

SC COMPLETE COUNT COMMISSION

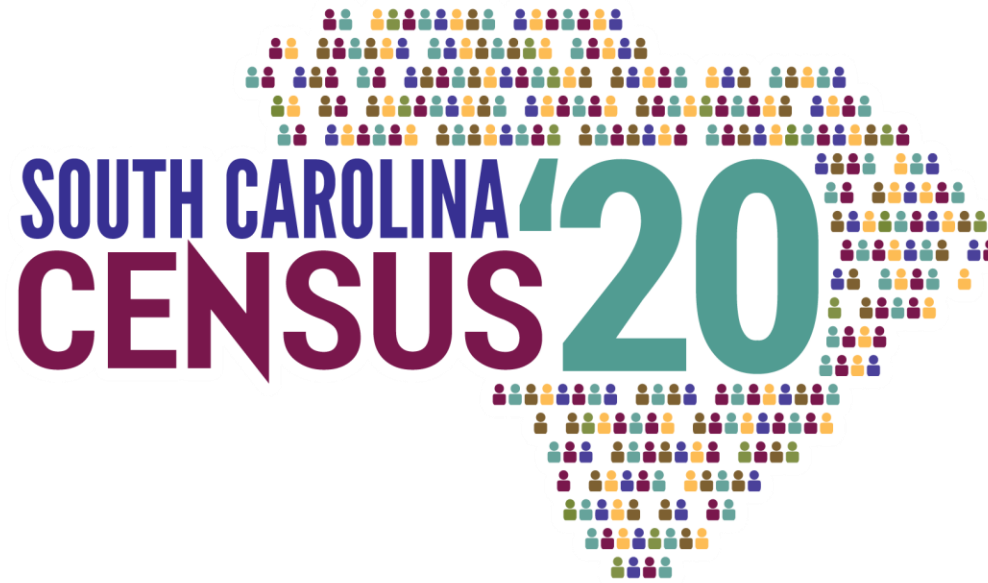


CHARTER FOR PROJECT

- Partnership with SC Grant Makers Network to get the word out about the upcoming Census.
- Desire to get the word to hard-to-count populations.
- Creating a message that resonates with the hard-to-count communities.

BRANDING

- The logo for the SC Counts 2020 Campaign is designed to attract attention and welcome viewers. It avoids sterility and rigidness using rounded corners and simple shapes.



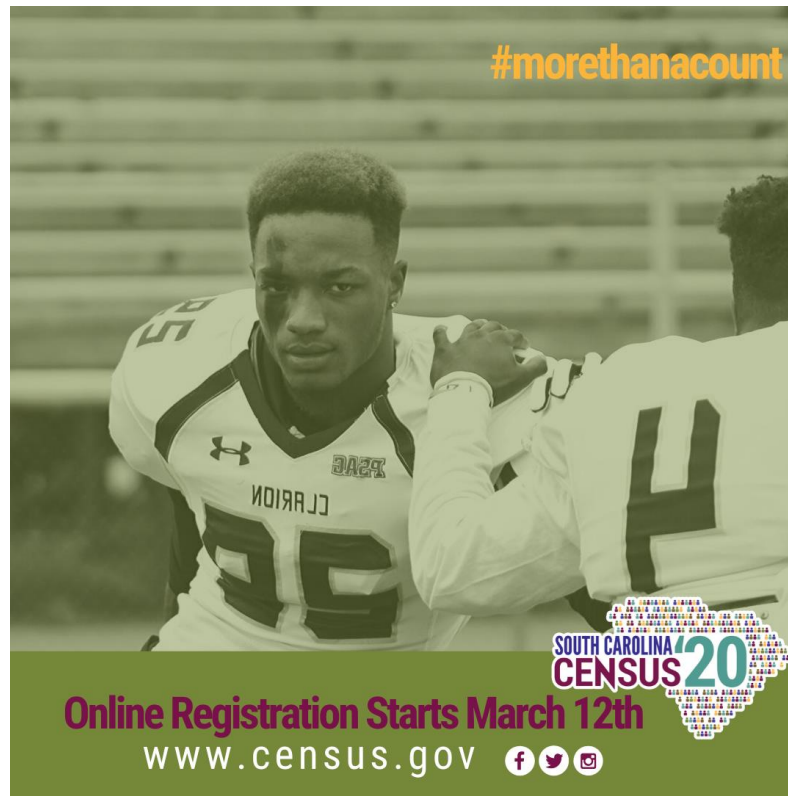
MISSION

- The SC Counts 2020 Campaign is intended to educate and encourage the underrepresented populations of South Carolina to participate in the 2020 Census, ensuring their inclusivity and impact in the the decade to come.

