



April 1 is National Census Day!

If you haven't already, we encourage all Michiganders to take 10 minutes to complete the 2020 census. We also encourage you to share how important filling out the census is with your family, friends and social circles.

Here are some easy ways:

Share on Social Media Channels

We encourage you to spread the word on ALL of your social channels. Include a photo and/or video in your post that visually expresses why the census matters to you. You can also share a photo or video of you completing the census online or your mailed form. Get creative.

Make sure to use the hashtags #CountMeIn and #BeCounted in all of your posts. And tag us too: @micensus.

Make a Census Social Story – Get Vertical!

Many social platforms allow you to add stories. This is a great way to get the word out to complete the census. So, turn your phone and share a photo or video there too.

Include a Social .GIF Sticker

Add one of our Census .GIF stickers to your social stories. You can find them easily by clicking the 🗨️ button or find us under the (GIF) tab. You can also find our content on GIPHY (giphy.com) under "MiCensus."

Add a Frame to Your Profile Photo

Include our Census 2020 frame in your Facebook profile photo on April 1. You can search for "Michigan Census" under Frames.

Completing the Census LIVE!

A great way to show the importance of completing the 2020 census is by having them watch you complete it LIVE. Grab your phones, hop on your favorite social channel and hit the LIVE button. Make sure you frame the camera in a way where they won't see specific information you enter.

LIVE tip: As you are completing it, talk to your audience and tell them to comment why the 2020 census is important to them. Another option is to encourage them to do fill theirs out at my2020census.gov the same time. Tell them to leave #Done in the comments once completed.

Facebook: Click the  Live button under "What's on your mind?"

Instagram: Click the  button (top left) and click "LIVE"

Host a Virtual Census Party

As many Michiganders are hopping on ZOOM, GoToMeeting and other video conference systems for work, virtual happy hours and more. Why not host a Virtual Census Party!

Invite your friends, family and members to join in and everyone can complete the 2020Census online together. This is a great way to answer any questions or hesitations people also may have.

Sign up for a free account at zoom.us/signup