Below is written content intended for partner use and sharing on social media platforms. You may DOWNLOAD graphics to accompany this sample language at the Alaska Counts Resources page. Visual tools include graphics for Facebook and Instagram, along with videos for sharing with your followers and network.

**Testimonials from Alaskans**

**Infographics**

**Videos**

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**Campaign Hashtags for Use**

#AlaskaCounts  
#CountMeIn  
#2020Census

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**Messaging Timeline**

Between now and Census Day in April, Alaska Counts will have three messaging phases:

1. **Recruitment for census jobs** (Now through Fall 2019)

2. **Education about the importance of the census**; (Fall and early winter 2019) and

3. **Get Out the Count** (January - April 2020)

Partners are encouraged to share messages related to these core messages according to the following timeline:
Summer and Fall 2019 Message Focus: RECRUITMENT

HIRING NOW: Census Bureau now recruiting Alaskans in every village and community for part-time jobs. Apply online at http://www.2020census.gov/jobs or call 1-844-801-8130. SNAP, HUD, TANF recipients encouraged to apply. #2020Census

Want to make $28/hour working with the Census part time in remote Alaska? Call 1-844-801-8130 to learn more. #AlaskaCounts

Fall 2019 Message Focus: EDUCATION ABOUT THE IMPORTANCE OF THE CENSUS

General Education

Did you know the #2020Census determines resources that go to AK to help build roads and infrastructure, support hospitals, and deliver public services to children, veterans, seniors and families? #AlaskaCounts #2020Census

The #2020Census starts in January! Census data determine federal funding for schools, hospitals, public safety and transportation. With this year’s budget cuts, we can’t afford an undercount #AlaskaCounts. Learn more: http://alaskacounts.org/

Getting the #2020Census right is important for all of Alaska’s communities. Rural communities are most likely to be undercounted. Don’t forget: #WeCount – and that means ALL of us. Learn more at http://alaskacounts.org/.

When Alaskans go uncounted, [insert community here] loses out on critical funding for schools, hospitals, highways, and more. Commit to being counted in the #2020Census.

#2020Census data determines how $3.2B dollars comes to Alaska each year to support resources such as schools, hospitals, and fire departments. When Alaskans go uncounted, we all lose out. #CountMeIn #AlaskaCounts
Participating in the #2020Census ensures that we get our full share of federal funding for local public services. Commit to respond to the Census #CountMeIn #AlaskaCounts

If Alaskans don’t answer the #2020Census, our entire community loses out on funding for vital local services for the next TEN years. Commit to being counted! #AlaskaCounts

Census data influence the allocation of $800+ billion every year in federal funding. Participating in the #2020Census has a HUGE impact in our communities. We can't afford to miss out. Commit to being counted in 2020. #AlaskaCounts

Participating in the #2020Census is a demonstration of our collective power to ensure our government works for ALL of us. Let’s show ‘em that #AlaskaCounts!

Responding to the #2020Census helps Alaska’s communities get funding for local public services and helps businesses make data-driven decisions to grow the economy #CountMeIn #AlaskaCounts

**Content for Alaska Counts Facebook and Instagram Posts**

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**Sample Post text:** Join us and plan to respond to the #2020Census

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**Sample Post text:** Responding to the 2020 Census is critical to ensure that Alaska receives its full share of federal funding for programs and local public services for the next 10 years. Respond to the 2020 Census. Every Alaskan Counts.
**Sample Post text:** Join us and plan to respond to the #2020Census.

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**Sample Post text:** Your responses to the 2020 Census are confidential and protected by law. The Bureau cannot share an individual’s answers with law and immigration enforcement agencies, employers, and landlords, and cannot responses it to be used to determine eligibility for government benefits. All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

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**Economic Impacts**

“Responding to the 2020 Census helps businesses make data-driven decisions to grow Alaska’s economy.”
“As a business leader [or specific role you hold], I know the importance of Census data in guiding strategic investment decisions in [+ specific Corporation/private sector]. Join me in being counted in the 2020 Census.”

**Content for Alaska Counts Facebook and Instagram Posts**

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**Healthcare Impacts**

“Census data determines funding for programs including Medicaid, SNAP, and the Indian Health Service. We need every Alaskan to respond and be counted in the 2020 Census.”

**Sample Post text: Need text**

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**Children + Families**

“Alaska Native children under the age of five are at high risk of going undercounted. Census data determines funding for Denali KidCare, Medicaid, Head Start, and other important programs in our communities. Our kids are counting on us for a fair and accurate count.”

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**Sample Post text: Need text**

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$3.2 Billion

**Sample Post text:** There are 3.2 billion reasons to answer the 2020 Census. That’s how many federal dollars flow into Alaska each year based on census data. This funding goes to every Alaskan community for everything from roads and airports to hospitals and schools.
**Sample Post text:** Undercounting kids in the 2020 Census means our communities will miss out on important funding for Denail KidCare, schools, the National School Lunch Program, and more. The 2020 Census will start in January - make sure you and your children are counted.

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**Sample Post text:** Our elders matter. Count them in the 2020 Census. #EveryAlaskanCounts

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**November 2019 - January 2020 Message Focus: GET OUT THE COUNT**

**COMING SOON**