MESSAGING

- The Tone of the SC Counts 2020 Campaign is intended to be informative, yet approachable. All media should remain professional with a focus on education, advocacy, and action. Verbiage is encouraging, inclusive, and empathetic.

SOCIAL MEDIA GRAPHICS



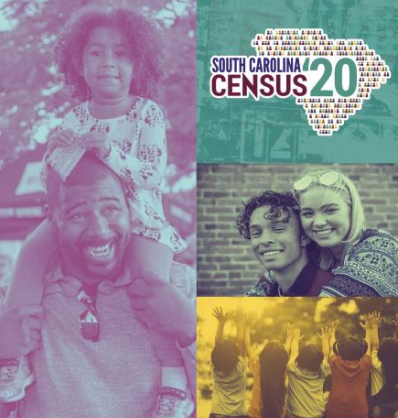
ADDITIONAL RESOURCES

¿ESTÁS LISTO PARA EL CENSUS?

Cada año, el Gobierno Federal distribuye más de \$675 mil millones a los Estados.
¡El Censo puede tener un impacto en las comunidades en crecimiento al proporcionar fondos para programas después de la escuela, programas de asistencia alimentaria y más! Juntos podemos asegurar nuestro futuro, si nos cuentan.

¡REGÍSTRESE ONLINE O POR TELÉFONO! ¡AMBOS SON SIMPLES Y TOMAN MENOS DE 15 MINUTOS!

2020CENSUS.GOV



¿SABÍA USTED QUE?

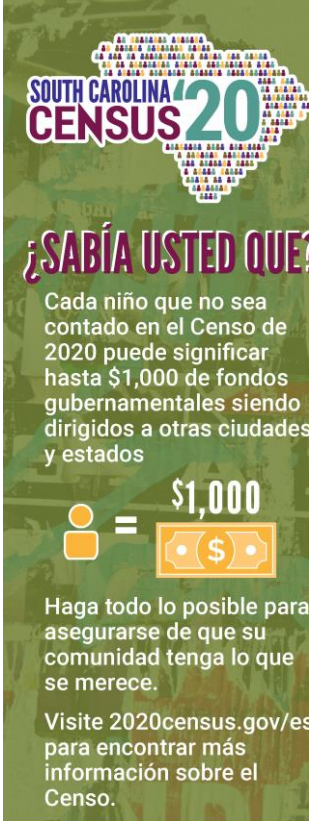
Cada niño que no sea contado en el Censo de 2020 puede significar hasta \$1,000 de fondos gubernamentales siendo dirigidos a otras ciudades y estados

\$1,000

Haga todo lo posible para asegurarse de que su comunidad tenga lo que se merece.

Visite 2020census.gov/es para encontrar más información sobre el Censo.

2020CENSUS.GOV/ES @SCCounts2020



Correct the letter units
Corrección de las unidades de letras

5
2
1
3
4

How many people are missing from the count?
¿Cuántas personas faltan al hacer el censo?

South Carolina '20 CENSUS

The Census is a way for the United States to make sure everyone has what they need to live a better life. The first Census took place in 1790 and took 8 months to complete, but with the help of today's technology, we'll be able to complete the count in just 4 months!

Los Estados Unidos utilizan el Censo para asegurarse de que todos tengan lo que necesitan para vivir una vida mejor. El primer Censo tuvo lugar en 1790 y tardó 8 meses en completarse, pero con la ayuda de la tecnología de hoy en día, podremos completar el censo en solo 4 meses!

