

Does Social Media Have a Role in Federal Statistics?

Using Social Media

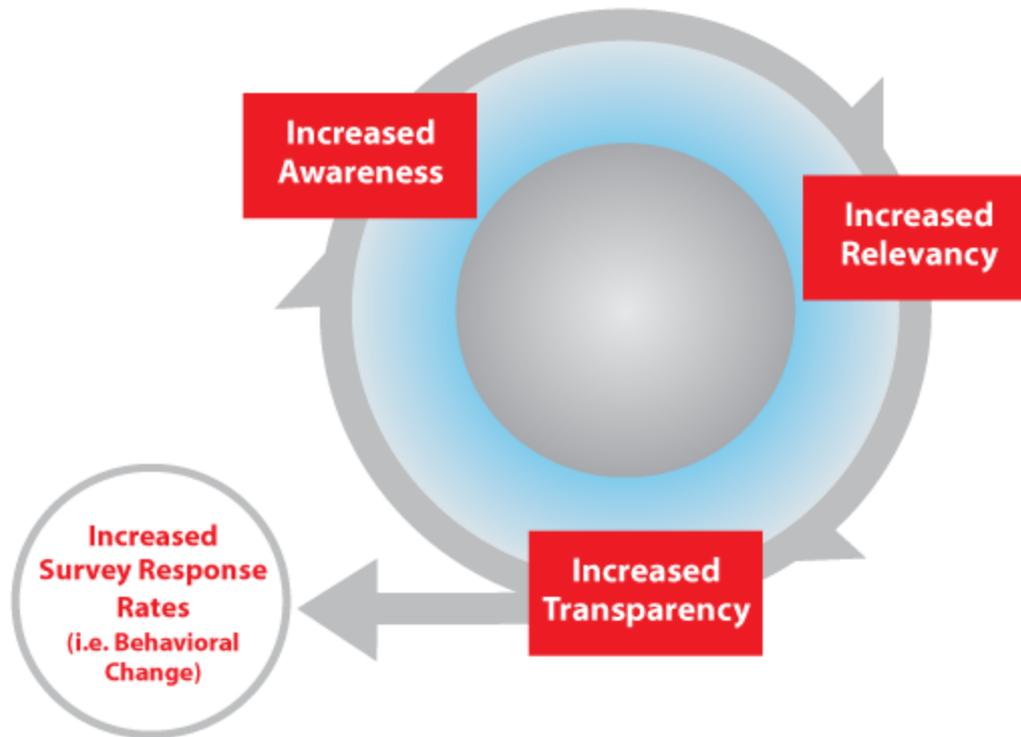
Resources
Needed for
Successful Social
Media Campaigns



Social Media Helps Meet Census Bureau's Mission and Goals

Goal-Oriented Engagement Cycle

Results-Driven Outreach



Resources for Successful Social Campaigns

- **Analytics** – Set predetermined benchmarks and metrics
 - Currently using free sources (Topsy.com and Tweetreach.com) but investing in social media monitoring analytics system
- **Rich Media Content & Engaging Visuals**
 - Infographics, videos, photos, data visualizations, interactive web-based apps, mobile apps – direct posts
- **Building a High-Performance Social Media Team** (customer service skills)
- **Ability to Adopt Latest Tools (if appropriate) to Better Serve Customers**
 - Enable your agency to have access to social media platforms at the forefront of the industry even if only for monitoring initially
 - Process by which to adapt latest technologies quickly (commenting platform key)
- **Engagement Guidelines**
 - Remember to engage in the conversation and have a discussion (two-way communications)
 - Tweetchats and USTREAM

Census Social Media Evolution

Social Media Campaigns

- 2010 Census
 - Leveraged experiences and lessons learned to create **new social media strategy**
-
- 1940 Census Records Release
 - How Do We Know? Campaign
 - Web Transformation

2010 Census: Social Media

Our objectives:

1) Reach unattached mobiles

These highly mobile, single renters, including college students, gather much of their information through social media. A traditionally HTC group.

2) Reach everyone

About 80 percent of our Facebook fans are 25 and older

3) Facilitate a national dialogue

Every social media asset we're using didn't exist for the 2000 Census.



