2020 CENSUS
Everyone Counts!

MATTER

Fill out the Census. And be counted.

DIGITAL TOOLKIT 2.0

WELCOME

Thank you for your continued work and feedback to reach hard to count communities. We are happy to learn that Illinois continues moving in the right direction for self-response rates. We recognize your diligent work and efforts to make sure that everyone in Illinois is counted.

Please find the second version of our digital toolkit, digital toolkit 2.0, which was expanded to include Polish, French, Chinese Simplified, and Arabic social media graphics. We have also included draft social media posts and developed a video for organizations to share on social media. Due to COVID-19, we understand the challenge of having to heavily rely on digital platforms and we hope that our toolkit arms you and your team to continue developing creative ideas to reach our communities across Illinois.

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INSTRUCTIONS

1. **Use the content provided.**
2. **You can download the materials you wish to use in various formats.**
3. **Please contact us with questions.**

TIPS FOR SOCIAL MEDIA

Profile Picture, Cover Photo, Graphics, Video

1. **Curate your content.**
   Customize the copy in your posts to make it authentic to your organization's voice. Use #Census2020, #GetCounted, or #MakeILCount

2. **Post Frequently.**
   We recommend posting a steady stream of content across all media channels and using a calendar to guide your posts. Below are the recommended amount of posts for each channel per week.
   - **Facebook:** 2-3 posts
   - **Twitter:** 9-10 tweets
   - **Instagram:** 1-2 posts; 3-4 stories

3. **Engage with others.**
   It is important to re-share similar content and talk to other organizations who serve HTC audiences.
   - Tap into existing conversation and tag others that are regularly talking about the Census.
   - Monitor hashtags relevant to the Census and incorporate them into your posts.
   - Follow accounts that serve HTC audiences and to promote reciprocation.

TIPS FOR PRINT MATERIALS

Palm Card, Flyer, Poster, Fact Sheets

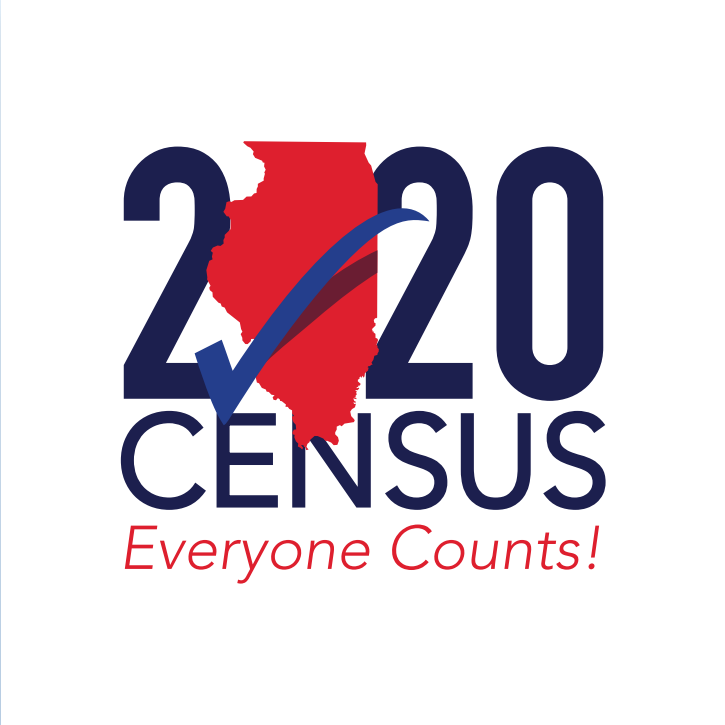
1. **You can also use these for email blasts.**

2. **Following CDC guidance because of the coronavirus, distribute to local grocery stores, pharmacies, gas stations, or other places that will remain in use.**

BRAND ASSETS

ENGLISH LOGO

2020 CENSUS LOGO, 1080x1080 px



Click the file type to download:

JPG PNG

2020 CENSUS LOGO INVERSE, 1080x1080 px

Click the file type to download:

JPG PNG

SPANISH LOGO

2020 CENSUS
Everyone Counts!

2020 CENSUS LOGO, 1080x1080 px

Click the file type to download:

JPG PNG

2020 CENSUS LOGO INVERSE, 1080x1080 px

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YOU MATTER TAGLINE

2020 CENSUS
Everyone Counts!

ENGLISH TAGLINE

YOU MATTER

Click the file type to download: PNG JPG

ENGLISH TAGLINE

YOU MATTER

Click the file type to download: PNG JPG

SPANISH TAGLINE

TÚ IMPORTAS

Click the file type to download: PNG JPG

SPANISH TAGLINE

TÚ IMPORTAS

Click the file type to download: PNG JPG

SOCIAL MEDIA BRANDING

PROFILE PICTURE

2020 CENSUS
Everyone Counts!

ENGLISH PROFILE PICTURE, 1080x1080 px

Click the file type to download:

JPG PNG

SPANISH PROFILE PICTURE, 1080x1080 px

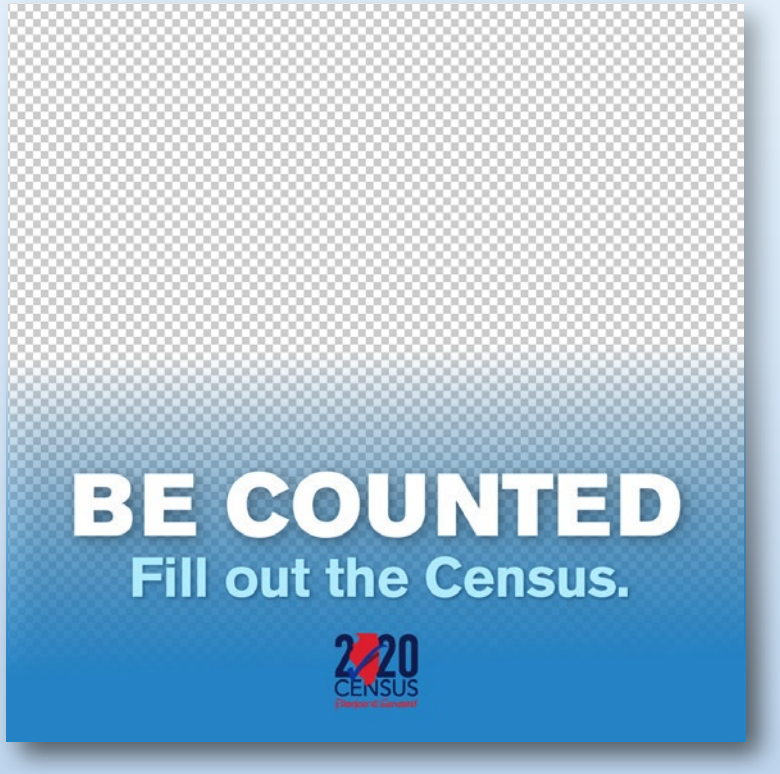
Click the file type to download:

JPG PNG

FACEBOOK PROFILE FRAME

2020 CENSUS
Everyone Counts!

ENGLISH FRAME



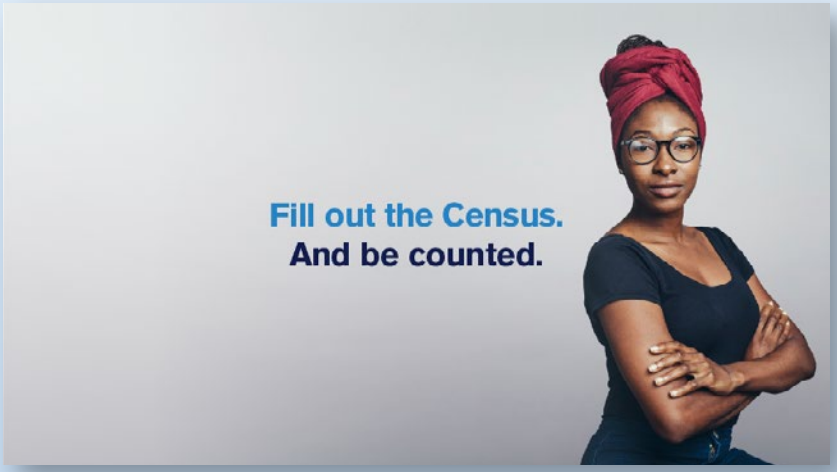
Use this frame on your Facebook profile

SPANISH FRAME

Use this frame on your Facebook profile

COVER PHOTO

ENGLISH COVER PHOTO, 820x460 px



Click the file type to download:

JPG PNG

SPANISH COVER PHOTO, 820x460 px

Click the file type to download:

JPG PNG

SOCIAL MEDIA POSTS

SOCIAL MEDIA POST COPY: ENGLISH

2020 CENSUS
Everyone Counts!

1. **African American Audience**
   - Help our community get more funding for better healthcare, stronger schools, and crucial social services. Fill out the #2020Census to #MakeILCount
   - Make your voice heard in the #2020Census and strengthen our community! #MakeILCount
2. **Latinx/Hispanic Audience**
   - You matter! Help our community be represented and fill out the #2020Census. It's quick, easy — and totally confidential. #MakeILCount
   - Strengthen our community and make your voice heard! Help us get funding for better healthcare & other crucial services. #MakeILCount
3. **Foreign-born Residents & Undocumented Immigrants**
   - Make a difference in our community! Fill out the #2020Census to help us get funding for better hospitals, stronger schools, & crucial social services. #MakeILCount
   - Filling out the #2020Census is quick, easy, & confidential. Help our community get the funding we need. #MakeILCount
4. **Under 35 Audience**
   - Improve our future! The #2020Census can help Illinois get funding for better hospitals, stronger schools, and crucial social services. Fill out the Census and #MakeILCount
   - Fill out the #2020Census to help our community get the funding we need for a brighter future. #MakeILCount
5. **LGBTQ Audience**
   - Do your part to make sure our community is represented in the #2020Census. More responses = more crucial social services, so fill out the Census and #MakeILCount
   - Fill out the #2020Census and help us get funding for improved healthcare & crucial social services. #MakeILCount

