

## **CENSUS 2021: SOCIAL MEDIA COPY**

### **How to use this content**

We need your help to make Census 2021 a success by spreading the word about it on your social media channels. We've collected content that can help you, as a partner, talk to your audience about the census. It explains what Census 2021 is, why it's important to take part, how to participate and what to do if you or someone you know needs help.

We know that the groups your organisation works with may have specific worries about taking part in the census. This is why we've created messaging in the form of social media posts below to help you.

The information below shows the type of content, the platform, message and the image to use.

There are full sized images here if you need them: <https://census.gov.uk/downloadable-resources/>

- Just select 'community groups' and 'social media' in the filters
- Download the following zip files: Social media assets 1 (English) and Social media assets 2 (English)
- The file name below can be used to locate the image once you have downloaded the zip file.

Thank you so much for your support!

Lisa and Sinead

Census engagement managers for Oxfordshire

Type of content	Post copy	Where to find full size asset copy	Images required and file names
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**What the census is**

**FB/Instagram:**

The census is coming on Sunday 21 March.

By filling in your census, you will help shape your community for the next 10 years.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

[option to tag @census2021]

**See downloadable resources:**

<https://census.gov.uk/downloadable-resources/>

**Filters:** select community groups and social media

**Document:** Social media assets 1 (English)



**FB/Instagram:** What the census is\_ 1 of 3, 2 of 3 and 3 of 3\_IGFB

**Twitter:**

.@census2021 is coming on Sunday 21 March.

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Find out more at [www.census.gov.uk](http://www.census.gov.uk)

**Twitter:**What the census is\_TWITTER



**FB/Instagram:**

**See downloadable resources for full size images:**

**FB/Instagram:**

The census is coming - FB and Instagram

**When the census is coming**

The census is for everyone.

It's a unique survey that happens every 10 years and gives us a snapshot of all the people in England and Wales.

It tells us what our needs are – helping inform decisions about services, like healthcare.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

[option to tag @census2021]

**Twitter:**

.@census2021 is a unique survey that happens every 10 years in England and Wales.

It tells us what your needs are – helping inform decisions about services, like healthcare.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

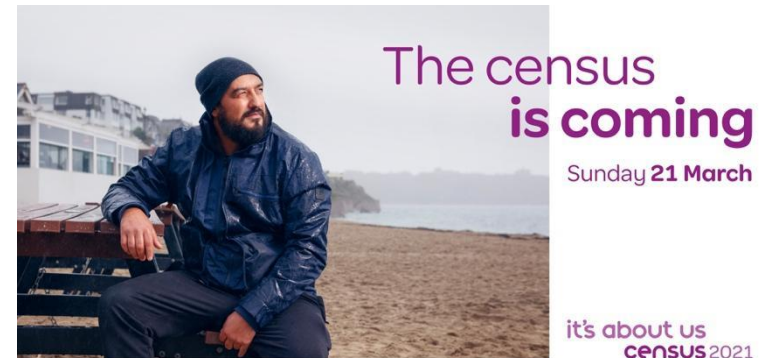
<https://census.gov.uk/downloadable-resources/>

**Filters:** select community groups and social media

**Document:** Social media assets 2 (English)



**Twitter:** The census is coming -Twitter



**Data and Security**

**FB/Instagram:**

Your census information is protected by law.

In fact, it's a crime for anyone to share your personal information.

Find out more at [www.census.gov.uk](http://www.census.gov.uk)

[option to tag @census2021]

**See downloadable resources for full size images:**

<https://census.gov.uk/downloadable-resources/>

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**Facebook / Instagram**

Data and security  
\_facebook and  
instagram

**Twitter:**

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**Twitter:** Data and security\_Twitter

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it's about us  
census2021

## Help and support

### FB/Instagram:

Nearer the time, you will receive a letter with an access code to take part online.

There's plenty of help available for those who need it.