2020CENSUS.GOV | @SCCOUNTS

Word Search
Búsqueda de palabras

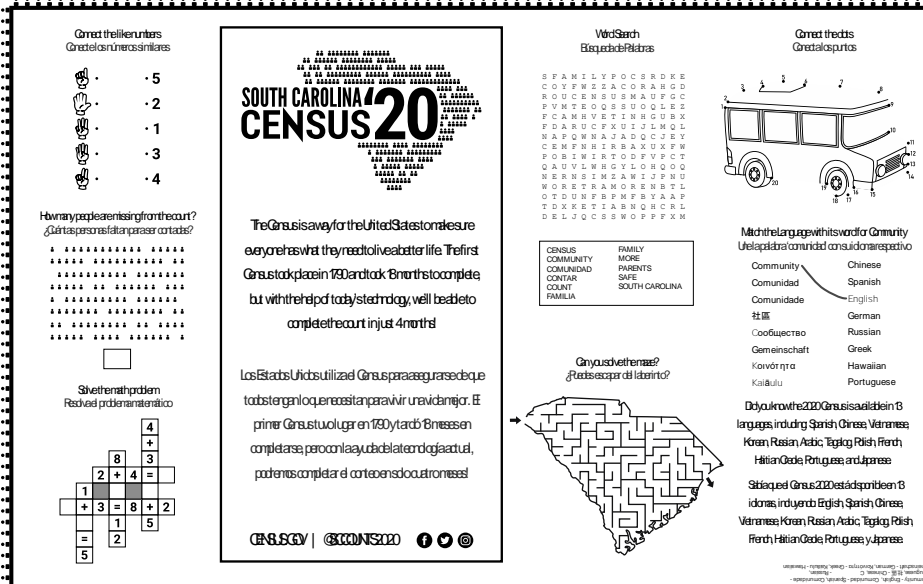
Correct the bus
Corrección del autobús

Which language is yours?
¿Cuál es su idioma?

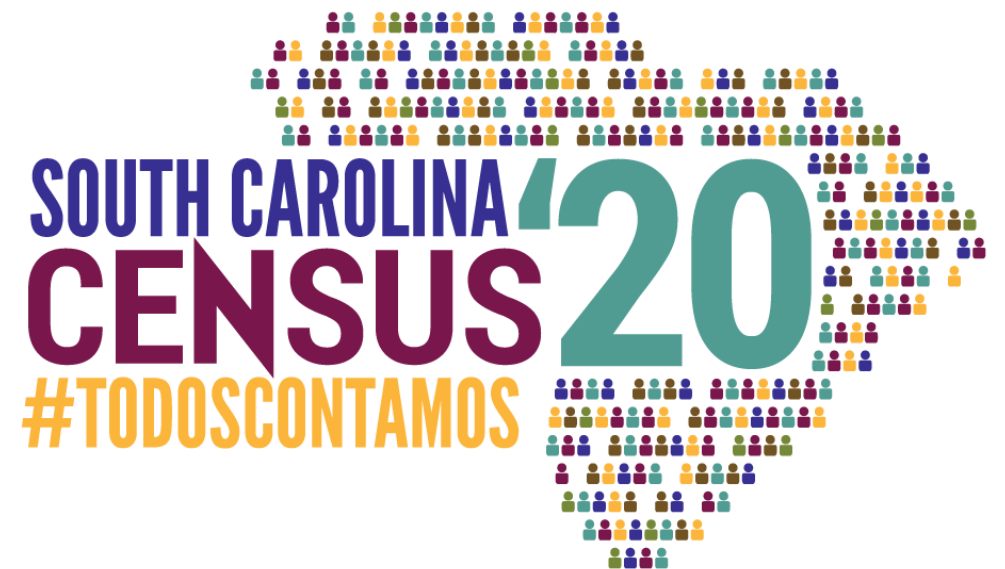
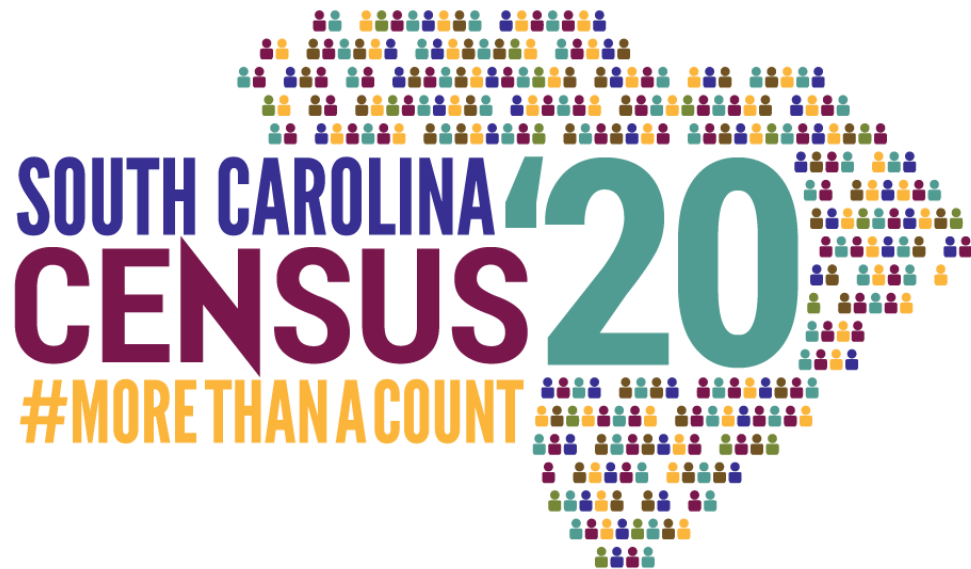
Community Chinese
Comunidad Spanish
Comunidade English
社區 German
Сообщество Russian
Gemeinschaft Greek
Koinonía Hawaiian
Kisibulu Portuguese