SOCIAL MEDIA POST COPY: ENGLISH

2020 CENSUS
Everyone Counts!

6. Homeless Audience

- Your voice matters! Help our community get funding for healthcare and valuable services. Every #2020Census response = more money for crucial social programs that will help our community. Fill out the Census and #MakeILCount
- When you fill out the #2020Census you're helping your community get more funding for better healthcare & crucial social services. #MakeILCount

7. Returning Citizens

- By filling out the #2020Census, you're helping secure funding for our community. This money can be used for better healthcare and other programs that improve our lives. Stand up and be counted! #MakeILCount
- Make sure your voice is heard! Help our community get funding for critical social programs. Fill out the #2020Census and #MakeILCount

8. Renters Audience

- The more people who fill out the #2020Census = the more $$$ our state will receive for improved health care, stronger schools, and crucial social services. #MakeILCount
- Filling out the #2020Census is quick, easy, and confidential! It helps our state secure the funding we need to thrive. #MakeILCount

9. People with Disabilities

- Make your voice heard! Help Illinois secure funding for critical healthcare and social services that make our community thrive. #MakeILCount
- Make your voice heard in the #2020Census! Help our community get the funding we need. #MakeILCount

10. Native/Indigenous Audience

- Make sure your tribe is counted. Fill out #2020Census to help our community get funding for better healthcare and crucial social services that improve our lives. #MakeILCount
- Make sure your voice is counted and help your tribe by filling out the #2020Census. #MakeILCount

SOCIAL MEDIA POST COPY: SPANISH

2020 CENSUS
Everyone Counts!

1. **African American Audience**
   - Ayuda a nuestra comunidad a obtener más fondos para una mejor atención médica, mejores escuelas y servicios sociales cruciales. Completa el #Censo2020 y #HazQueILCuente
   - ¡Haz que tu voz se escuche en el #Censo2020 y fortalece nuestra comunidad! #HazQueILCuente
2. **Latinx/Hispanic Audience**
   - ¡Tú importas! Ayuda a nuestra comunidad a estar representada y completa el #Censo2020. Es rápido, fácil y completamente confidencial. #QueILCuente
   - ¡Fortalece nuestra comunidad y haz que tu voz se escuche! Ayúdanos a obtener más fondos para mejorar la atención médica y otros servicios cruciales. #HazQueILCuente
3. **Foreign-born Residents & Undocumented Immigrants**
   - ¡Logra un cambio en nuestra comunidad! Completa el #Censo2020 y ayúdanos a conseguir más fondos para tener mejor atención médica, mejores escuelas y servicios sociales cruciales. #HazQueILCuente
   - Completar el #Censo2020 es rápido, fácil y confidencial. Ayuda a nuestra comunidad a conseguir los fondos que necesitamos. #HazQueILCuente
4. **Under 35 Audience**
   - ¡Mejora nuestro futuro! El #Censo2020 puede ayudar a Illinois a conseguir más fondos para tener mejor atención médica, mejores escuelas y servicios sociales cruciales. Completa el censo y #HazQueILCuente.
   - Completa el #Censo2020 y ayúdanos a conseguir más fondos para tener un futuro mejor. #HazQueILCuente
5. **LGBTQ Audience**
   - Colabora para asegurarnos que nuestra comunidad esté representada en el #Censo2020. Más respuestas = más servicios sociales cruciales, ¡completa el censo y #HazQueILCuente!
   - Completa el #Censo2020 y ayúdanos a conseguir más fondos para tener mejor atención médica y servicios sociales cruciales. #HazQueILCuente

SOCIAL MEDIA POST COPY: SPANISH

2020 CENSUS
Everyone Counts!

6. Homeless Audience

- ¡Tu voz es importante! Ayuda a nuestra comunidad a conseguir fondos para tener mejor atención médica y servicios importantes. Más respuestas al #Censo2020 = más dinero para financiar programas sociales cruciales que ayudarán a nuestra comunidad. Completa el censo y #HazQueILCuente
- Al completar el #Censo2020, estás ayudando a nuestra comunidad a conseguir más fondos para obtener mejor atención médica y servicios sociales cruciales. #HazQueILCuente

7. Returning Citizens

- Al completar el #Censo2020, estás ayudando a conseguir más fondos para nuestra comunidad. Este dinero puede usarse para obtener una mejor atención médica y otros programas que mejoran nuestras vidas. ¡Levántate y que te tengan en cuenta! #HazQueILCuente
- ¡Que se escuche tu voz! Ayuda a nuestra comunidad a conseguir más fondos para programas sociales cruciales. Completa el #Censo2020 y #HazQueILCuente

8. Renters Audience

- Más personas que completen el #Censo2020 = más dinero recibirá nuestro estado para mejorar la atención médica, las escuelas y los programas sociales cruciales. #HazQueILCuente
- ¡Completar el #Censo2020 es rápido, fácil y confidencial! El censo ayuda a nuestro estado a conseguir los fondos necesarios para prosperar.