Find out more at  
[www.census.gov.uk](http://www.census.gov.uk)

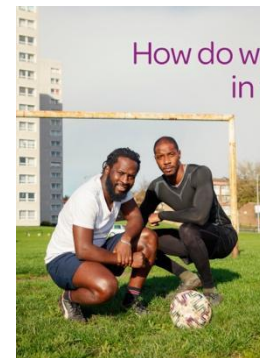
[option to tag  
@census2021]

### See downloadable resources for full size images:

<https://census.gov.uk/downloadable-resources/>

**Filters:** select community groups and social media

**Document:**  
Social media assets 1 (English)



it's about us  
census2021

**Facebook / Instagram:** Help and support- Facebook and Instagram

**Twitter:**

Nearer the time, you will receive a letter with an access code to take part online.

.@census2021 will provide plenty of help to those who need it.




Find out more at [www.census.gov.uk](http://www.census.gov.uk)

**Twitter:** Help and support\_Twitter



it's about us  
census2021

## Social media content Facebook, LinkedIn and Twitter: schools, healthcare, veterans

Type of content	Post copy	Where to find full size asset copy	Graphic/s required and file names
<b>Generic – census is coming</b>	<p><b>Facebook, LinkedIn and Twitter</b></p> <p>We're getting ready for Census 2021 in March. It's the biggest survey of our population - everyone in England and Wales. Find out more at <a href="http://www.census.gov.uk">www.census.gov.uk</a> #Census2021</p>	<p><b>See downloadable resources for full size images:</b></p> <p><a href="https://census.gov.uk/downloadable-resources/">https://census.gov.uk/downloadable-resources/</a></p> <p><b>Filters:</b> select community groups and social media</p> <p><b>Document:</b> Social media assets 2 (English)</p>	 <p><b>Facebook, LinkedIn and Twitter:</b> General census post_ENGLISH</p>
<b>School's campaigns</b>	<p>The @ONS has launched primary and secondary school programmes to inspire the next generation to get involved in #Census2021. Schools in Oxfordshire can now sign up for free resources. Visit <a href="http://census.gov.uk/education">census.gov.uk/education</a> to find out more</p>	<p><b>Document:</b> Social media assets 2 (English)</p>	 <p><b>Facebook, LinkedIn and Twitter:</b> Census 2021_ENGLISH</p>
<b>School's campaign</b>	<p>Schools in our area can now sign up for primary and secondary school programmes all about #Census2021. Developed by @ONS, these free programmes provide interactive activities for all year groups. Visit <a href="http://census.gov.uk/education">census.gov.uk/education</a> to find out more</p>	<p><b>Document:</b> Social media assets 2 (English)</p>	 <p><b>Facebook, LinkedIn and Twitter:</b> What matters to us_ENGLISH</p>



**Secondary schools campaign**

@Census2021 is bringing the census to life for young people. They've launched a secondary school programme to empower students and engage them with #Census2021. Schools in our area can now sign up!  
Visit [census.gov.uk/education](https://census.gov.uk/education) to find out more

**Document:**  
Social media assets 2 (English)



**Facebook, LinkedIn and Twitter:**  
What matters to us\_ENGLISH

**Generic – public health**

Predicting future healthcare needs is never easy, which is why it's vital for everyone in Oxfordshire to complete their #Census2021. Public health organisations use the information to apply for funding and plan.

**Document:**  
Social media assets 2 (English)

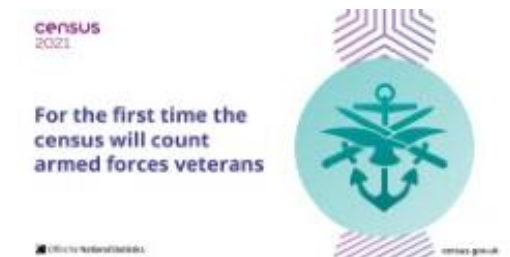


**Facebook, LinkedIn and Twitter:**  
Census benefits in more ways\_ENGLISH

**Generic – Veterans**

For the first time ever, the census will be asking if you're a veteran of the armed forces. You can find out more here <https://census.gov.uk/help/how-to-answer-questions/paper-question-help/have-you-previously-served-in-the-uk-armed-forces/#Census2021>

**Document:**  
Social media assets 2 (English)



**Facebook, LinkedIn and Twitter:**  
Armed forces\_ENGLISH