ACS awareness month

(ACS? It's the American Community Survey!)

TOOLKIT

AUGUST 2025

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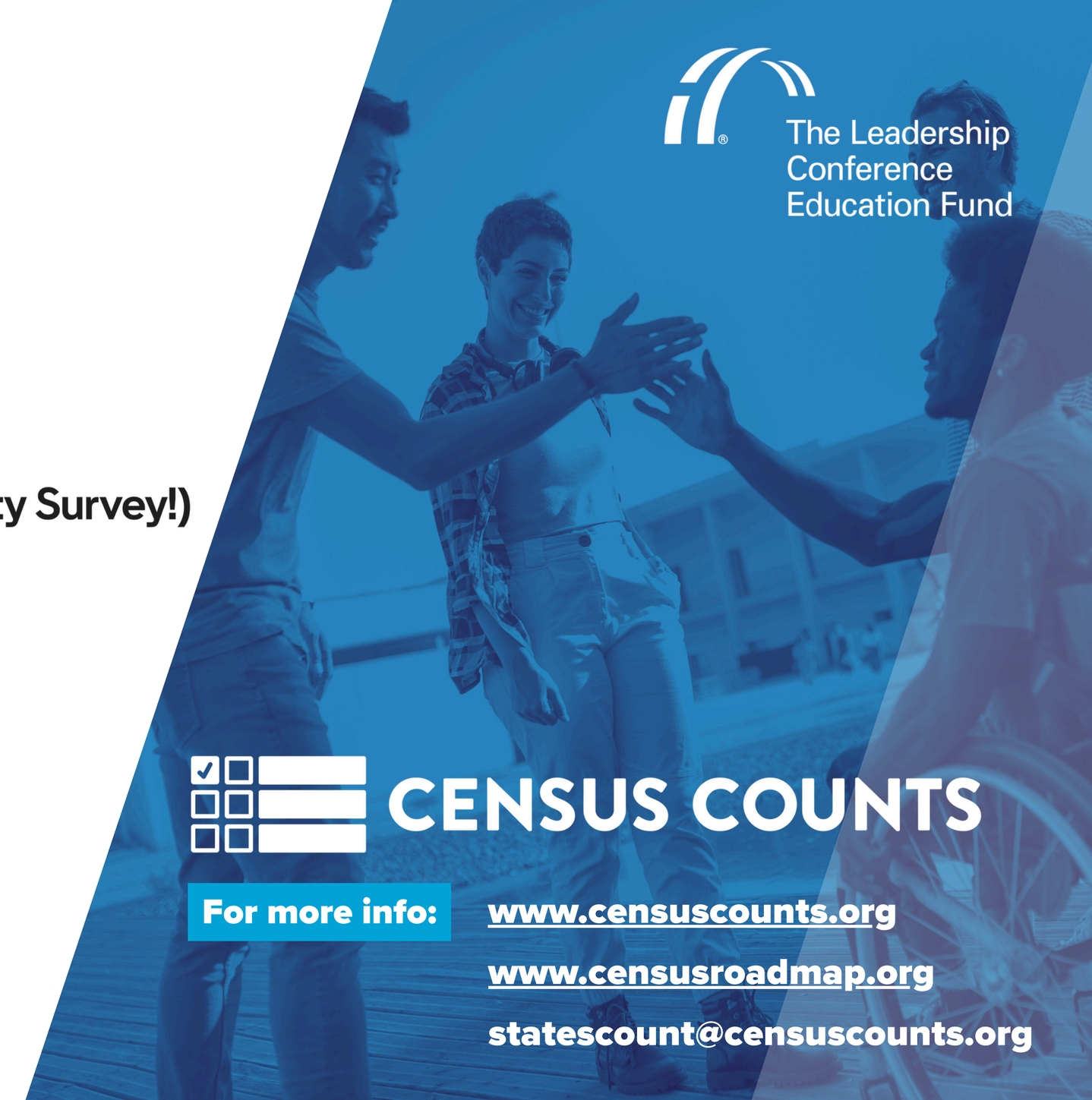

The Leadership Conference Education Fund

CENSUS COUNTS

For more info:

www.censuscounts.org

www.censusroadmap.org

statescount@censuscounts.org

i. INTRODUCTION

The American Community Survey (ACS) is not just a data source, it is an essential lifeline for our communities. Its detailed, year-round information on education, employment, housing, and more drives decisions that can mean the difference between safety and vulnerability. In the wake of a natural disaster, ACS data can guide emergency responders to where help is needed most. For small business owners, it provides the insights to make smart investments, grow local economies, and create jobs.

Yet despite its critical role, the ACS remains less well-known than the decennial census — and it faces ongoing threats to its funding, scope, and quality. Weakening the ACS would diminish our ability to respond to crises, plan for recovery, and build thriving communities. That's why we must act now to protect and strengthen it.

To raise awareness, the Census Counts coalition has designated August as ACS Awareness Month. This toolkit provides ready-to-use graphics and resources to educate communities and highlight why ACS data is vital to our communities. Please share widely with your networks, and tell us about any events or outreach you're organizing so we can feature them on www.censusroadmap.org. Together, we can safeguard the ACS and ensure our communities continue to have the data they need to thrive.

