Philly Counts
Social media toolkit

Philly Counts 2020 is continuing to remind folks about the importance of the 2020 Census and encourage Philadelphians to participate. Help us get the word out by using your social platforms to encourage your network to complete the census!

Simply choose and download one of the suggested images below and copy & paste the caption paired with it.

We're on a mission to get everyone in our city counted, but we can't do it without you.

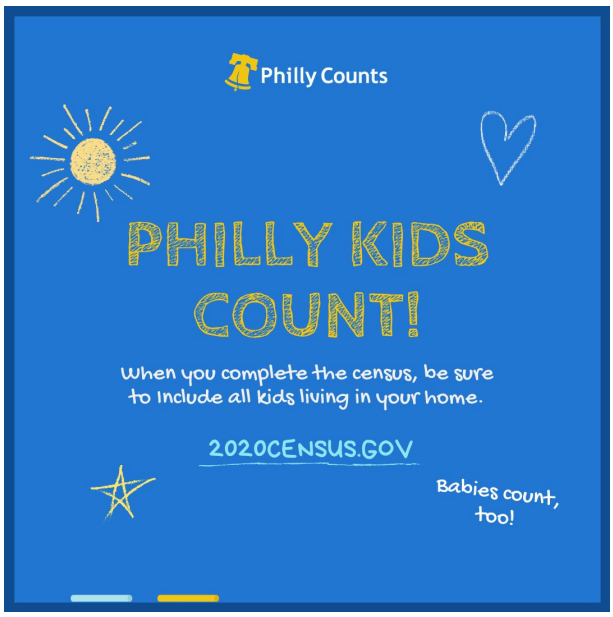
Hashtags/Relevant Accounts
#PhillyCounts
#2020Census
#Censo2020
@CityofPhiladelphia
@uscensusbureau

Philly's counting on you

Download image

Suggested caption:
#PhillyCounts is on a mission to get every person in our city counted, and we're starting with you. Complete the #2020Census today, so our communities get the federal funding they need to thrive for the next decade.

Philly Kids Count



ENG - Download image
SPAN - Suggested image

Suggested message:
ENG: When babies and children are included in the census, the programs that support them – like schools, child care and health care – get the funding they need. Let's make sure our little ones have access to all the resources they'll need as they grow up. #PhillyCounts #CountAllKids

SPAN: Recuerda incluir a todos los niños y bebés que viven en tu hogar en la encuesta del #Censo2020, sin importar que no están emparentados. Juntos, podemos asegurar que nuestros pequeñitos tengan acceso a los recursos y programas que necesitan mientras crecen. #PhillyCounts

The census and COVID-19 recovery

ENG - Download image
SPAN - Download image
FREN - Download image

Suggested message:
ENG: Philly's post COVID-19 recovery depends on a complete and accurate #2020Census count. If you haven't responded to the census yet, take 5 – 10 minutes today and do it online. Our city's future depends on it. #PhillyCounts

SPAN: La recuperación de Filadelfia tras COVID-19 depende de un conteo completo y preciso del #Censo2020. Si aún no ha respondido al censo, tómese de 5 a 10 minutos hoy y hágalo en línea. El futuro de nuestra ciudad depende de ello. #PhillyCounts

FREN: La récupération de Philadelphie après COVID-19 dépend d'un décompte complet et précis du #Recensement2020. Si vous n'avez pas encore répondu au recensement, prenez 5 à 10 minutes aujourd'hui et connectez-vous en ligne. L'avenir de notre ville en dépend. #PhillyCounts

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You count in Philly

ENG - Download image
SPAN - Download image
FREN - Download image

Suggested caption:
ENG: It's now easier than ever to take action to ensure a more secure future for all Philadelphians. Help our city get the funding it needs for schools, healthcare, housing, transportation and more by heading to 2020census.gov to complete the #2020Census #PhillyCounts

SPAN: Tomar acción para asegurar un buen futuro para Filadelfia es ahora más fácil que nunca. Ayuda a que nuestra ciudad reciba los fondos que necesita para escuelas, salud, vivienda, transporte y más. Anda a 2020census.gov para completar el #Censo2020 #PhillyCounts

FREN: Agir pour assurer un bon avenir à Philadelphie est maintenant plus facile que jamais. Aidez notre ville à recevoir les fonds dont elle a besoin pour les écoles, la santé, le logement, les transports et plus encore, en visitant 2020census.gov pour compléter le recensement 2020. #PhillyCounts

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10 minutes = 10 years

ENG - Download Image
SPAN - Download image

Suggested caption:
ENG: Stuck at home? Respond to the #2020Census! Philadelphia's future relies on a complete and accurate count of all its residents. Take 10 minutes to complete it for your household today so our city gets the funding and representation it needs for the next 10 years. Head to 2020census.gov to learn more #PhillyCounts

SPAN: ¿Estás en casa y necesitas algo que hacer? Responde a tu #Censo2020! El futuro de Filadelfia depende de un conteo completo de todos sus residentes. Tómate 10 minutos para

completar el censo de tu domicilio para que nuestra ciudad reciba los fondos monetarios y representación política que necesita en los próximos 10 años. Visita 2020census.gov/es para más información. #PhillyCounts