Social Media Implementation Timeline



Flooding the Zone with Positive Social Media

U.S. Census Bureau Team Abacus visits the State Capitol of California in Sacramento.



14,074 Impressions · 0.14% Feedback
February 4 at 5:24pm · Comment · Like · Share

11 people like this.

Images from the road posted on Facebook

Dale Etc Okay, meet me half way here for pre-paid postage and we've got a deal. Otherwise 5.
February 8 at 11:34am · Like · Report

Write a comment...

U.S. Census Bureau | Why It's Important | Privacy & Confidentiality | Take Part

« Abacus in Salem, Oregon: We Count, You Count! | Main | Abacus: Life's a Beach for the census in Seaside »

Mail it Back in Galveston TX

02/19/2010 1:36 PM

PrintShare this page AAA

Road Tour blog posts daily updates for 13 vehicles

was present to report this educational campaign and bring awareness to the largest Latin American audience in the country. Food, refreshments and even cotton candy were donated to this event and were offered to our Galveston residents. Everyone was having a great time, while learning the main reason for our visit. Several people came to inquire about job opportunities and many others came to ask questions about the census and how it affects them.



Home Profile Find People Settings Help Sign out

10Mailitback

Following

Also followed by @10Statistics, @utcb_KansasCity, @10Abacus, and 10+ others

BE COUNTED!!!

9:13 AM Apr 14th via web

9:13 AM Apr 14th via web

Thank u for completing ur 2010 Census form, Americal Come join us 2day on our last event in Baltimore at Oriole Park at Camden Yards 4-10pm
10:16 AM Apr 13th via web

Mailitback will be at the National Cherry Blossom Festival in DC! We

Twitter accounts for each vehicle

flickr® from YAHOO!

Home The Tour Sign Up

You aren't signed in

US Census Bureau > Road Tour

Images viewed thousands of times on Flickr



The 2010 Census Portrait of America Road Tour is part of the largest civic outreach and awareness campaign in U.S. history...

U.S. CENSUS BUREAU

Find Vehicles View 2010 Portrait of America Show events near me

More info Map Legend

Zoom Enter a state GO

Map Satellite Terrain Hybrid Show



Interactive map – multimedia content

Greensburg Census In Schools 6

Map data ©2010 AND, Europa Technologies, INEGI

Who Connected



Multi-Channel Response

Twitter and Facebook updates posted right after ad runs



U.S. Census Bureau Miss the 2010 Census Super Bowl ad? See it on YouTube: <http://bit.ly/7j83mP>



YouTube - paytonschlewitt's Channel

bit.ly

Share your videos with friends, family, and the world

19,989 Impressions · 0.25% Feedback

February 7 at 9:09pm · Comment · Like · Share · Promote

Bill Savino and 29 others like this.



Linda Jones Mott What a waste of tax payer money
February 7 at 9:51pm · Like



Stafford Joseph Keer Hope the naysayers understand the
necessity for a census and it is best/easier to do it
come to your home if you fill out the form and send
Constitution directive - count the number of citizens
It has nothing to do with O'Bama. It is nonracial.
February 7 at 9:55pm · Like



Dave McMahon Hate to say it. I wasn't impressed
would have probably worked better.
February 7 at 9:56pm · Like



U.S. Census Bureau If just 1 percent of the folks
Super Bowl had their minds changed to mail back
would have ignored, it saves the taxpayers between
\$30 million in expensive follow up costs to collect
February 7 at 9:57pm · Like



Lisa Fuller Gernant Yes, and I agree with that,

twitter

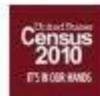
Home Profile Find People Settings Help Sign out

If 1% of folks watching #SB44 change mind and mail back #2010Census form, taxpayers save \$25 million in follow up costs

8:50 PM Feb 7th via web

Retweeted by 100+ people

Delete



uscensusbureau

U.S. Census Bureau

Results

FAST COMPANY

We're all connected.
See how Hitachi connects people, profits and the planet.

TECHNOLOGY DESIGN ETHONOMICS LEADERSHIP MAGAZINE | NEWSLETTER

FC Expert Blog

My Thoughts On the 2010 Superbowl Ads

BY FC EXPERT BLOGGER BRIAN REICH Mon Feb 8, 2010

This blog is written by a member of our expert blogging community and expresses that member's opinion.