9. People with Disabilities

- ¡Haz que tu voz se escuche! Ayuda a Illinois a conseguir más fondos para la atención médica y los servicios sociales que hacen que nuestra comunidad prospere. #HazQueILCuente
- ¡Haz que tu voz se escuche en el #Censo2020! Ayuda a nuestra comunidad a conseguir los fondos que necesitamos. #HazQueILCuente

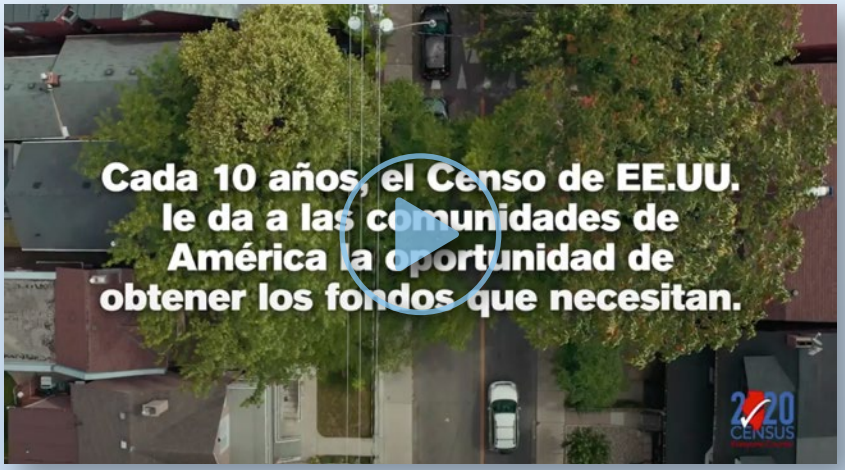
HERO VIDEO

ENGLISH VIDEO

Click the file type to download:

MP4, 1920x1080px

SPANISH VIDEO



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SOCIAL MEDIA GRAPHICS

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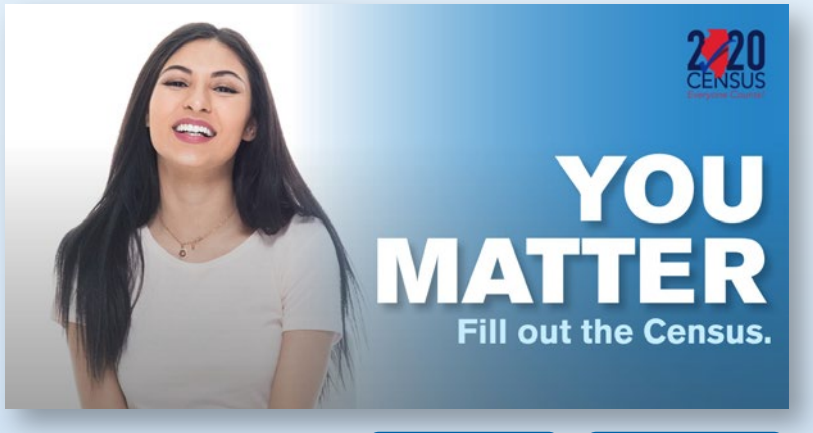

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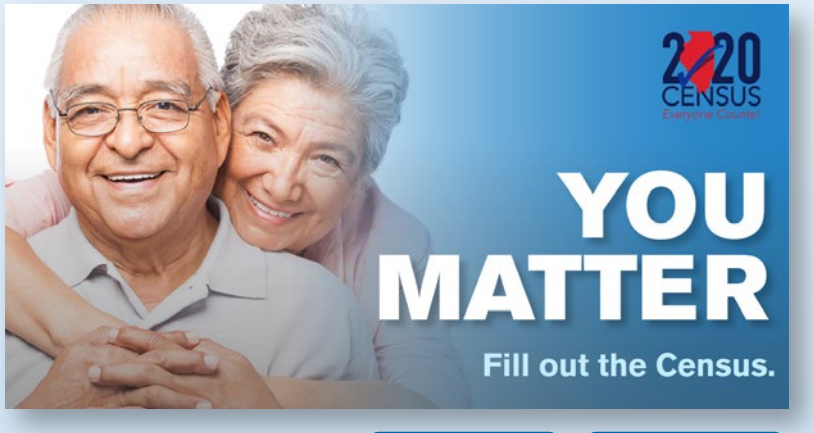