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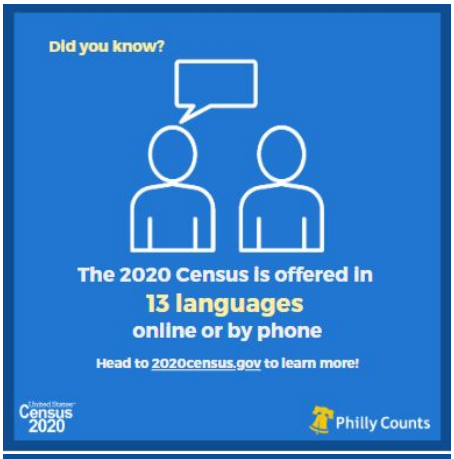
The 2020 Census is available in 13 languages



[ENG - Suggested graphic]
[SPAN - Suggested graphic]
[ZH - Suggested image]

Suggested caption:
ENG: You can complete #2020Census in Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog and Vietnamese, over the phone or online. Head to 2020census.gov for more info. #PhillyCounts

SPAN: El #Censo2020 se puede completar en Árabe, Chino, Francés, Criollo Haitiano, Japonés, Coreano, Polaco, Portugués, Ruso, Español, Tagalo, y Vietnamita usando la plataforma en línea o por teléfono. Visita 2020census.gov para más información. #PhillyCounts

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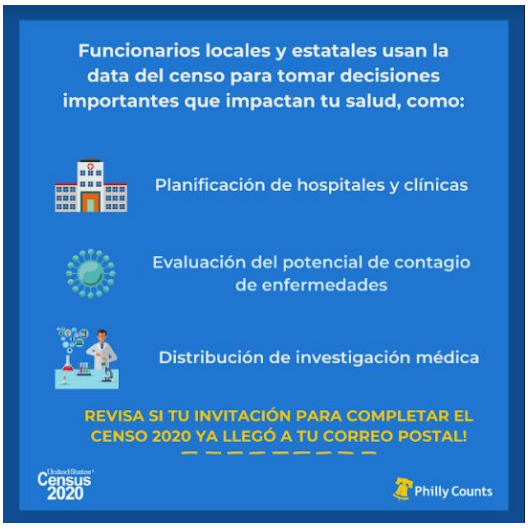
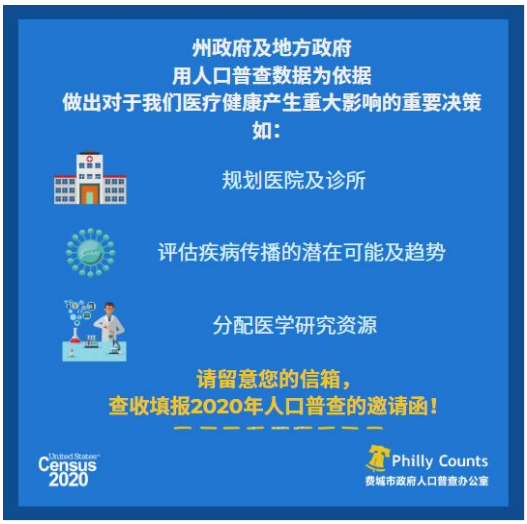
The 2020 Census impacts our health





ENG - Download image
SPAN - Download image
ZH - Download image
FREN - Download image

Suggested caption:
ENG: Beyond impacting funding for healthcare, census data informs emergency preparedness, planning for hospitals and assessment of the potential for spread of diseases. Complete the #2020Census today so our community gets the resources it needs to keep us safe and healthy for the next 10 years. #PhillyCounts

SPAN: Además de determinar los fondos para nuestro sistema de salud, la data del censo informa la preparación ante emergencias, la planificación de hospitales, y la evaluación del

potencial de contagio de enfermedades. Completa tu #Censo2020 hoy para que tu comunidad obtenga los recursos que necesita para mantenernos sanos y salvos por los próximos 10 años. #PhillyCounts

FREN: En plus de déterminer le financement de notre système de santé, les données du recensement éclairent la préparation aux situations d'urgence, la planification hospitalière et l'évaluation du potentiel de propagation de la maladie. Remplissez votre #Recensement2020 aujourd'hui afin que votre communauté obtienne les ressources dont elle a besoin pour nous garder en sécurité pendant les 10 prochaines années. #PhillyCounts

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I Count in Philly

ENG - Download image
SPAN - Download image

Suggested message:
ENG: I completed the 2020 census! It was short, easy, and only took a few minutes. Respond for your household now! #PhillyCounts

SPAN: Ya completé el Censo 2020! Fue corto, fácil, y sólo tardó unos minutos. Responde a tu encuesta ahora! #PhillyCounts

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We’re on a mission

ENG - Download image
SPAN - Download image
ZH - Download image

Suggested message:
ENG: Our city relies on a complete and accurate census count of everyone living here -- regardless of immigration or citizenship status -- to get the funding and representation we deserve.

Take 10 minutes to complete the #2020Census today and encourage 3 people you know to once you've finished.

Together, we can make sure that #PhillyCounts!

SPAN: Nuestra ciudad depende de un conteo completo y certero que refleje a todos quienes vivimos aquí -- sin importar tu estado migratorio -- para recibir los fondos y representación que se merece.

Tómate 10 minutos para completar el #Censo2020 hoy mismo y motiva a 3 personas que conoces a que lo hagan cuando termines.

Juntos, podemos asegurarnos de que #PhillyCounts

FREN: Notre ville dépend d'un décompte complet et précis qui reflète tous ceux qui vivent ici - quel que soit votre statut d'immigration - pour recevoir les fonds et la représentation qu'elle mérite.

Prenez 10 minutes pour terminer # Censo2020 aujourd'hui et motivez 3 personnes que vous connaissez à le faire lorsque vous avez terminé.

Ensemble, nous pouvons nous assurer que #PhillyCounts