I was unimpressed...

“... The very fact that an ad appeared about the Census was a big deal, a very smart strategy by the government. There was a lot of buzz generated by the Census ad – good and bad - and that is not something that happens every day.”

“... Great to see multiple social channels take front and center in the bureau's communications plans.”

blog.govtwit

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2010 Census Superbowl Ad – The Best Offense is a Good Defense



By Steve Lunceford
February 8th, 2010
Posted in: Facebook, Gov 2.0, Twitter

So the Census Bureau decided to spend \$2.5 million to run an ad last night during SuperBowl XLIV, which caused some on Capitol Hill to finger wag about the investment and poor reviews from ad experts. Fair enough, we should be questioning how our government agencies spend taxpayer money as they strive to meet their mission. This post isn't about that, however. It's about the nice job Census did in pulling together a multi-channel communications campaign to surround the advertising spot.



2010 Census First Results: Visuals



- Developing useful and interactive tools and videos
- Building anticipation



YOUTUBE

- Over 11,000 views during two weeks following launch: 12/9/10 – 12/23/10
- Over 500 clicks as YouTube promoted video

- Embedded on sites including:
nytimes.com
washingtonpost.com
npr.org

Results: Media Placements

80 placements: map embed, video embed or links



Census also has a video about the all-important issue of apportionment — the process of dividing up the seats in the House of Representatives based on the latest census numbers. And Census created this interactive map:

Population Change
Population Density
Apportionment

Update at 11:55 a.m. ET: Census Director Robert Groves is asked whether the slow growth during the Great Depression...

The Washington Post

POST POLITICS

Census data realigns congressional districts in key political states

By Sandra S. Smithey and Anne Elise Washington Post Staff Writers Tuesday, December 21, 2010, 10:55 PM

For years, the population center of the United States has been migrating from the snowy driveways and industrial towns of the Northeast and Midwest toward the warm skies and wide-open spaces of the South and West.

The U.S. Census and the Amazing Apport...



blog hosts

Frank James

Mark Memmott

What is The Two-Way?
It's a place to come for breaking news, analysis and for stories that are just too interesting — or too entertaining — to pass up.

Learn More
You can find out more about The Two-Way, including the origin of its name, on the "Who's on the Two-Way" page.

YAHOO! NEWS

A glance at the Census' interactive map (below) shows the largest population gains in the South and West, which would benefit Republicans as states prepare to use Tuesday's data to begin the process of reapportionment.

Population Change
Population Density
Apportionment

The Republican-leaning state of Texas stands to gain the most U.S. House seats — possibly four — and New York and Ohio could lose more than one seat, according to projections released earlier this year by both Election Data Services (edS) and several demographers.

THE WALL STREET JOURNAL

Census 2010 Data: Interactive Map With Historical Figures

Today the Census Bureau releases population data for the U.S. that will be used to apportion seats in the U.S. House of Representatives. The following graphic, created by Census, presents the history of prior censuses, and will be updated with the most recent. (See a full list of which states lost and gained House seats in 2010 here)

Population Change
Population Density
Apportionment

msnbc.com

Population growth slowest since 1940, census shows

Biggest increases in South, West and that should be boon for Republicans

Population Change
Population Density
Apportionment

The New York Times

How Does a State Get a House Seat?

By BERNIE BECKER

With the release of new population figures coming soon, some states are preparing to gain House seats and others bracing to lose them.

