial that we fix the undercount of young children. Join the #CountMeIn activation and make sure we #CountAllKids so our communities don't lose out on political power and funding.

CountAllKids.org

- SUGGESTED IMAGE: [SAVE THE DATE](#)

States lost more than half a BILLION dollars in funding for children, families & communities each year because so many kids under 5 were missed in the 2010 Census. Say #CountMeIn with us April 1 to #CountAllKids in #Census2020. Find more info: <http://bit.ly/CAKStateMoneyBlog>

- SUGGESTED IMAGE: [SAVE THE DATE](#)

JOIN US APRIL 1: Our children and communities need us to ensure every child is counted in #Census2020. On April 1, use #CountMeIn to amplify the national call to #CountAllKids. Here's why it matters: bit.ly/census-vid

When we miss kids under 5 in the census, it has consequences for them, their families, their communities & the whole country – April 1 marks one year to #Census2020. Join us to #CountMeIn and increase funding by making sure we #CountAllKids. Learn more: bit.ly/census-vid



SAMPLE FACEBOOK POSTS LEADING UP TO APRIL 1

ACTION ALERT: On April 1, we need your voice. Join the #CountMeIn activation to mark one year until the #Census2020 -- and help ensure that all very young children (under age 5) are counted. The census count determines \$900 billion in funding for states each year.

When we miss kids, it harms children for a decade--most of their childhood. Programs that help children thrive, like CHIP, child care, and funding for schools, get less funding. Help us make sure we #CountAllKids by saying #CountMeIn. Find out how HERE: CountAllKids.org

- SUGGESTED IMAGE: [SAVE THE DATE](#)

Over half a BILLION dollars in federal funding for children, families, & communities has been lost in 36 states each year since 2010. Why? Because the census missed too many young kids under the age of 5.

Stand up with us on April 1 - which marks one year until the census is in full swing - and help make sure we #CountAllKids in #Census2020. Find more info: <http://bit.ly/census-vid>

- SUGGESTED IMAGE: [SAVE THE DATE](#)



SAMPLE INSTAGRAM POST

April 1 marks one year until the next census in April 2020, when we have the opportunity to gain over half a BILLION dollars a year in deserved federal funding for children, families & communities -- if we can get an accurate #Census2020 count of young kids under the age of 5.

Did you know that federal funding has been lost in 36 states every YEAR since 2010? Why? Because the census missed many young kids under the age of 5. Stand up with us on April 1, which marks one year until the census is in full swing, and help make sure we #CountAllKids in the next decennial census. Find more info at countallkids.org.

- SUGGESTED IMAGE: [SAVE THE DATE](#)

See next page for posts to activate on the day of April 1!

Social Posts to Share ON APRIL 1:

Join the social media Day of Action on April 1, 2019 using sample social posts below!

We have state-specific information for 36 states. On April 1, please find your state image tile [here](#), and use the image or the blog to customize your posts, if you so desire!



SAMPLE TWEETS

If every young kid was counted in the last census, there would have been half a BILLION \$ more per YEAR to fund critical programs. See how much states lost from just 5 programs and find out how to help #CountAllKids in #Census2020 so they can thrive. #CountMeIn <http://bit.ly/CAKStateMoneyBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

If the census had counted every young kid in [Alabama] in 2010, there would have been [\$13 million] more EACH year for Medicaid, CHIP, foster care, & more. We're one year from #Census2020 & to help all kids thrive, we must #CountAllKids. Will you say #CountMeIn?

(Note: Please see your image tile to plug in the red data points for your state!)

- SUGGESTED IMAGE: Your State Tile from this [folder](#)

Because so many very young kids under 5 were missed in the last census, Vermont lost \$468,727 per YEAR in funds for programs for children & their communities. Pledge to #CountMeIn to help #CountAllKids for #Census2020: <http://bit.ly/CAKStateMoneyBlog>

- SUGGESTED IMAGE: [Vermont State Tile](#) or swap numbers with your own state data and use Your State Tile from this [folder](#)

In the 2010 Census, about 2.2 MILLION kids under 5 were missed. It's up to us to say #CountMeIn to make sure kids are counted despite homelessness, living in multifamily homes, language barriers & others. Find out how to help #CountAllKids for the #Census2020: CountAllKids.org

- SUGGESTED IMAGE: [General U.S. Tile](#)

In the 2010 census, Latino children under age 5 were undercounted at a rate of 7.5% and black children were undercounted by 6.3% -- YOU can help #CountAllKids in #Census2020 by taking the pledge to #CountMeIn. Find out more: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [April 1](#)

The youngest children under age 5 are often missed in a census because of lack of understanding that young kids should be counted. How can you help? Pledge to #CountMeIn and host a community event to #CountAllKids in the #Census2020. CountAllKids.org <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [April 1](#)

About 300 federal programs use data from the census every 10 years to put \$160 billion towards programs that help kids. Make sure all 50 states count 100% of kids in #Census2020 so these programs critical for childrens' #opportunity

are funded. Pledge to #CountMeIn: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

We can't afford for children ages 0-4 to be missed in the #Census2020 -- find out what a complete count of all young children could mean for state funding and stand up to say #CountAllKids here: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

