

Redistricting Social Media Toolkit

Evelyn DiSalvo

Supervised by Anthony Calabrese

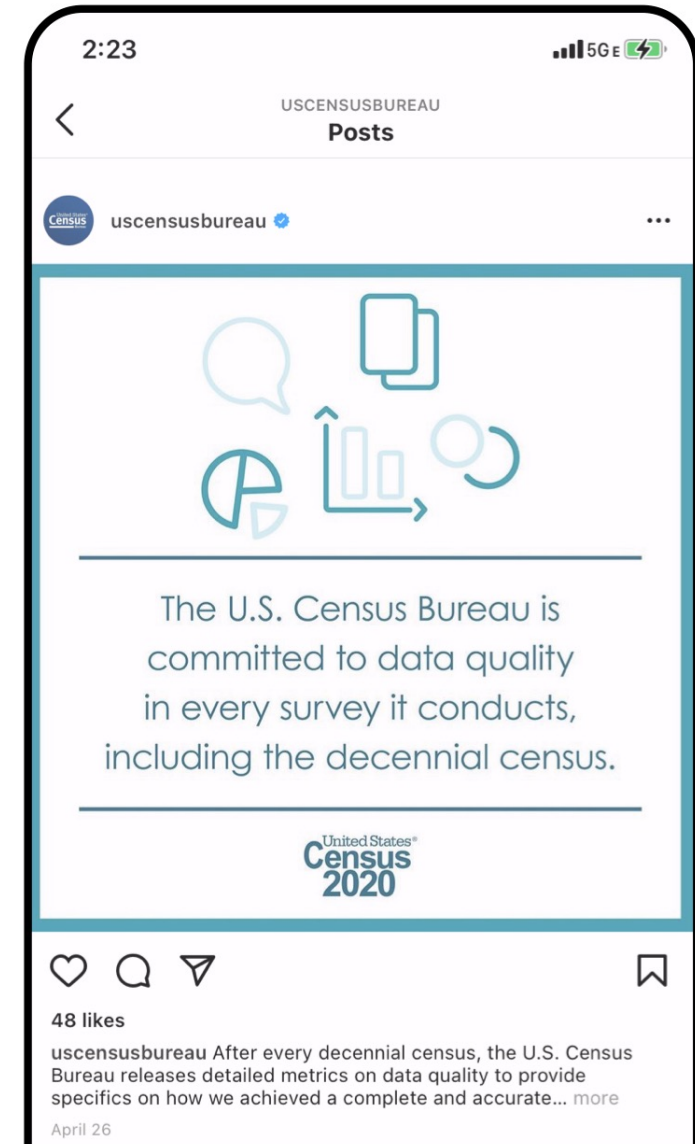
Center for New Media and Promotions

The Social Media Toolkit

- Redistricting data will be released in August.
- We want to promote this data release and connect with our 2020 Decennial Census partners.



Any opinions and conclusions expressed herein are those of the authors and do not necessarily represent the views of the U.S. Census Bureau



Building off the Apportionment Toolkit

- Challenges:
 - Timeline and lengthy approval processes.
 - Addressing data interests of a variety of communities.
 - Connecting the toolkits with each other and other resources for partners.





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Get the latest updates for partners and stakeholders from the U.S. Census Bureau.

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Social Media Toolkit: The First 2020 Census Results

The 2020 Census determines congressional representation, informs the allocation of hundreds of billions of dollars in federal funding, and provides data that affects communities nationwide.

2020 Census Apportionment Population Counts

Apportionment is the process of distributing the 435 memberships, or seats, in the U.S. House of Representatives among the 50 states based on the apportionment population counts from the 2020 Census. The "Historical Apportionment Data Map" displays apportionment results for each census from 1910 to 2020.

Animation



[PREVIEW](#) | [DOWNLOAD](#)

View more than 10 decades of #apportionment and population data by exploring this interactive Historical Apportionment Data Map [👉](#)
[#2020Census](https://go.usa.gov/xHnkH)
[#CensusBureau](#)

Graphic



[PREVIEW](#) | [DOWNLOAD](#)

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Objectives of the Redistricting Toolkit

- Provide easy to use social media content for our partners to promote the release of redistricting data.
- Contain engaging data visualizations which are relevant to our partners and their communities.
- Explain why redistricting data is important and how communities can use this data to shape their futures.
- Give information on when and where redistricting data will be released.

Redistricting Toolkit



Social Media Toolkit: Redistricting Data

The 2020 Census determines congressional representation, informs the allocation of hundreds of billions of dollars in federal funding, and provides data that affects communities for the next 10 years.

You helped us spread the word about the 2020 Census count. Now the redistricting data is in!