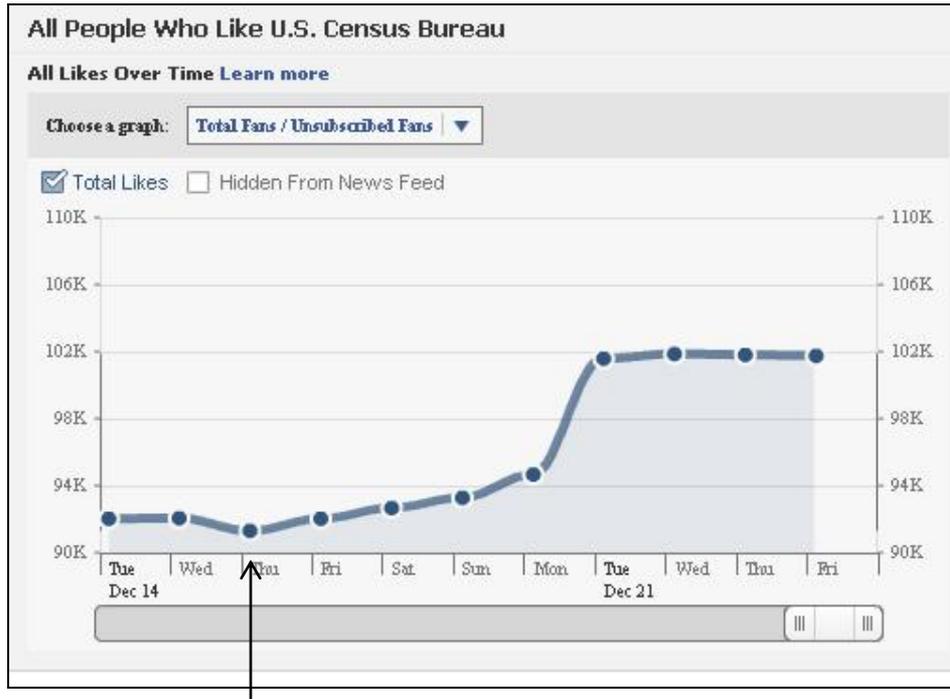
With that in mind, the Census Bureau has released a video for those who wonder how exactly the 435 seats are apportioned among the states. Added bonuses: quotes from the Constitution and the average population figures for House districts in 1790 (34,000) and 2000 (647,000).

The U.S. Census and the Amazing Apportionment M...