For additional resources, check out: censusroadmap.org/american-community-survey/

ii. SOCIAL MEDIA

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CAROUSEL 1

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CAROUSEL 2

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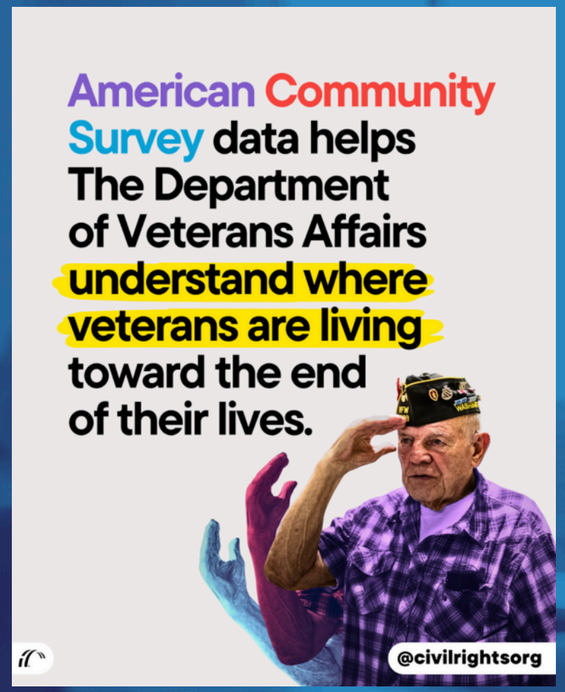
CAROUSEL 3



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ii. SOCIAL MEDIA

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CAROUSEL 4

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CAROUSEL 5

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CAROUSEL 6

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ii. SOCIAL MEDIA

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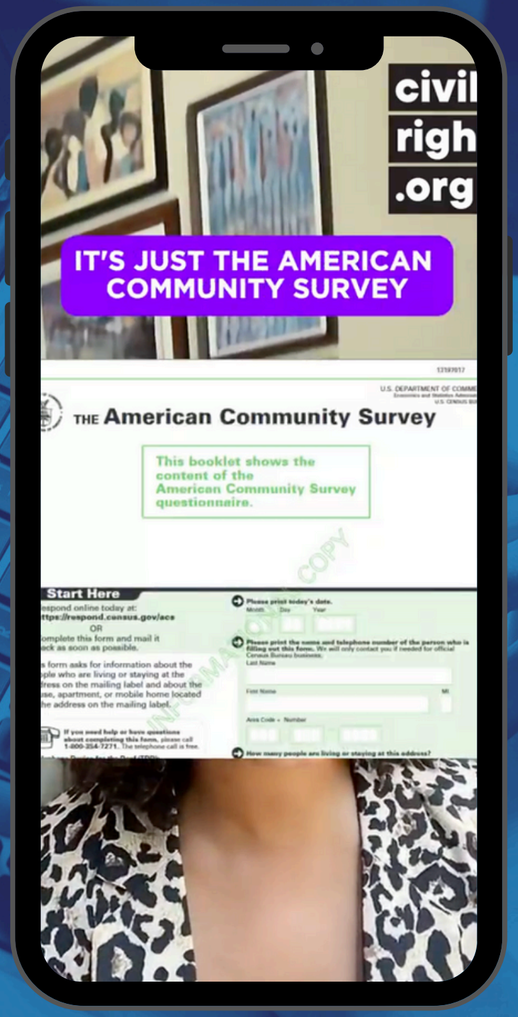
CHECK IT OUT!

This ACS Awareness Month, we created a short video that explains what the ACS is, why it's important, and why it's safe and secure. Help educate others about the ACS by sharing the video across your platforms!



ACS awareness month

(ACS? It's the American Community Survey!)

ii. SOCIAL MEDIA

Sample Social Media Post Copy

CAROUSEL 1

Spread the word - August is ACS Awareness Month! American Community Survey data help understand where we need more early childhood education centers and resources. bit.ly/ACSmonth #ACSAwarenessMonth

CAROUSEL 2

Spread the word - August is ACS Awareness Month! American Community Survey data on internet access, smartphone, and other computing tech helps ensure that everyone has access to the internet, especially in rural areas. bit.ly/ACSmonth #ACSAwarenessMonth

CAROUSEL 3

Spread the word - August is ACS Awareness Month! Thanks to the American Community Survey, our veterans can receive more of the care they deserve. bit.ly/ACSmonth #ACSAwarenessMonth

ii. SOCIAL MEDIA

Sample Social Media Post Copy

CAROUSEL 4

Spread the word - August is ACS Awareness Month! American Community Survey data helps firms identify the best locations for their businesses based on the characteristics of different communities. bit.ly/ACSmonth #ACSAwarenessMonth

CAROUSEL 5

Spread the word - August is ACS Awareness Month! American Community Survey data help improve roads and public transit options, giving you better options to get to work. bit.ly/ACSmonth #ACSAwarenessMonth

