

Roadmap to 2030: Census & Democracy

Census Day 2024 Social Media Toolkit

Background

2024 stands as a pivotal year in shaping the 2030 Census, marked by significant advancements in testing and planning. Census Bureau data shape our democracy, which is important to uplift as we contemplate an important election year. The outcome of elections this year will, in turn, impact the planning and contours of the 2030 Census. We must continue to discuss what's at stake, share the Roadmap to 2030 [resource guide](#) and [website](#), and highlight the actions national and state organizations can take to elevate the importance of the census and American Community Survey (ACS) to uplift our communities and strengthen our democracy.

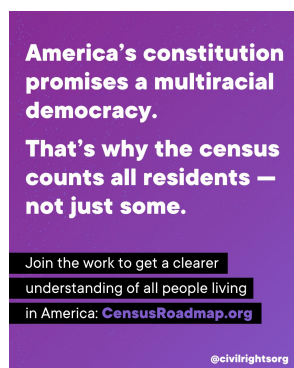
The Census Counts campaign, housed at The Leadership Conference Education Fund — and with a steering committee co-chaired by NALEO Educational Fund, Asian Americans Advancing Justice | AAJC, and National Urban League — developed this social media toolkit to help elevate the importance of the census during an election year, because the actions that we collectively take today will determine a fair and accurate count in 2030.

Social Media Planning

Please join us in posting the below graphics and sample messages to your channels on Monday, April 1 for Census Day, as well as Tuesday, April 2 in promotion with our Census Roadmap event.

Please use #CensusDay and #CensusCounts

[GRAPHICS can be found here.](#)



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Sample Media Post

The U.S. census counts every person living here, no matter their background. Recent attempts to exclude certain people from being counted threaten our power in Congress and access to important resources. Join the work to get everyone counted: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay

Attempts to not count all people in the U.S. census would undermine the Constitution and the 14th Amendment's promise of a multiracial democracy. That's why our coalition is laying the groundwork for a fair and accurate census in 2030: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay

Why is the census important during an election year? Because the outcome will determine how the 2030 Census is shaped – who gets counted, what questions get asked, and more. Fight for a fair and accurate 2030 Census TODAY! Get started: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay

The U.S. census isn't just a survey you fill out every 10 years. It determines:

- ✓ Your voting power in Congress
- 💰 How your community gets federal funding
- 🇺🇸 The racial makeup of America

Get your community ready for the next census NOW: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay

We cannot get a fair and accurate count in the 2030 Census without research and preparation. Lay the groundwork for your community with our Roadmap to the 2030 Census tool. Get started today: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay

Did you know? Census data influence our democracy. That's why it's so important to get your community prepared for the next census EARLY! Don't wait. Visit [CensusRoadmap.org](https://censusroadmap.org) to get the resources you need to make sure everyone in your community is counted in 2030. #CensusDay

Census data should be reflective of America's true diversity, but policy decisions by elected officials can impact how fair and accurate the 2030 Census will be. Join the work to get a clearer understanding of all people living in America: [CensusRoadmap.org](https://censusroadmap.org) #CensusDay