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Facebook Results

Increase of <10k fans, now over 100k

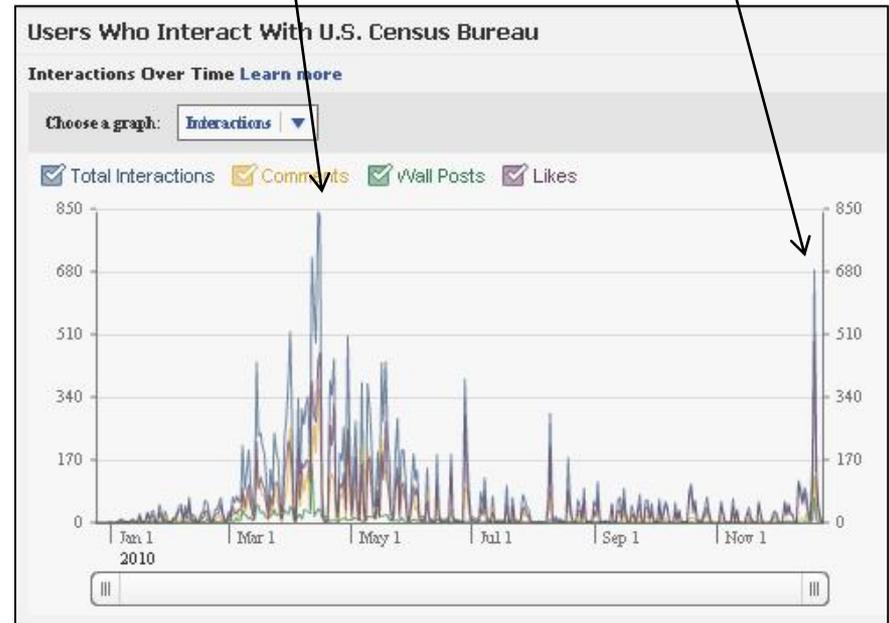


Apportionment Campaign Launch
12/16: 91,460 fans

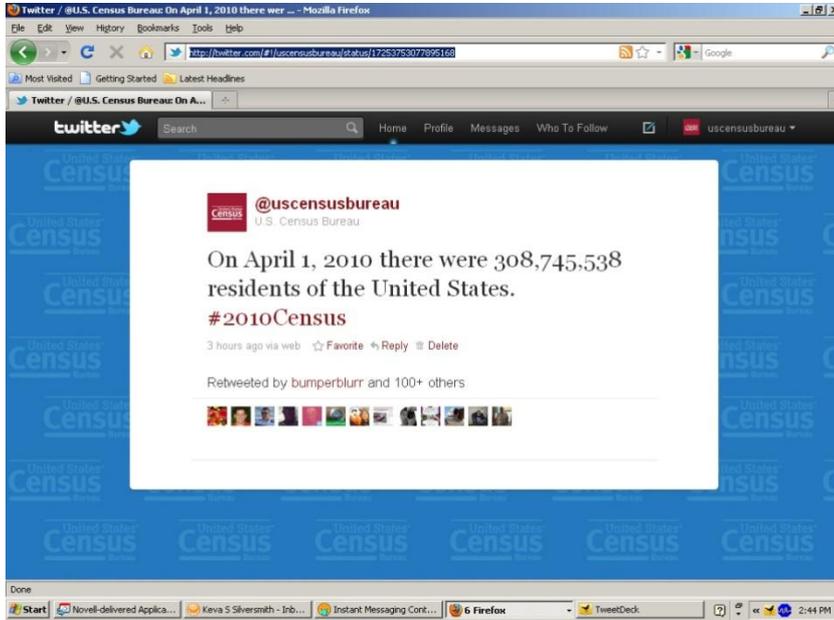
Surge in Interactions

4/16/10:
deadline to
return form

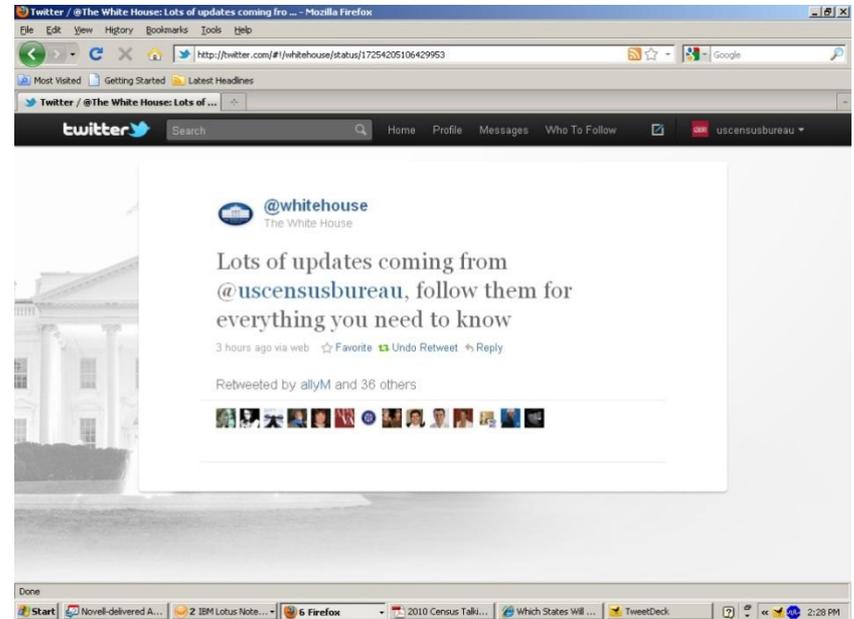
12/21/10:
apportionment
event



Twitter Results



Followers up
by 33% from
12/20 to 12/22



Apportionment event tweets from @uscensusbureau retweeted 100+ times

#2010census hashtag used by media and public to report results

Post 2010 Census: Where We Are

Social Media Accounts: Facebook, Twitter, Flickr, YouTube, Ustream, and Pinterest



115,000 Followers



26,000 Followers



- Successfully built engagement on these sites through @uscensusbureau accounts...

SOCIAL NETWORKING

The 140 Best Twitter Feeds of 2012



TIME's social media editor Allie Townsend & social media associate Amy Lombard pick the 140 Twitter feeds that are shaping the online conversation in 2012. Let us know what you think of our choices, using hashtag #Twitter140.

NEWS & INFORMATION

U.S. Census Bureau

By **ALLIE TOWNSEND** | @Allie_Townsend | March 21, 2012



We know what you're probably thinking: What's so great about Census data? We'll leave the value of the information up for your discussion, but bureau's Twitter feed is extremely active. Not only will they take questions via tweet on data-related requests, but they host Twitter chats, pull out interesting and relevant archive content, all for our perusal.

