

2020 Census Recruitment Toolkit



2020census.gov/jobs

[#2020CensusJobs](https://twitter.com/2020CensusJobs)

United States®
Census
2020

Using This Toolkit

Thank you for supporting the 2020 Census. Your assistance is essential in informing members of your community about the 2020 Census and spreading awareness about temporary job opportunities with the U.S. Census Bureau.

Your 2020 Census Recruitment Toolkit contains information about the census and social media guidelines, tips, sample posts, and sample e-mail messages that will help you reach out to the people in your community and increase their awareness of the 2020 Census.

This toolkit also provides information about 2020 Census jobs and will assist you with responding to questions and concerns or directing people to the appropriate location for more information. We appreciate you spreading the word about these job opportunities and encouraging members in your community to apply.



Census Fast Facts

- As mandated by the U.S. Constitution, America gets just one chance each decade to count its population. The U.S. Census Bureau counts every resident in the United States. It is mandated by Article I, Section 2 of the U.S. Constitution and takes place every 10 years. Not only do we have to count people, we have to know where they live so we can provide accurate population numbers for counties, states, municipalities, etc. These numbers are used to draw school and voting districts.
- Census data, collected every 10 years, determines your representation in Congress and determines how funds are spent in your community on things like roads, schools, and hospitals.
- The 2020 Census will use a new design that incorporates online and phone response options in addition to the traditional paper option. The online response option allows people to respond on their desktop computers, laptops, smartphones, or tablets.
- Here's how the census helps you and your community:
 - Communities use the information to plan bus routes, draw school district boundaries, and offer community services.
 - Businesses use census data to decide where to put a store, office, or plant. These new locations create jobs and support the community's economy.
 - Businesses use the information to determine what to sell in their stores so communities get what they need.
 - The information helps your community receive funding from the federal government.



2020 Census Job Qualifications

You may be eligible if:

- You are a U.S. citizen.
- You are at least 18 years old.
- You have a valid Social Security number.
- You have a valid e-mail address.
- You complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
- You are registered with the Selective Service System if you are a male born after December 31, 1959.
- You pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau's hiring process.
- You do not engage in any partisan political activity while on duty.
- Your current employment (including law and regulatory enforcement jobs) is compatible with Census Bureau employment (reviewed on a case-by-case basis).
- You are available to work flexible hours, including days, evenings, and/or weekends.
- You commit to completing training. (If offered a job, you will be paid for this training at a training pay rate.)

Most jobs require employees to:

- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
- Have access to a computer with Internet and an e-mail account (to complete training).



2020 Census Job FAQs

We understand that questions can arise through the application and hiring process. To better assist job applicants and partners, we're providing a direct link to the 2020 Census Job Frequently Asked Questions [page](#). If your question is not listed within the FAQs, please call 1-855-JOB-2020 (1-855-562-2020) and select 1 for technical help, 2 for more information about our jobs, or 3 to reach a local census office. You may also use the Federal Relay Service at 1-800-877-8339 for TTY/ASCII.



Social Media Guidance

Thank you for helping us spread the word about our recruiting and hiring efforts for the 2020 Census. Your trusted voice can help make a difference and help us educate your community about 2020 Census employment opportunities. The suggested social media content and best practices contained below will help you inform the public about the census and the temporary positions that need to be filled.

Census Bureau Specific Tips

When posting any of this content on your Facebook page, the U.S. Census Bureau's name will appear in a drop-down menu after you begin to manually type the "@" symbol and "uscensusbureau." Select the Census Bureau page and continue entering the rest of the post. This will tag the Census Bureau on Facebook and create a live link to the Census Bureau's Facebook page.

In addition, you can visit the Census Bureau's Facebook page to share published posts by clicking "Share" and selecting "On a page you manage" from the drop-down menu. This action will link to the Census Bureau's Facebook page and post the selected content to your Facebook page timeline. Similarly, you can visit the Census Bureau's Twitter account to share content available there.

When sharing Census Bureau content on social media, we suggest incorporating our content strategy which is focused on three different content types:

- **Priority:** content that connects our data to nationally trending conversations and topics—focused on the 2020 Census and surveys.
- **News-based/timely:** content influenced by ongoing public conversations—timely messaging on news or events and inserting ourselves into the conversation.
- **Evergreen:** content that speaks to the value of our data and draws the connection to everyday life and importance of survey participation.