Social media is a great way to help us share the news.

[How to Use](#)[Sample Social Media Posts](#)[Data Visualizations](#)[Links to Other Resources](#)

How To Use This Toolkit

1. Choose the type of asset you will use (graphic, animation, or video) and the size you need for your social media channels.
2. Click "DOWNLOAD" to save the graphic, animation, or video to your device.
3. Highlight and select the text that you want to use for your social media post and copy the text to your clipboard.
4. Go to the social media channel you plan to post on, paste the copied text, and add the downloaded

Sample Social Media Posts

2020 Census Population by State or Territory

Share these animations and graphics for each of the 50 states, the District of Columbia, and Puerto Rico.

Size

Landscape

Square

State

Alabama

Alaska

2020 population

733,391

↑3.3%

DOWNLOAD

Alaska

2020 population

733,391

↑3.3%

DOWNLOAD

Instagram Caption:

The number of people living in Alaska was 733,391 as of April 1, 2020, an increase of 3.3% since the 2010 Census. #2020Census View Alaska's population change by decade click the link in bio to learn more.

Data Visualizations

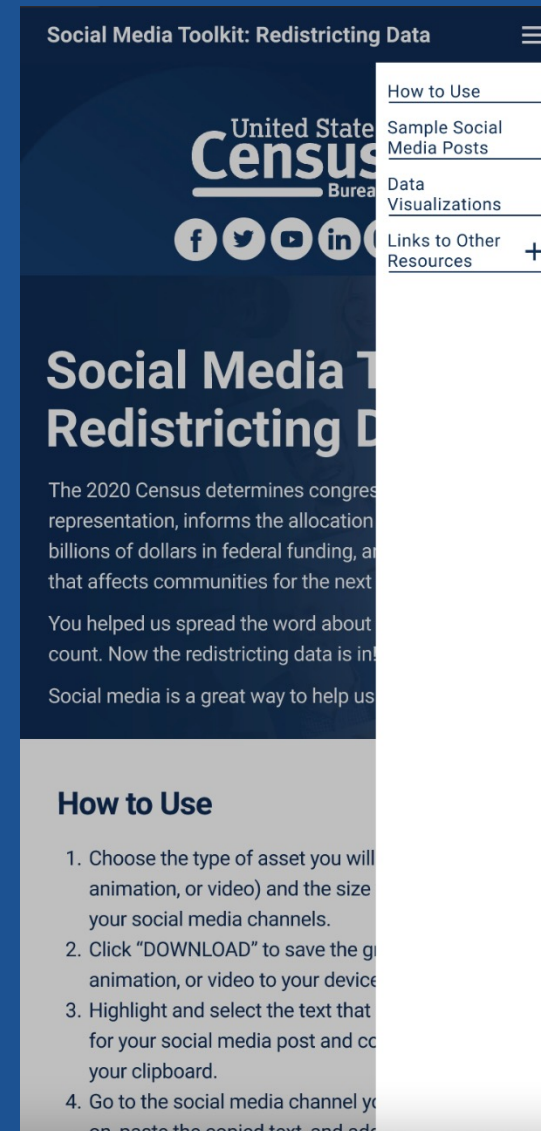
The component below is simply a place holder for the Tableau data visualization tool being built by Ryan and Gerson. It is based on previous Tableau visualizations they have made but the Redistricting visualizations may look different

Links to Resources for Partners and Stakeholders

We encourage you to tag the U.S. Census Bureau and/or include a link to our posts whenever possible. Thank you for sharing the 2020 Census results with your audience.

Conclusion

- Next steps:
 - Create content inventory.
 - Integrate data visualization.
 - Share published toolkit with partners & stakeholders.



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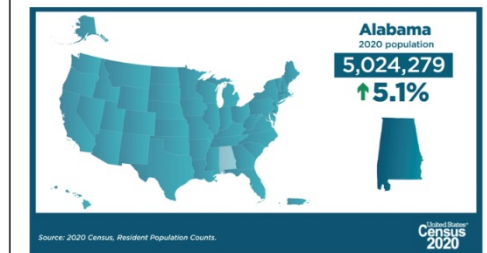
Landscape



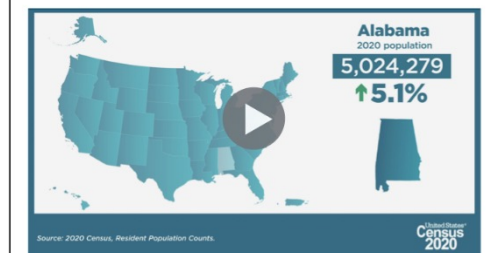
Square

State

Alabama



DOWNLOAD



DOWNLOAD