Follow @TIME & tell us what you think of our list using hashtag #Twitter140

Social Media: Where We Are



Blogs: Director's Blog, Random Samplings, Global Reach, Research Matters

A Future Without Key Social and Economic Statistics for the Country

Posted on May 11, 2012

SHARE   

Our country faces important Federal funding challenges linked to the current recession and its aftermath. On the Census Bureau's part, we have been striving to cut administrative costs, reengineer our survey processes, and find innovative ways to squeeze every cent of taxpayer money we get. This is an important duty, I believe, we have as public servants, and I am proud of the hard work of my Census Bureau colleagues on this score. It is also my duty to inform the country of the impact of budgets on the scope and quality of the nonpartisan statistical information the Census Bureau provides.

This blog post provides information about the implications of the recent budget passed by the House of Representatives.

66 tweets

retweet

(Visited 20,852 times, 188 visits today)

Like  975 people like this. Be the first of your friends.

Director's Blog provides outlet for Director's Voice

Memorial Day: A Look at Veterans in America Today

Posted on May 25, 2012

SHARE   

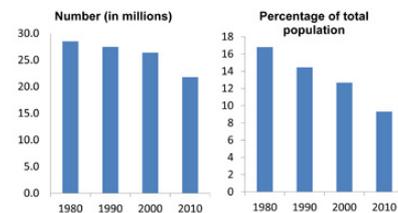
Written By: Melissa Chiu

As we honor those soldiers who have given their lives to their country this Memorial Day, we can also take the opportunity to better understand America's veterans. The American Community Survey provides a profile of our 21.8 million veterans.

Random Samplings provides analysis from subject matter experts

7 tweets
retweet

Veterans: 1980 to 2010

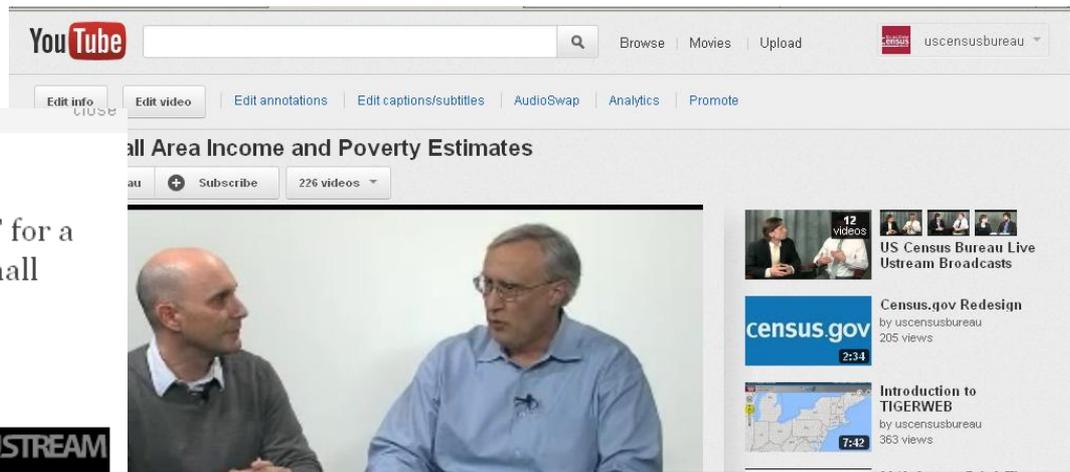


Sources: 1980, 1990, and 2000 Decennial Censuses; 2010 American Community Survey



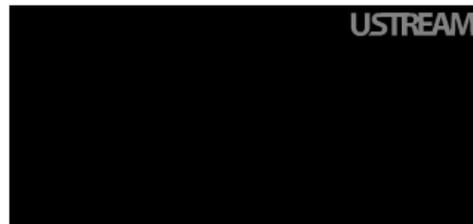
So, who are our veterans in America? U.S. veterans are made up of every gender, race, ethnicity and almost every age group. There were more women veterans in 2010 than twenty years ago; this group has grown by 3 percentage points since 1980 to 1.6 million in 2010. It is important to recognize that women constitute 19 percent of veterans in the age group

New Tools: USTREAM & Tweet Chats



@uscensusbureau
U.S. Census Bureau

Join us today @ 2 PM EST for a discussion on the 2010 Small Area Income and Poverty Estimates data release.
tiny.cc/skt28 #census



U.S. Census Bureau
We are live. Watch now!



