

WE COUNT LA “HOW TO” SERIES

How To: Use This Toolkit

Your living, breathing resource guide

Making sure our communities take the 2020 census will take all of us working together. By showing a united front, we will be sharing with our communities just how important being counted is.

Over the next few months, we want this toolkit to be a living breathing resource for most of your day to day needs. That said, we also want to keep our door open for strategic questions when they come up. Whether it's an inquiry on the best way to frame a message, on small ad boosts or audience targeting, or how to respond to a piece of misinformation, we want our team to be a resource.

Have questions? Feedback? Ideas?

You can always send an email to wecountla@fenton.com in order to get in touch with us.

In the meantime, if you haven't already, there are a couple of things we can do to uplift and amplify each other:

Like and follow our channels

We're live on Twitter, Facebook and Instagram at @WeCountLA! Please make sure to follow and like our channels.

Amplify our messages

Amplify our message by liking, retweeting and engaging with our content. We'll need your help to make sure key messages are spread far and wide.

Tag us in your content

Make sure to tag or mention us in any #2020Census events or content that you share. We'll get the notification — and we can share them to our own followers as well!

Don't forget to use #2020Census

Use the #2020Census hashtag in your social content to make sure your messages are part of the overall conversation!