CAROUSEL 6

Spread the word - August is ACS Awareness Month! American Community Survey data show our officals where we need more affordable housing. bit.ly/ACSmonth #ACSAwarenessMonth

iii. RESOURCES

Census Counts:

- ACS Almanac: A concise alphabetical key with more than 30 entries to help you understand why each question is asked on the ACS.
- ACS talking points for engaging with policymakers
- ACS data stories illustrating how ACS data benefit communities
- ACS blog from The Leadership Conference and The Census Project
- ACS: What to Know two-pager highlighting key points of the ACS
- See links to additional ACS resources on our Census Counts website

Webinars:

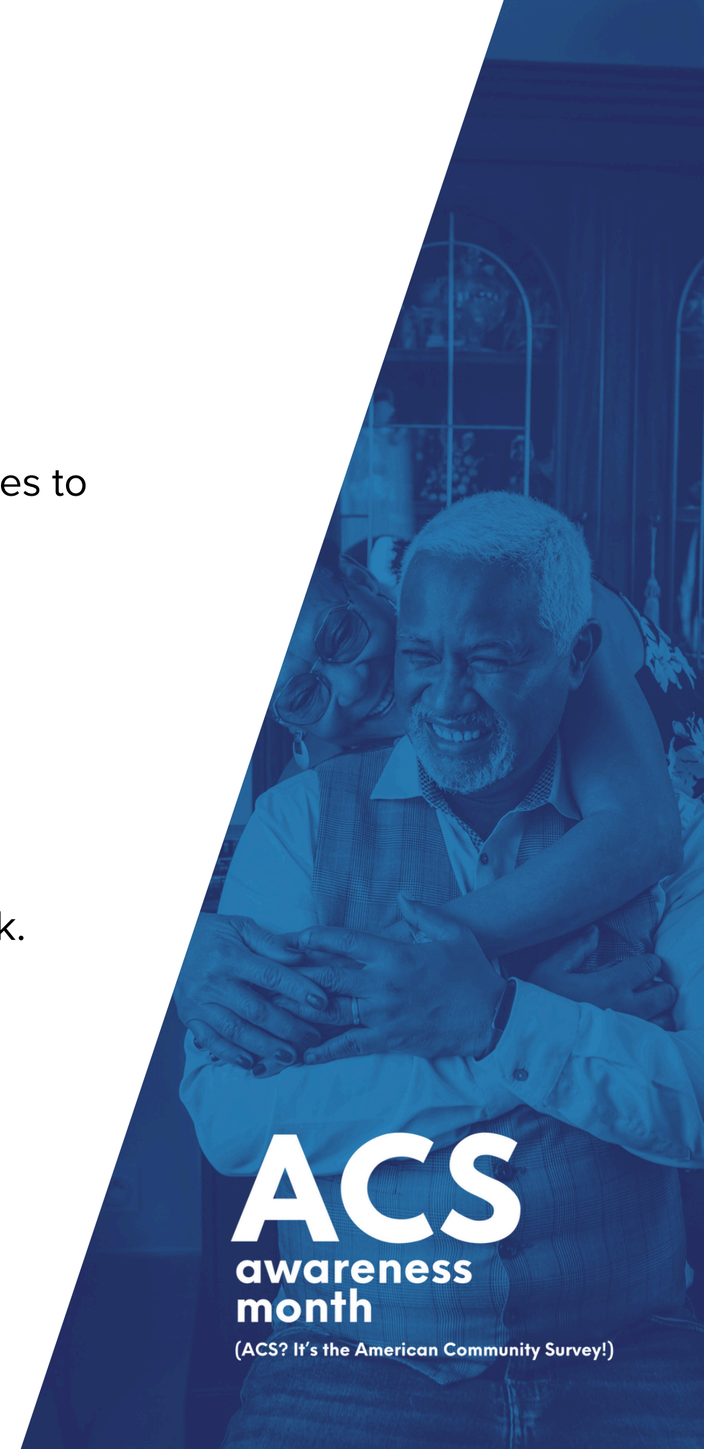
- **Introduction to the American Community Survey** (U.S. Census Bureau, 2025)**:** Recording link
- **Essential Data Powering the Economy – The American Community Survey** (The Census Project and National Association for Business Economics, 2025)**:** Recording link
- **Using Race and Ethnicity Data from the ACS** (Coalition on Human Needs, 2025)**:** Recording link

complete webinar library here

iii. RESOURCES

Census Bureau:

- American Community Survey website
- ACS FAQs
- Why We Ask Each Question — Every question has a required purpose and many uses to help communities.
- Resource Guide — How to talk about the decennial census vs. the ACS
- Handbooks for ACS Data Users
- ACS response rates by state and nationally
- ACS Data Wheel

Partner Resources:

- The Census Project Report: America's Essential Economic and Social Data at Risk. See 2025 update and resources here!
- National Urban League: toolkit on the American Community Survey
- Coalition on Human Needs: ACS income, hardship, and health insurance data tables by state
- National Congress of American Indians two-pager on *What Users of Data for American Indians and Alaska Natives Need to Know*