After determining the content type, you can determine the right social media platform for posting. We encourage you to share our social media posts relevant to your audience. Don't forget to tag us in your census-related posts so that we're notified when you're giving us a shout-out. To get a list of our current social media platforms, visit https://census.gov/about/contact-us/social_media.html.

Follow and Monitor

- To stay up-to-date about 2020 Census hiring information, "Like" the Census Bureau's Facebook page and follow us on Twitter @uscensusbureau.
- Monitor posts and reply to questions and comments. If you don't know the answer, instruct the user to visit the Census Bureau's Facebook page to comment on a Facebook post with their question, or send us a message. On Twitter, instruct them to ask their questions at @uscensusbureau.

If You See Something, Say Something

As a trusted voice working to share information for the Census Bureau, there may be instances where you respond to comments or questions on social media about the Census Bureau. Make it clear that you're not an official Census Bureau spokesperson. Don't create social media accounts using the Census Bureau brand to communicate with customers on behalf of the agency. By helping us, you are our eyes and ears on social media. If you see something happening or trending on social media concerning the Census Bureau, please let us know.

Questions? Ask!

Census Bureau personnel are eager to help. You can contact the Census Bureau social media team at [<cnmp.social.media.list@census.gov>](mailto:cnmp.social.media.list@census.gov).

Census Bureau Online Properties for Reference

- Facebook page: www.facebook.com/uscensusbureau
- Twitter timeline: <http://twitter.com/uscensusbureau>
- 2020 Census landing page: <http://2020census.gov/jobs>



Social Media Best Practices

Know Your Audience

Before deciding which social media platforms to join, first, consider your audience. If you're not sure who your audience is, think about your customer demographics—such as age, education, geographic region, and cultural or ethnic background. Once you have a clear picture of who your potential customers are, you can determine which social media platforms to use. If your audience is not on a specific platform, then you shouldn't be either. It's important to develop a social media strategy that aligns with and supports your organization's mission and overall communications strategy.

Develop Your Content

Once you've identified the social media platforms to reach your audience, the next step is to develop a content strategy. Aim to develop and share content that is relevant to your audience. Focus on the quality of posts, not quantity of posts. Avoid spamming your audience. You don't want to lose your followers that you've worked so hard to gain.

Brand Voice and Tone

After you build a following, creating a strategy for content development and posting online is only the first step. You must engage with your followers to earn their trust and increase transparency. Consider how you want to establish your brand voice and tone on your social media platforms. Your brand voice is your identity. When you reply to private or public messages from your followers, you are establishing your brand voice. In addition to responding to your followers, the visuals and captions you post also establish your brand voice—so it's important that your brand voice is consistent. Use good judgment in deciding how you want to engage or respond on social media, and consult with your team on sensitive or controversial topics.

Comment Policy

It is highly recommended that you consider developing a comment policy or social media community guidelines. If you host live chats, you have a responsibility to ensure that the public can share their



thoughts on the relevant topic being discussed; however, you may reserve the discretion to delete or not allow comments that contain the following:

- Vulgar or abusive language.
- Personal or obscene attacks of any kind.
- Offensive terms targeting individuals or groups.
- Threats or defamatory statements.
- Links to any site.
- Suggestions or encouragement of illegal activity.
- Multiple, successive, off-topic posts by a single user, or repetitive posts copied and pasted by multiple users, or spam.
- Unsolicited proposals or other business ideas or inquiries.
- Promotion or endorsement of commercial services, products or entities. (Note: noncommercial links that are relevant to the topic or another comment can be acceptable.)

Nothing Is Ever Deleted

Even though you can delete social media posts, nothing you share on the Internet is gone forever. Please think before you share something, especially on behalf of an organization. Don't share any information that is not public. If you make a mistake, apologize and quickly correct it. Remember your established brand voice and respond accordingly.

Establish Metrics and Goals

When you're developing your social media strategy, you should establish metrics for measuring the overall success and impact of your efforts. Metrics can also help you refine your strategies, support your social media goals, and guide the kind of content you should or shouldn't post. There are many products available that can provide you with metrics, as well as social media listening capabilities to help you monitor what people are saying about your brand. If your organization is unable to afford these tools, most social media platforms provide free analytics that give you a general sense of how you're doing. The following are suggested key metrics to regularly track:



- Reach: total number of people who saw a post (that includes fans and nonfans) on their news feeds, on your page, and as shared by friends.
- Impressions: number of times a user is served a tweet in their timeline or search.
- Engagements: number of times users interact with a tweet (like it, retweet, and/or click on any links, images, videos, or hashtags).
- Engagement rate: number of engagements divided by impressions and multiplied by 100 or the percentage of those who did something with the tweet.
- Web site referral traffic.
- Follower count.
- Number of conversations with customers on social media.
- Suggestions or feedback.
- Product/content improvements made from suggestions.