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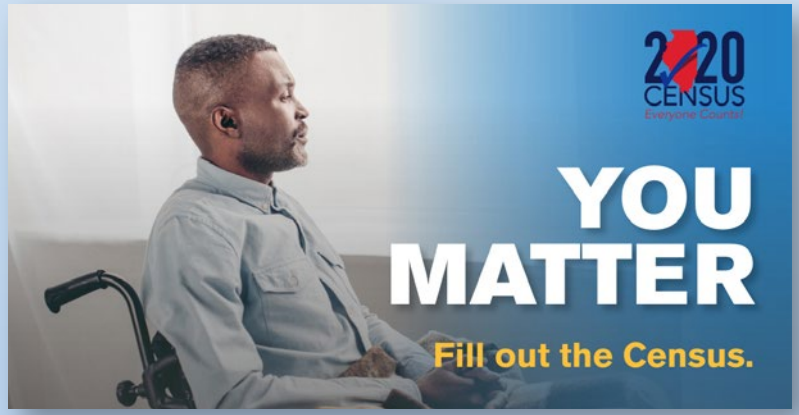

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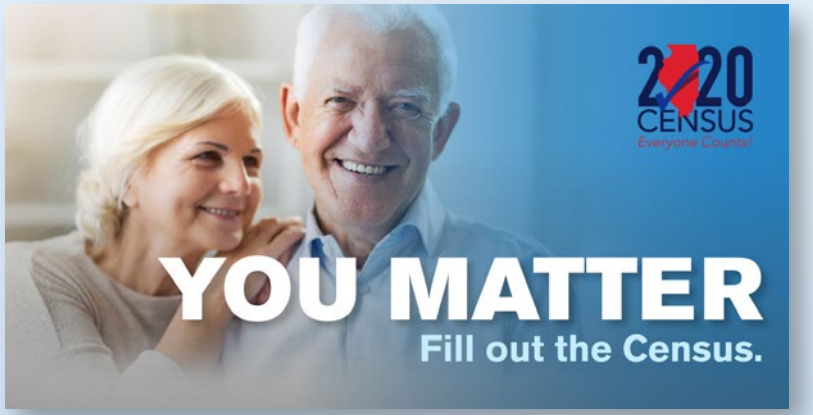
SOCIAL MEDIA GRAPHICS

ENGLISH POST



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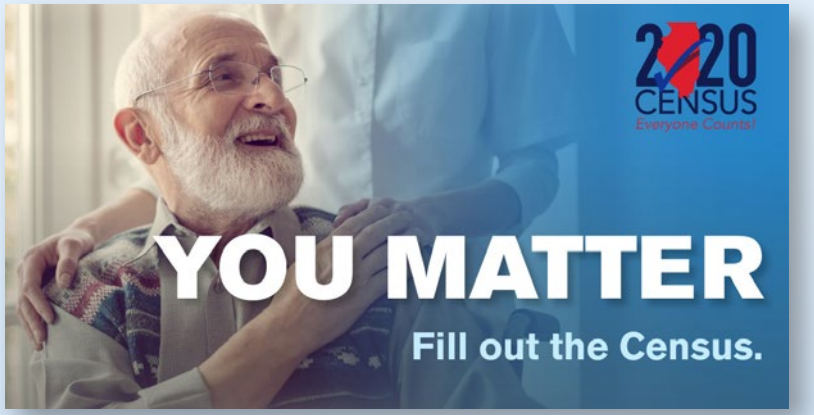

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SOCIAL MEDIA GRAPHICS

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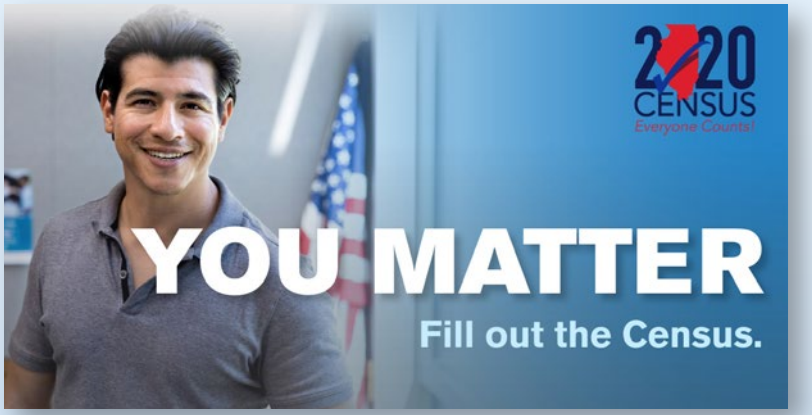

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SOCIAL MEDIA GRAPHICS

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FRENCH POST

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POLISH POST

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SOCIAL MEDIA GRAPHICS

ENGLISH POST

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POLISH POST

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CHINESE SIMPLIFIED POST

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FRENCH POST

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ARABIC POST

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JPG, 1200x628px | **JPG,** 1080x1080px

PRINT COLLATERAL

PALM CARD

5x7 in.