What if we lost out on half a BILLION in funding for children nationwide each year? That's no #AprilFools joke, that's what's at risk again unless we make sure we #CountAllKids in the #Census2020. Learn more here & say #CountMeIn: www.countallkids.org

- SUGGESTED IMAGE: [General U.S. Tile](#)

Over 2 million children under 5 are at risk of being missed in #Census2020. After 2010, Texas alone lost out on almost \$120 MILLION each year in funds for programs like Medicaid because of an undercount of very young kids. Say #CountMeIn to #CountAllKids in 2020: <http://bit.ly/CAKStateMoneyBlog>

- SUGGESTED IMAGE: [Texas State Tile](#) or swap data in post and use Your State Tile from this [folder](#)

Young children under age 5 are most at risk of not being counted in #Census2020. That means fewer federally funded resources for communities that need it most. Will you say #CountMeIn to help #CountAllKids? LEARN MORE: https://www.youtube.com/watch?v=p6E_nkodhVw

- SUGGESTED IMAGE: [General U.S. Tile](#)

Undercounting kids under age 5 took away more than \$17 million in federal funding for Arizona in 2010, impacting the most vulnerable communities. We must #CountAllKids for the #Census2020 to fund critical resources. Stand up and say #CountMeIn: <http://bit.ly/CAKStateMoneyBlog>

- SUGGESTED IMAGE: [Arizona State Tile](#) or swap data in post and use Your State Tile from this [folder](#)

How can you say #CountMeIn to help all kids in the community by making sure we #CountAllKids in #Census2020? We have to reach community partners & officials everywhere. Contact your Complete Count Committee to spread the word & find more info here: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

How can you say #CountMeIn to help all kids in the community count by making sure we #CountAllKids in #Census2020? We have to reach community partners and officials everywhere. Contact your Governor, legislators, and local officials to spread the word. <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

Census data influences where billions of \$ goes—when we #CountAllKids, we make sure more educational resources and funding for hospitals, community health centers & more are guaranteed for young kids. Say #CountMeIn now to help us get out the count. https://www.youtube.com/watch?v=p6E_nkodhVw

- SUGGESTED IMAGE: [General U.S. Tile](#)



SAMPLE FACEBOOK POSTS

Young children under 5, especially kids of color, are most at risk of being missed in #Census2020.

We need federally funded resources for child care programs, schools, and Medicaid for communities that need it most. Will you say #CountMeIn and help us #CountAllKids? LEARN MORE: https://www.youtube.com/watch?v=p6E_nkodhVw

- SUGGESTED IMAGE: [General U.S. Tile](#)

Why are very young kids between the ages of 0 to 4 often missed in a census? Many families don't know or understand that young kids should be counted. How can you help? Pledge to #CountMeIn and host a community event to spread the word and make sure we can #CountAllKids in the #Census2020. CountAllKids.org

- SUGGESTED IMAGE: [April 1](#)

About 300 federal programs use data from the census every 10 years to put \$160 billion towards programs for kids.

HELP make sure those programs critical for kids' stability and #opportunity are funded by counting 100% of kids in #Census2020. Pledge to #CountMeIn: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: [General U.S. Tile](#)

State-Specific Info:

We have state-specific information for 36 states. On April 1, please find your state image tile [here](#), and use the image or the blog to customize your post (replacing the highlighted info with your state number):

In **Wisconsin**, approximately **\$7,333,578** in federal funding was lost for children, families, & communities because so many children ages 0-4 weren't counted in the last census. Find info for YOUR state and make sure we #CountAllKids for #Census2020: <http://bit.ly/CAKCensusBlog>

- SUGGESTED IMAGE: Your State image from this [folder](#)



SAMPLE INSTAGRAM POSTS

What if we lost out on half a BILLION in funding for children nationwide? That's no #AprilFools joke, that's what's on the line if we don't get out the count to #CountAllKids in the #Census2020.

More than 2 million children are at risk of not being counted in the census and after 2010, Texas alone lost out on almost \$120 MILLION in funds each year for programs like Medicaid because so many very young kids were missed. Say #CountMeIn to #CountAllKids in 2020 and help us spread the word.

See next page for image examples!

SHAREABLE IMAGES

You can download and attach images to your post, from this [folder](#).

Some image examples, below. Click on the images to go to download link:

April 1: Join the #CountMeIn Activation!

AN **ACCURATE CENSUS COUNT** IS ESSENTIAL FOR POLITICAL PRESENTATION AND FUNDING FOR KEY PROGRAMS.



APRIL 1 MARKS ONE YEAR UNTIL THE 2020 CENSUS. JOIN US FOR A DAY OF ACTION TO MAKE SURE WE COUNT ALL YOUNG CHILDREN. USE **#COUNTMEIN** & **#COUNTALLKIDS** THROUGHOUT THE DAY.

#Census2020



Nationwide

About **300 federal programs** use data from the decennial census to put \$160 billion towards programs that help kids.

Make sure all 50 states #CountAllKids in the #Census2020 so that key programs and services for children and families don't lose out on critical funding.



April 1 | #CountMeIn



State Images

You can download and attach images to your post, from this [folder](#). See next page for state tile example!

An example of a state tile:



Find your state's data tile in this [folder](#).