Do you know the 2020 Census in 13 languages, including Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese?

¿Sabían que el Censo de 2020 está disponible en 13 idiomas, incluyendo español, chino, vietnamita, coreano, ruso, árabe, tagalo, polaco, francés, haitiano, portugués y japonés?

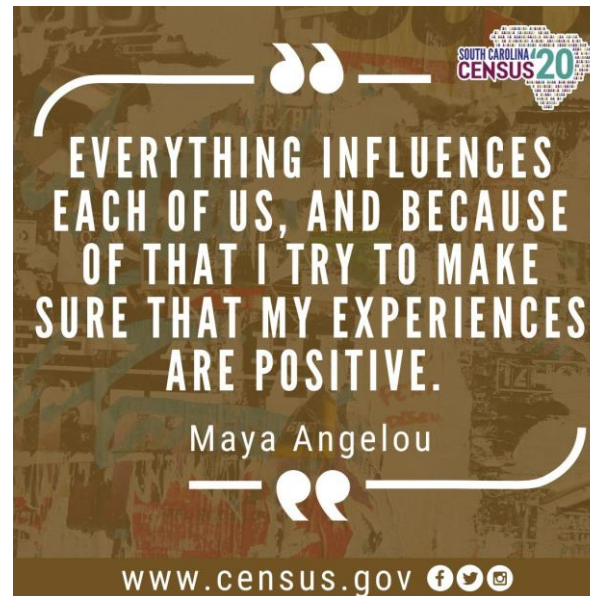



MAGNETS



UPCOMING MESSAGING & TASKS

- Maintain a focus on the importance of participating in the 2020 Census.
- Emphasize that it's not too late to participate, even after Census Day.

