**#CompleteTheCount**

**Social media toolkit**

With just a few weeks left before the deadline, we need to re-energize community leaders and groups about rallying residents in northeastern Illinois to fill out the 2020 census. We’re at risk of a costly undercount that could mean billions of federal dollars lost for northeastern Illinois. We developed this toolkit to help you tell your colleagues, friends, family, and network about the importance of a complete count and the repercussions of an undercount.

Together, let’s #CompleteTheCount ensure we have enough funding to thrive as a region over the next decade.

**What’s in here?**

* Social media posts
* Newsletter blurb
* Sample email language
* Sample message to include in your email signature

**Social media**

* Feel free to use these sample posts as-is or update to share more about your personal connection to the Chicago Metropolitan Agency for Planning’s work. You can also share posts from CMAP’s [Twitter](https://twitter.com/ONTO2050), [Facebook](https://m.facebook.com/1CMAP/photos/a.10152530631110135/10158536170820135/?type=3&source=48&__tn__=EH-R), [LinkedIn](https://www.linkedin.com/company/chicago-metropolitan-agency-for-planning), and [Instagram](https://www.instagram.com/onto2050/?hl=en) pages.
* Tag CMAP’s accounts to help us find your posts so we can promote them, if your profile is set to public.
* On Twitter, use our handle: @ONTO2050
* On Instagram, use our handle: @onto2050
* On Facebook and LinkedIn, type the @ symbol, then start typing Chicago Metropolitan Agency for Planning. Choose Chicago Metropolitan Agency for Planning from the drop-down menu when our page appears.
* Tag other community groups and leaders, like partner organizations and elected officials, so that they can share the impact of an undercount on your community and our region, too.
* Use hashtags like #CompleteTheCount, #2020Census, #Census2020, #BeCounted, #MakeILCount #ILCountMeIn2020, and #GetCounted

*Twitter sample posts*

Communities of color have lower #2020Census response rates than majority-white communities. Learn how an undercount would lead to billions of lost federal dollars for the communities that need them. <http://cmap.is/census-undercount>

Hispanic communities throughout northeastern Illinois have the biggest drops in census completion rates since 2010. Learn how a #2020Census undercount would create more barriers to equitable investments and what communities can do to prevent it. <http://cmap.is/census-undercount>

If Illinois’ population estimate had been 5% less, the state would have lost $235.5 million in COVID-19 relief funding. Learn how a #2020Census undercount could cause Illinois to lose federal resources in @ONTO2050’s latest policy brief. #MakeILCount <http://cmap.is/census-undercount>

#2020Census ends on Sept. 30 — a month early. Our region is already behind in census response, particularly in communities of color, and an undercount would lead to lost federal resources in the places that need it the most. <http://cmap.is/census-undercount>

*Facebook/LinkedIn sample posts*

Communities of color are participating in the 2020 census at much lower rates than are communities with mostly white residents. In a new policy brief from the Chicago Metropolitan Agency for Planning, learn how an undercount would lead to billions of lost federal dollars for the region. <http://cmap.is/census-undercount>

Hispanic communities have seen the biggest drops in census completion rates compared to 2010. Find out more about how a census undercount could create more barriers to equitable investments and what communities need to do to combat that. <http://cmap.is/census-undercount>

If Illinois’ population estimate had been 5 percent less, the state would have lost $235.5 million in COVID-19 relief funding. Learn how a census undercount could cause Illinois to lose federal resources in the newest policy brief from the Chicago Metropolitan Agency for Planning. <http://cmap.is/census-undercount>

The U.S. Census Bureau is ending field data collection on Sept. 30 — a month early. Our region is already behind in 2020 census response, particularly in communities of color. Learn how an undercount would lead to billions of lost federal dollars, and what communities can do to prevent that. <http://cmap.is/census-undercount>

**Newsletter blurb**

In northeastern Illinois, communities of color are participating in the 2020 census at much lower rates than are communities with mostly white residents. In a new policy brief from the Chicago Metropolitan Agency for Planning, learn how an undercount would lead to billions of lost federal dollars for the region. <http://cmap.is/census-undercount>

**Email**

*Language*

Subject line: Potential costly census undercount in northeastern Illinois’ communities of color

Hello,

In northeastern Illinois, communities of color are participating in the 2020 census at much lower rates than are communities with mostly white residents. Some communities of color have census completion rates more than 20 percentage points below their 2010 rates. Recently, the U.S. Census Bureau recently announced that field data collection is ending Sept. 30 — a month early. Learn more about the importance of a complete and accurate census count in a new analysis by the Chicago Metropolitan Agency for Planning <http://cmap.is/census-undercount>.

*Email signature addition*

Our census numbers are down — and we have one month left! Learn more and encourage a complete count for the region: <http://cmap.is/census-undercount>