US Census Bureau on Ustream
www.ustream.tv

US Census Bureau @ USTREAM: The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect...

5,359 People Reached · 17 People Talking About This

Like · Comment · Share · December 8, 2011 at 2:00pm

16 people like this.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Tweet Chats Encourage Interaction



geneabloggers @geneabloggers

@uscensusbureau q: is there a copy of instructions to Census Bureau employees marking codes etc on returned pop sched forms? #1940census

1:36 PM - 9 Apr 12 via TweetDeck · Details

Engaging Audiences

Connecting stories in the news back to Census

Generating interest/ involvement before and after a data release

U.S. Census Bureau
 Thanks for all your guesses! The projected total United States population on Jan. 1, 2012 is projected to be 312,780,968. This would represent an increase of 2,250,129, or 0.7 percent, from New Year's Day 2011.
 5,968 People Reached · 40 People Talking About This
 Like · Comment · Share · December 29, 2011 at 9:09am

25 people like this.
 View all 6 comments 13 sh

Brandon Alexander Lies, it's all aliens. Source: history channel (cue alien music)
 December 29, 2011 at 10:44am · Like · 1

Robert Simms This was fun! Thanks!
 December 30, 2011 at 12:45am · Like

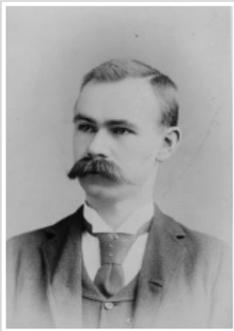
U.S. Census Bureau
 Census Bureau estimates released today show population change for the nation and states. How has your state changed since 2010?

USA sees 'flattest' growth in population since 1940s
www.usatoday.com
 The recession may be officially over, but its impact reverberates as the nation sees its most sluggish population growth since the 1940s.
 5,928 People Reached · 29 People Talking About This
 Like · Comment · Share · December 21, 2011 at 3:42pm
 15 people like this.
 View all 7 comments 13 shares

U.S. Census Bureau
 Census Bureau statistics show how our nation is changing, providing information on income, population growth and demographic shifts.

5 Findings From 2010 Census on Immigration, Population, Demographic Shifts in U.S. | Moneyland | TIM
moneyland.time.com
 Over the past 10 years, our population growth has slowed, we've found it increasingly hard to leave home to start a career, and our salaries have decreased for the first time on record. But, it's not all bad news. The U.S. Census always provides fascinating data about the state of our country.
 5,237 People Reached · 32 People Talking About This
 Like · Comment · Share · December 20, 2011 at 7:44am
 19 people like this.
 View all 4 comments 12 shares

Deborah Hunter Keeler I LOVE my job at the census bureau.....Not only do I have fun at work...I meet interesting

U.S. Census Bureau
 On December 15, 1896, former Census Bureau statistician, inventor of the electronic tabulating machine, and founder of the Tabulating Machine Company (later IBM), is saved from financial ruin when Russia signs a contract to use his tabulating technology for their 1897 census.
http://www.census.gov/history/www/innovations/technology/the_hollerith_tabulator.html

 4,908 People Reached · 41 People Talking About This
 Like · Comment · Share · December 15, 2011 at 10:55am
 29 people like this.

"This Day in History" features

40 Days to the 1940 Census Records Release

Once-a-decade opportunity to discuss records release after 72-year protection

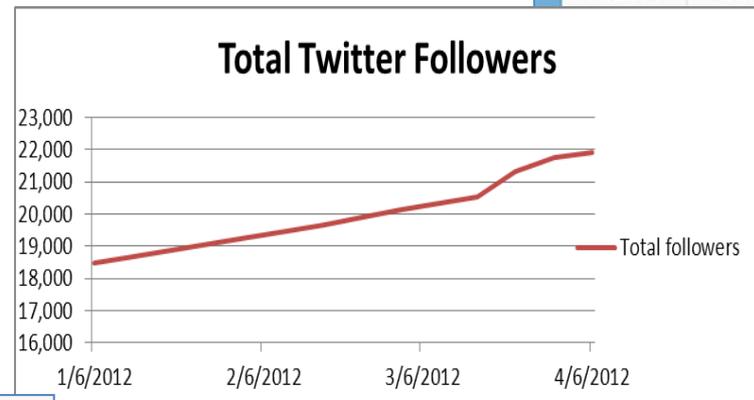
U.S. Census Bureau shared a link.
February 21

