

#YWomenCount Social Media Tools

BACKGROUND

On January 8, 2020, YWCA USA will launch **#YWomenCount**: YWCA's national campaign to support the 2020 census. YWCA is a trusted voice to some of the most vulnerable communities in the country. Through this campaign, we will make sure those communities are counted fairly and accurately in 2020.

Together, we can ensure a full, fair, and accurate census. Let's remind communities that **we all count. Everyone.** Learn more at www.YWomenCount.org.

WHAT'S THE PLAN?

Through the **#YWomenCount** social media campaign, we encourage you to utilize the #YWomenCount hashtag and resources to participate in digital efforts to uplift women's voices in our communities and networks. From YWCA staff and volunteers, to the children and parents who come to our child care centers, to the families that live in our communities -- we know that everyone deserves to be counted in the 2020 census.

We want to make it possible and easy for you to support the census from wherever you are. We invite you to use this social media guide as a way to share stories of **#YWomenCount**, celebrate a unified message, and amplify the voices of others engaging in the 2020 census!

HASHTAGS AND TWITTER HANDLES

Please use the hashtag #YWomenCount for anything on social media related to the 2020 census and YWCA's national census campaign. You can also use 2020 census hashtags like #2020Census and #GetOutTheCount to join the national conversation!

Engage YWCA USA by tagging us [@YWCAUSA](https://twitter.com/YWCAUSA) or sharing our #YWomenCount posts on [Twitter](#), [Facebook](#), and/or [Instagram](#).

GRAPHICS

Share the official #YWomenCount [sharegraphics](#) on social media to further amplify our census campaign. Check out our other #YWomenCount [downloadables](#), such as banners, stickers, and pledge-to-count cards as well!

SAMPLE SOCIAL MEDIA POSTS

We have drafted these sample social media posts to make engaging in our #YWWomenCount campaign as easy as possible. Please feel free to draft your own as well. Remember to use the hashtag #YWWomenCount and tag YWCA USA on [Twitter](#), [Facebook](#), and/or [Instagram](#).

PROMOTIONAL: To be posted in advance of the #YWWomenCount launch, on Wednesday, January 8th

- Facebook:

We only have one shot at the census every 10 years. That is why we are answering the call to engage every community we reach, every staff member, and every individual we serve. We support a full, fair, and accurate census and will get up and do the work of justice to ensure that women, children, families, and communities are counted. We all count. Everyone.

Check out [YWWomenCount.org](#) for more information! #YWWomenCount

- Twitter:

We all count. Everyone. We support a full, fair, and accurate #2020Census and so does @YWCAUSA. Find out more on January 8 at [YWWomenCount.org](#). #YWWomenCount

.@YWCAUSA has #GetOutTheCount resources for community service providers. Learn more on January 8, the launch of our #YWWomenCount census campaign. Learn more at [YWWomenCount.org](#).

The #2020Census is right around the corner! We are gearing up to get our communities counted with tools and resources from @YWCAUSA. Read more at [YWWomenCount.org](#) #YWWomenCount

#YWWomenCount LAUNCH & CAMPAIGN: To be used on Wednesday, January 8th and beyond!

- Facebook:

Today, we launch our #2020Census engagement campaign: #YWWomenCount, because we believe that together, we can ensure a full, fair, and accurate census. There are many ways to engage your community around the census. @YWCAUSA has created many marketing, outreach, #GetOutTheCount, and educational materials to prepare you and your community to take the 2020 census. Find these resources and join the campaign at [YWWomenCount.org](#).

YWCA IS ON A MISSION

eliminating racism
empowering women
ywca

- Twitter:

Here's #YWWomenCount:

- ✓ Congressional, state, and local representation
- ✓ More than \$675 billion in government funding
- ✓ Community #schools, #jobs, #housing, and so much more

We are engaging in the #2020Census because we know we all count. Learn more: YWWomenCount.org

The #2020Census is easy, safe, and secure. Join us and @YWCAUSA as we #GetOutTheCount and ensure that our communities are free from fear. #YWWomenCount

We all count. Everyone. Engage your community with #GetOutTheCount tools from @YWCAUSA. YWWomenCount.org #YWWomenCount

The communities we serve rely on a full, fair, and accurate census. This is #YWWomenCount. [@YWCAUSA](https://YWWomenCount.org)

At YWCA, we work with #HardToCount communities every day. This is why we #GetOutTheCount for the #2020Census. #YWWomenCount

You deserve to be counted. Pledge to take the #2020Census now! ywomencount.org/get-involved/pledge/ #YWWomenCount

#YWWomenCount PODCAST: To be used to promote our Census Organize your Butterflies podcast

- Facebook:

YWCA USA State and Civic Engagement Manager Natalie Cone discusses the significance of undercounting in the census and why YWCAs across the country are arbiters for communities that have historically been left out, in this episode of [#YWCAButterflies](https://YWCAButterflies.bit.ly/35KdMxp) [bit.ly/35KdMxp](https://YWCAButterflies.bit.ly/35KdMxp) #OnAMission #YWWomenCount

- Twitter:

In this episode of @YWCAUSA's #YWCAButterflies, Natalie Cone explains the importance of participating in the Census. #YWWomenCount bit.ly/35KdMxp

Listen to @YWCAUSA's Census podcast episode to hear why it's important to take part in this year's census. #YWWomenCount bit.ly/35KdMxp

YWCA IS ON A MISSION

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In @YWCAUSA's podcast, Natalie Cone breaks down the concept of hard to count communities and the importance of an accurate census count. #YWWomenCount bit.ly/35KdMxp

Making sure vulnerable communities are accurately counted in the Census is crucial to YWCA's mission of eliminating racism and empowering women. Listen to @YWCAUSA's podcast to learn why: bit.ly/35KdMxp
#YWWomenCount

#YWWomenCount PSA VIDEO: To be used to promote our Census PSA, coming February 2020!

- Twitter:

We all count. Everyone. Watch our video to learn about the importance of being counted in the Census.
#YWWomenCount [\[LINK coming soon!\]](#)

.@YWCAUSA is dedicated to ensuring an accurate count in every YWCA community, and so are we. Watch our video to learn why: [\[LINK coming soon!\]](#) #YWWomenCount

.@YWCAUSA's newest video explains the importance of participating in the census: [\[LINK coming soon!\]](#)
#YWWomenCount

Have you completed this year's census? Watch our video to learn why it's important for all of us to be counted: [\[LINK coming soon!\]](#) #YWWomenCount