FRONT

BACK

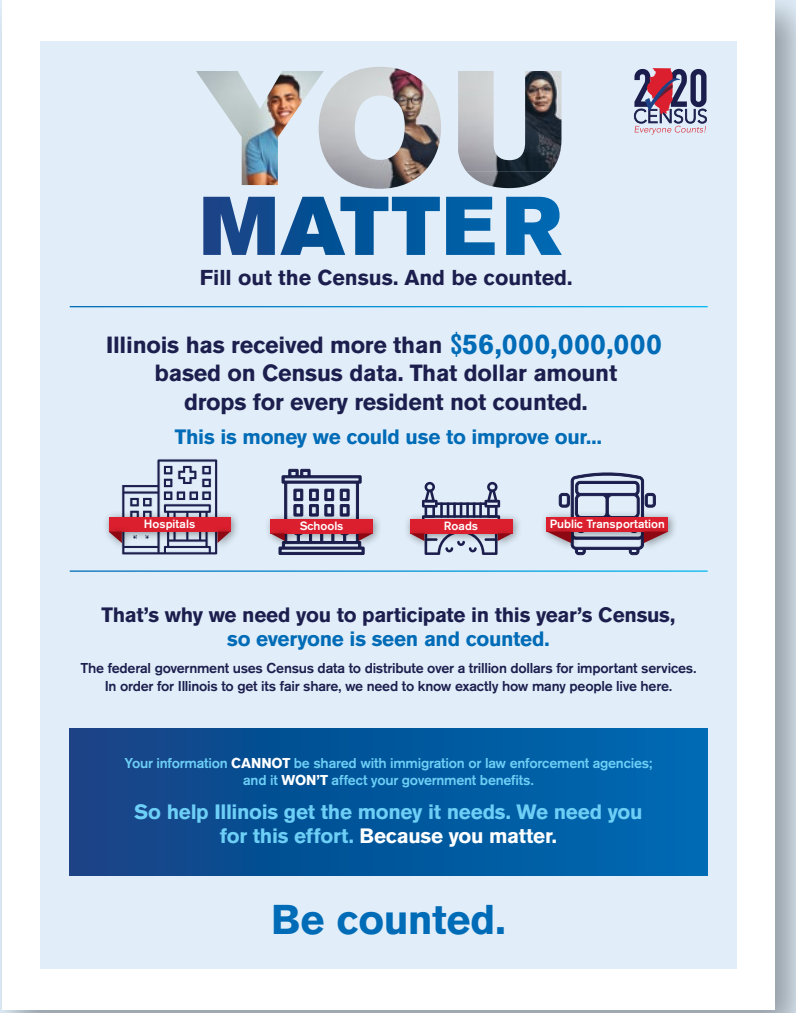
AVAILABLE LANGUAGES

Click the file type to download:

ENGLISH:	PDF	JPG
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

FLYER

8.5x11 in.



AVAILABLE LANGUAGES

Click the file type to download:

ENGLISH:	PDF	JPG
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

POSTER

11x17 in.