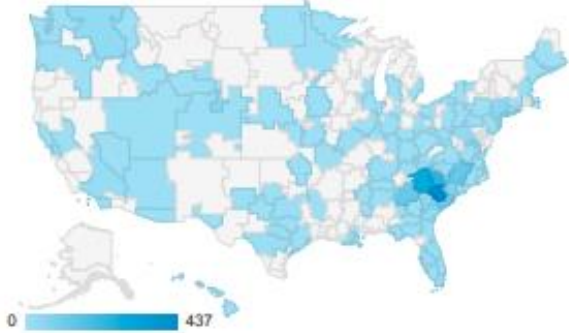


ANALYTICS

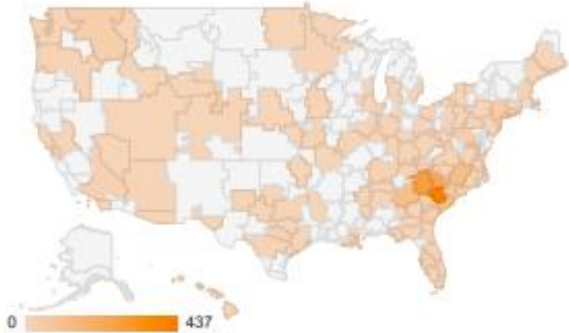


User Location

All Users



New Users



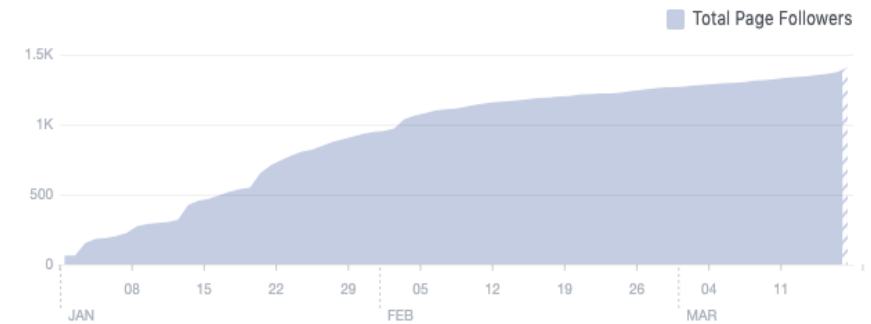
Devices

Mobile Device Info	Users	Census2020 (Goal 1 Completions)
Apple iPhone		
All Users	446	24
New Users	442	19
Organic Traffic	304	12
Paid Traffic	0	0
Samsung SM-G960U Galaxy S9		
All Users	23	2
New Users	22	1
Organic Traffic	19	0
Paid Traffic	0	0
Apple iPad		
All Users	17	0
New Users	17	0
Organic Traffic	15	0
Paid Traffic	0	0
(not set)		
All Users	12	4
New Users	12	2
Organic Traffic	9	0
Paid Traffic	0	0
Samsung SM-G950U Galaxy S8		
All Users	10	0
New Users	10	0
Organic Traffic	9	0
Paid Traffic	0	0

Traffic by Source

Source / Medium	Users	Bounce Rate
google / organic		
All Users	1,205	34.34%
New Users	1,171	33.99%
Organic Traffic	1,205	34.34%
Paid Traffic	0	0.00%
(direct) / (none)		
All Users	414	52.39%
New Users	404	53.22%
Organic Traffic	0	0.00%
Paid Traffic	0	0.00%

Total Page Followers as of Today: 1,409



m.facebook.com / referral

All Users	34	51.35%
New Users	32	56.25%
Organic Traffic	0	0.00%
Paid Traffic	0	0.00%



RESOURCES

- Go to: <https://www.emarketinggroup.com/file-share> to download
- Go to: <https://www.uwasc.org/census-2020-resources>
- Use hashtags when posting:
 - #SCCounts2020 #CountMeIn #2020Census
 - #Census2020 #MoreThanACount #KnowWhyYouCount
 - #ICount #SCCountMeIn
- Like and Share [@SCCounts2020](#) on Facebook
- Follow and Share [@SCCounts2020](#) on Instagram
- Follow and share [@SCCounts2020](#) on Twitter

CENSUS DAY IDEAS

- Announce your organization's excitement on Facebook Live in the Census Day Event at <https://www.facebook.com/events/820776018385400/>
- Script:
 - Greeting: Good morning!
 - Who you are: I am Forrest Gump, the mayor of Gumpville.
 - Name your organization: Gumpville is a small city in the eastern portion of Gumpland.
 - Topic: Today is Census Day, the day we count everyone in our homes. While we can't celebrate together because of social distancing, I encourage everyone to go online to <https://my2020census.gov/> and fill out your Census. The Census impacts everything we do. It helps to get money to repair our roads, educate our children, and support our elderly. Please help us show how powerful we are by getting counted!
 - Conclusion: Thank you so much for your time. Please like and share SC Counts 2020 so we can keep getting the word out! Have a great day!!

WE HELP DELIVER YOUR MESSAGE!

EMILY



Revolutionary Marketing Group

SC COMPLETE COUNT COMMISSION