Have a Backup

In addition to your lead social media manager, it's important for at least one other member of the communications office to understand your organization's social media operations, so he or she is prepared to step in when needed. This will ensure smooth transitions in the day-to-day management.

Patience Is a Virtue

It takes time to earn the trust of your audience and build a social media community. Build your followers by following other people or organizations that support the same target audience. Find the influencers in your community and follow them. Give each platform about a year to grow and develop. Track your milestones, and then reflect on the past year's accomplishments and areas to improve. Set new milestones for what your organization can focus on in the next year.



Social Media Content

Here are sample posts you can use on your social media channels, or add as a personal touch to assist us with promoting 2020 Census jobs and our recruiting efforts.

Facebook

English

Every 10 years, the U.S. Census Bureau is responsible for conducting the nationwide census. While the next census will be taken in 2020, the Census Bureau is already recruiting to fill important temporary positions. Apply online at 2020census.gov/jobs. #2020CensusJobs #ApplyToday

Recommended image to post with this copy:



You can help your community! Apply for one of thousands of temporary #2020CensusJobs. Census results determine the number of seats each state has in the U.S. House of Representatives as well as how funds are spent on roads, schools and hospitals. Apply online at 2020census.gov/jobs. #ApplyToday

Recommended image to post with this copy:



Spanish

Cada diez años, la Oficina del Censo de los EE. UU. es responsable de llevar a cabo el censo nacional. Y aunque el próximo censo se hará en el año 2020, la Oficina del Censo ya está contratando personal para cubrir puestos importantes. Complete una solicitud de empleo por Internet en 2020census.gov/jobs. #SoliciteEmpleoHoy

Recommended image to post with this copy:



¡Usted puede ayudar a su comunidad! Solicite un empleo temporal con el Censo del 2020. Los resultados del Censo ayudan a determinar el número de representantes de cada estado en el Congreso, así como la manera en la que se usan fondos para escuelas, hospitales y carreteras. Complete una solicitud de empleo por Internet en 2020census.gov/jobs. #SoliciteEmpleoHoy

Recommended image to post with this copy:



Instagram

English

Be a Census Taker and make a difference in your community. Click link in bio to learn more and apply, or visit our Web site: 2020census.gov/jobs. #2020CensusJobs #ApplyOnline

Recommended image to post with this copy:



Spanish

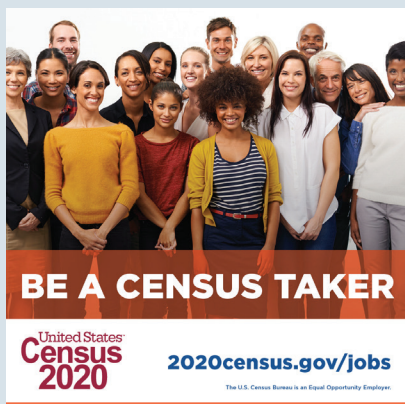
Trabaje de censista y haga la diferencia en su comunidad. Haga clic en la biografía para recibir más información y solicitar empleo, o visite nuestra página de Internet: 2020census.gov/jobs. #CensoDel2020 #SoliciteEmpleoPorInternet

Recommended image to post with this copy:



The U.S. Census Bureau is recruiting for #2020CensusJobs. Click link in bio to learn more and apply, or visit our Web site: 2020census.gov/jobs. #ApplyOnline

Recommended image to post with this copy:



La Oficina del Censo de los EE. UU. Está contratando personal para cubrir empleos con el #CensoDel2020. Haga clic en la biografía para más información y solicitar empleo, o visite nuestra página de Internet: 2020census.gov/jobs. #SoliciteEmpleoPorInternet

Recommended image to post with this copy:



LinkedIn

English

The census will be taken in 2020, but the U.S. Census Bureau is already recruiting to fill important temporary positions. Join the 2020 Census team by applying online at 2020census.gov/jobs. #2020CensusJobs #ApplyNow

Recommended image to post with this copy:



Spanish

El censo se llevará a cabo en el 2020 pero la Oficina del Censo de los EE. UU. ya está contratando personal para cubrir puestos importantes. Únase al equipo del Censo del 2020 completando la solicitud de empleo por Internet en 2020census.gov/jobs. #SoliciteEmpleoHoy

Recommended image to post with this copy:



You can help your community by applying for a temporary 2020 Census job. The pay is competitive. You will be paid weekly, and the hours are flexible. The U.S. Census Bureau is recruiting now. Apply online at 2020census.gov/jobs. #2020CensusJobs #ApplyNow

Recommended image to post with this copy:



Usted puede ayudar a su comunidad solicitando un empleo temporal con el Censo del 2020. Se ofrece un salario competitivo, se le paga semanalmente, y el horario es flexible. La Oficina del Censo de los EE. UU. ya está contratando. Complete la solicitud de empleo por Internet en 2020census.gov/jobs. #CensoDel2020 #SoliciteEmpleoHoy

Recommended image to post with this copy:



Twitter

English

The U.S. Census Bureau is now recruiting for thousands of 2020 Census Takers. Apply online for a temporary job at 2020census.gov/jobs. #2020CensusJobs #ApplyNow

Recommended image to post with this copy:



You can make a difference and help your community by applying for a temporary 2020 Census job. Responses to the census make a real difference. Apply online at 2020census.gov/jobs.

Recommended image to post with this copy:



Spanish

La Oficina del Censo de los EE. UU. está contratando a miles de censistas para el #CensoDel2020. Solicite empleo temporal por Internet en 2020census.gov/jobs.

Recommended image to post with this copy:



Usted puede hacer la diferencia y ayudar a su comunidad solicitando empleo temporal con el #CensoDel2020. Los resultados hacen una verdadera diferencia. Solicite empleo por Internet en 2020census.gov/jobs. #SoliciteEmpleoHoy

Recommended image to post with this copy:



Sample E-mail Messages

A well-worded e-mail can be an effective way to communicate with many members of your community at once to encourage them to apply for temporary positions with the Census Bureau. You can send these samples as they are—after adding your name and contact information where noted—or add a personal touch to better match the interests and concerns of your community. Here are a few tips for writing your own e-mail:

- Write an attention-grabbing subject line, but keep it short. E-mail systems often cut off subject lines longer than 50 characters.
- Put the most important information first.
- Feature calls to action—the action(s) you'd like the reader to take.
- Keep it short. People typically spend only seconds scanning an e-mail.
- Use bold font, subheads, bullets, or other methods to clarify the message, promote the call to action, and enable the reader to skim the e-mail.



Sample Email #1

Subject Line: The U.S. Census Bureau is Hiring in Our Area!

Are you looking for ways to help your community? The U.S. Census Bureau is currently hiring temporary positions for the 2020 Census in our area.

All 2020 Census jobs are temporary. The largest number of positions available are for census takers. Pay rates vary by area.

By working for the Census Bureau, you can help them reach their goal for the 2020 Census to ensure everyone is counted. Census counts have a huge impact on our community. The 2020 Census data will be used to determine how more than \$675 billion from more than 100 government programs are distributed to states and localities, including communities like ours. The data influence choices made about which roads are fixed, where schools are built and businesses opened, what medical services are offered, and more.

If you're interested, please visit the Census Bureau job site to apply. You'll also be able to see descriptions and frequently asked questions at 2020census.gov/jobs.

Sincerely,
[Your name and contact information here]



Sample Email #2

Subject Line: Help your community: Work for the U.S. Census Bureau!

The U.S. Census Bureau is currently hiring for the 2020 Census. The positions are temporary with varying pay ranges. For Census Takers, the pay starts at \$0.00/hour.

By working for the Census Bureau, our community has a special opportunity to help make the 2020 Census an accurate and complete count. There are so many reasons our nation needs to be counted completely and accurately. The count happens every 10 years with the decennial census, which influences how more than \$675 billion from more than 100 federal programs are distributed to states and localities each year. Here's some of what the census numbers effect:

- Medicaid.
- School lunch programs.
- Community development grants.
- Road and school construction.
- Medical services.
- Business locations.

If you're interested in a job, please visit the Census Bureau job site to apply. You'll also be able to see descriptions and frequently asked questions at 2020census.gov/jobs.

Feel free to forward this e-mail to someone in your network who may be looking for a job. Working for the Census Bureau is a unique opportunity!

Sincerely,
[Your name and contact information here]



The U.S. Census Bureau would like to thank all of our partners for helping to promote 2020 Census job opportunities. If you have additional questions about the toolkit, jobs, or social media, please reach out to either the Social Media Team or the Field Recruitment Team at cnmp.social.media.list@census.gov or fld.decennial.recruiting@census.gov.



THANK
YOU!