ENGLISH PREVIEW

SPANISH PREVIEW

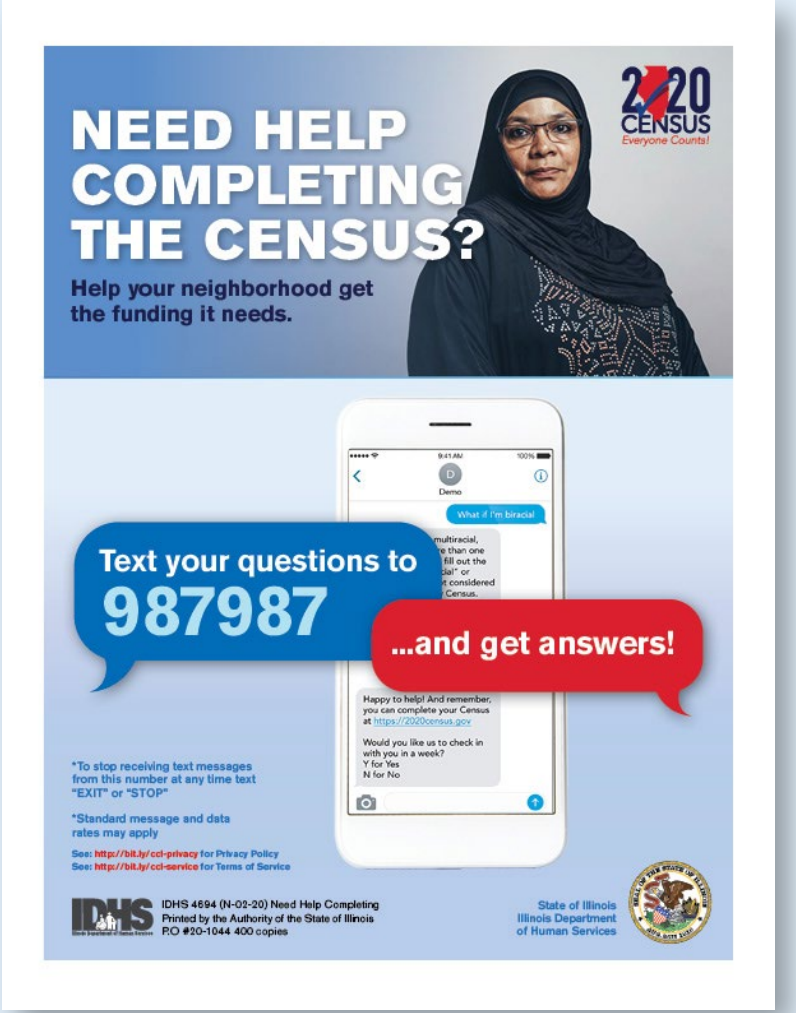
AVAILABLE LANGUAGES

Click the file type to download:

ENGLISH:	PDF	JPG
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

TEXTING FACT SHEET: HELP

8.5x11 in.



AVAILABLE LANGUAGES

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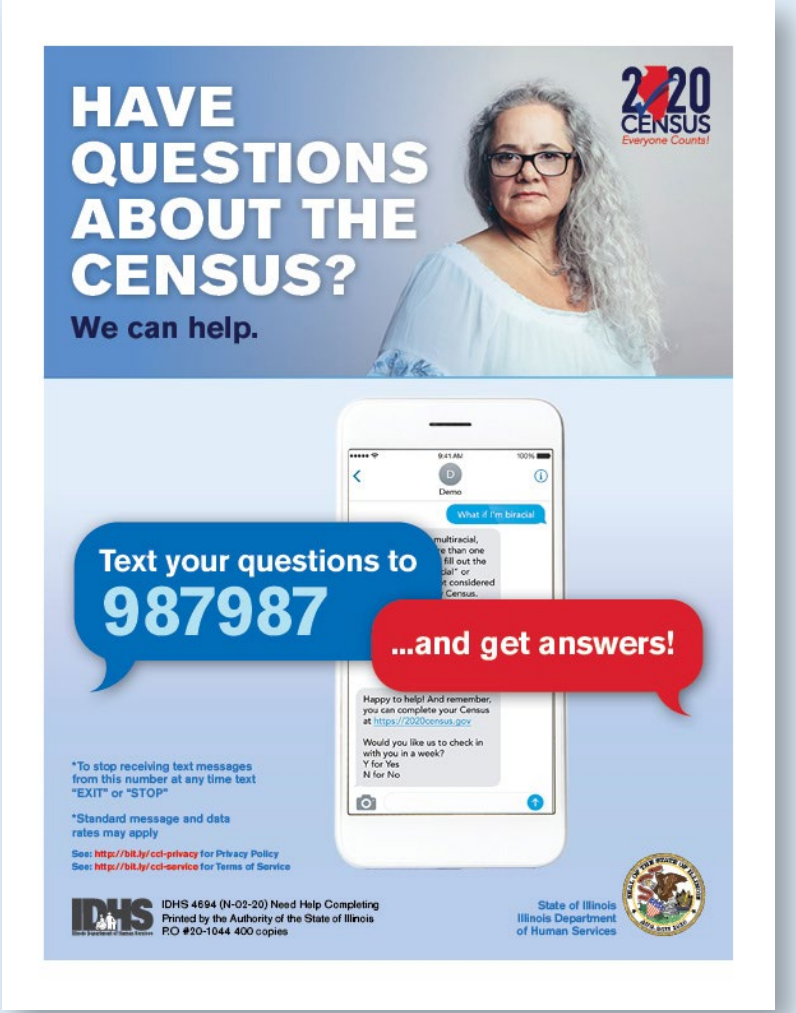
ENGLISH:	PDF	JPG
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

TEXTING FACT SHEET: QUESTIONS

8.5x11 in.



