

Census 2020 California Region 3 Marketing/Messaging/Outreach Planning

Messaging Overview (Key messages, materials, timeline, languages)

Click on footnote number to see the column description.	Tagline/ Campaign Theme ¹	Primary website for Census 2020 ²	Target timeline/start date, frequency, and duration ³	Languages ⁴
UWBA/ ACBO Region 3	TBD	Uwba.org/census2020 or something similar	March-May 2019: Develop Bay Area outreach campaign Summer 2019: language translation, create editorial calendar Fall 2019: coordination of non-traditional outreach activities, earned media activities begin, develop print and digital communication materials Winter 2019: launch general media campaign Jan/Feb 2020: continue media campaign and outreach March/April: Events, media execution May-Aug 2020: follow up targeted media, social media, text	Spanish Chinese Tagalog Vietnamese Hindi Korean Russian Persian
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¹ Does your county have a specific tagline or messaging for the 2020 Census?

² What is the primary web platform that you will be directing people to?

³ When do you plan to start outreach/messaging in the various platforms? What does your messaging timeline look like?

⁴ What languages are you translating materials to? What languages will you be using and prioritizing for your outreach?

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Proposed Outreach Platforms**

	Social Media	Transportation / Other Outdoor advertising	Radio Stations	TV	Print Media	Digital Ads	Non-Traditional
UWBA/ ACBO Region 3	<ul style="list-style-type: none"> • Facebook (organic and paid) • Youtube (organic and paid) • Instagram (organic and paid) • LinkedIn (organic) • Twitter (organic and paid) 	<ul style="list-style-type: none"> • BART • Billboards 		<ul style="list-style-type: none"> • NBC Bay Area • Telemundo • Univision • KTSF 26 	East Bay Times The Daily News East Bay Express Marin Independent Journal The Epoch Times The Mercury News Metro Silicon Valley El Observador Palo Alto Daily Post Palo Alto Weekly The Recorder SF Business Times SF Chronicle SF Daily Journal SF Examiner SF Weekly SV Business Journal	<ul style="list-style-type: none"> • Google AdWords (search and text) • E-mail marketing (e-newsletters and e-blasts) 	<ul style="list-style-type: none"> • Podcasts (3 20-min Census segments, multilingual) • Ads Before Movies (:30 second spots, 200 screens) • Incentive-based promotions (\$5 gift cards) • Text campaign • Wild posting via guerilla marketing street teams • Webinars (multi-lingual) • Digital radio (spotify, iheart radio)
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