AVAILABLE LANGUAGES

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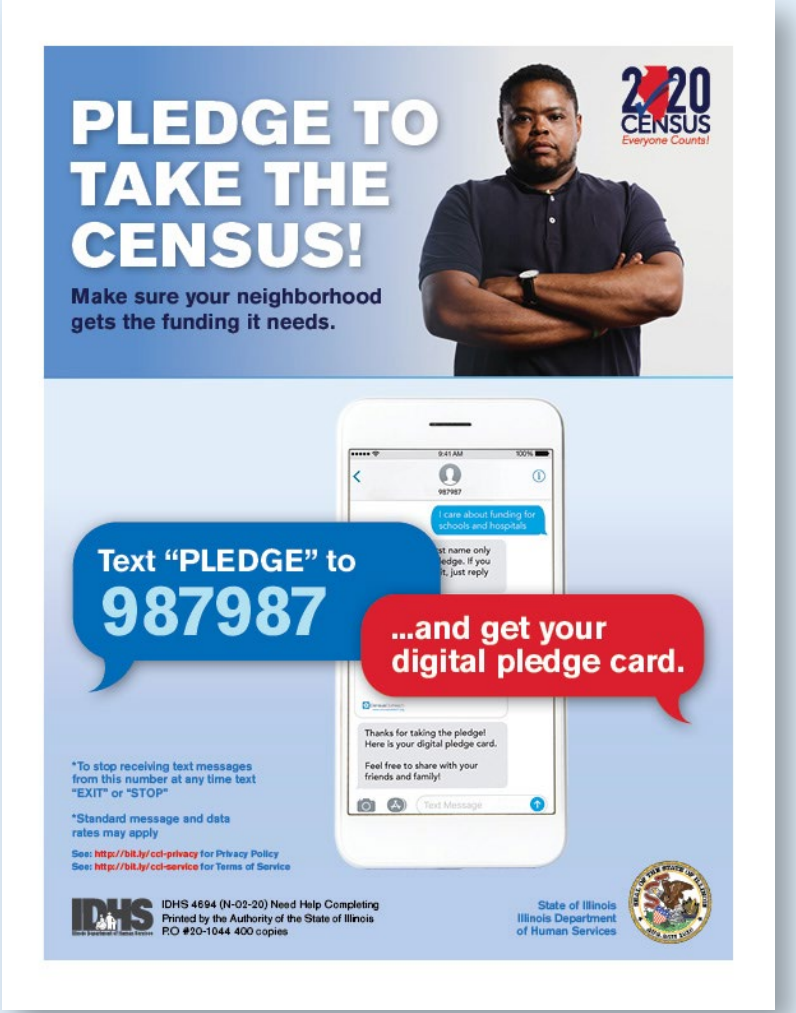
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

TEXTING FACT SHEET: PLEDGE

8.5x11 in.



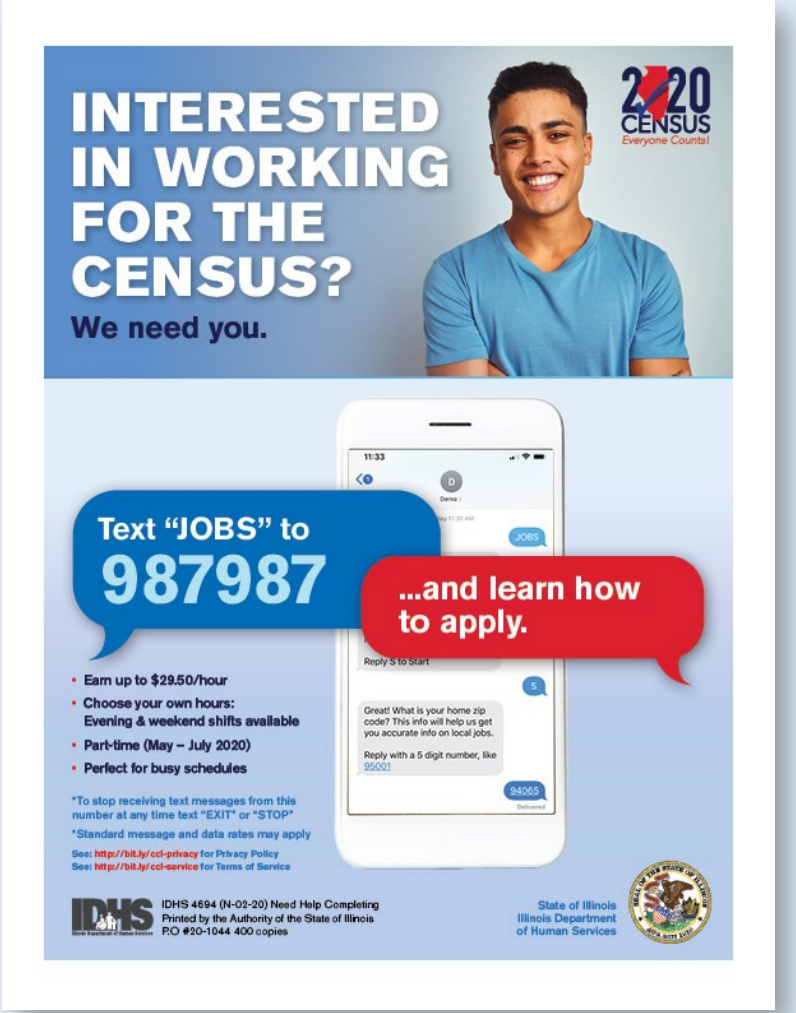
AVAILABLE LANGUAGES

Click the file type to download:

ENGLISH:	PDF	JPG
SPANISH:	PDF	JPG
POLISH:	PDF	JPG
FRENCH:	PDF	JPG
CHINESE: SIMPLIFIED	PDF	JPG
ARABIC:	PDF	JPG
URDU:	PDF	JPG

TEXTING FACT SHEET: JOBS

8.5x11 in.



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