Tomorrow, we begin our 40-day countdown to the release of 1940 Census records from the National Archives. Join us over the next 40 days as we take you back to 1940 with a rich variety of statistics. On April 2, 2012, you will be able to explore records from the 1940 Census (Bookmark: <http://1940census.archives.gov/>). Want to know what the questionnaire looked like in 1940? See the following link:

First 1940 Facebook post received 96 likes and 42 shares

U.S. Census Bureau
View my profile page

2,772 TWEETS	892 FOLLOWING	22,001 FOLLOWERS
-----------------	------------------	---------------------



Pinterest

Search

Pins from Census ← Multiple user-generated pins of Census content

1940-2010: HOW HAS AMERICA CHANGED?

Then vs Now

132.2 vs 308.7

37.2%

Bookmobile, Cumberland County, North Carolina, 1941.

lib American Libraries magazine - ALA onto Bookmobiles

Washington Post Tweeted Infographic

The Washington Post @washingtonpost
@USCensusBureau releases 1940 census, showing how much (or how little) we've changed: wapo.st/HHZX3s

28 RETWEETS | 2 FAVORITES

2:45 PM - 2 Apr 12 via SocialFlow · Details

★ Favorite

1940 Census

- Main
- Then and Now
- Uncle Sam
- 1940 Data Visualization

Pin it button added to promote sharing on Pinterest (fastest growing social media site)

1940 Census Records Release

 **U.S. Census Bureau**
@uscensusbureau

Retweeted by the White House, 2,809,614 followers

New White House blog post from Director Groves looks at today's release of #1940Census records from @archivesnews. goo.gl/uEzLV

34 RETWEETS 12 FAVORITES

3:26 PM - 2 Apr 12 via web · Embed this Tweet

1940 Census Web Page shown during April 2 NBC Nightly News report



fedscope

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ROLL CALL



PEOPLE HOMES FARMS BUSINESS FACTORIES MINES

 **U.S. Census Bureau**
@uscensusbureau

Celebrity Retweet...

@RitaWilson #census helpd u learn abt family history. #UncleSam urself & celebrate #1940Census records go.usa.gov/EFh

2 RETWEETS 1 FAVORITE

6:57 PM - 29 Mar 12 via web · Embed this Tweet

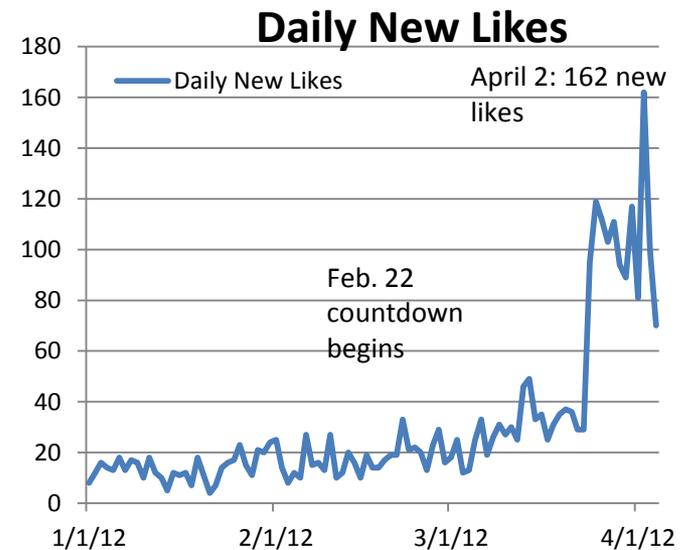
Reply Delete Favorite

Result of direct tweet highlighting interactive features

7 Ways to Experience the 1940 Census

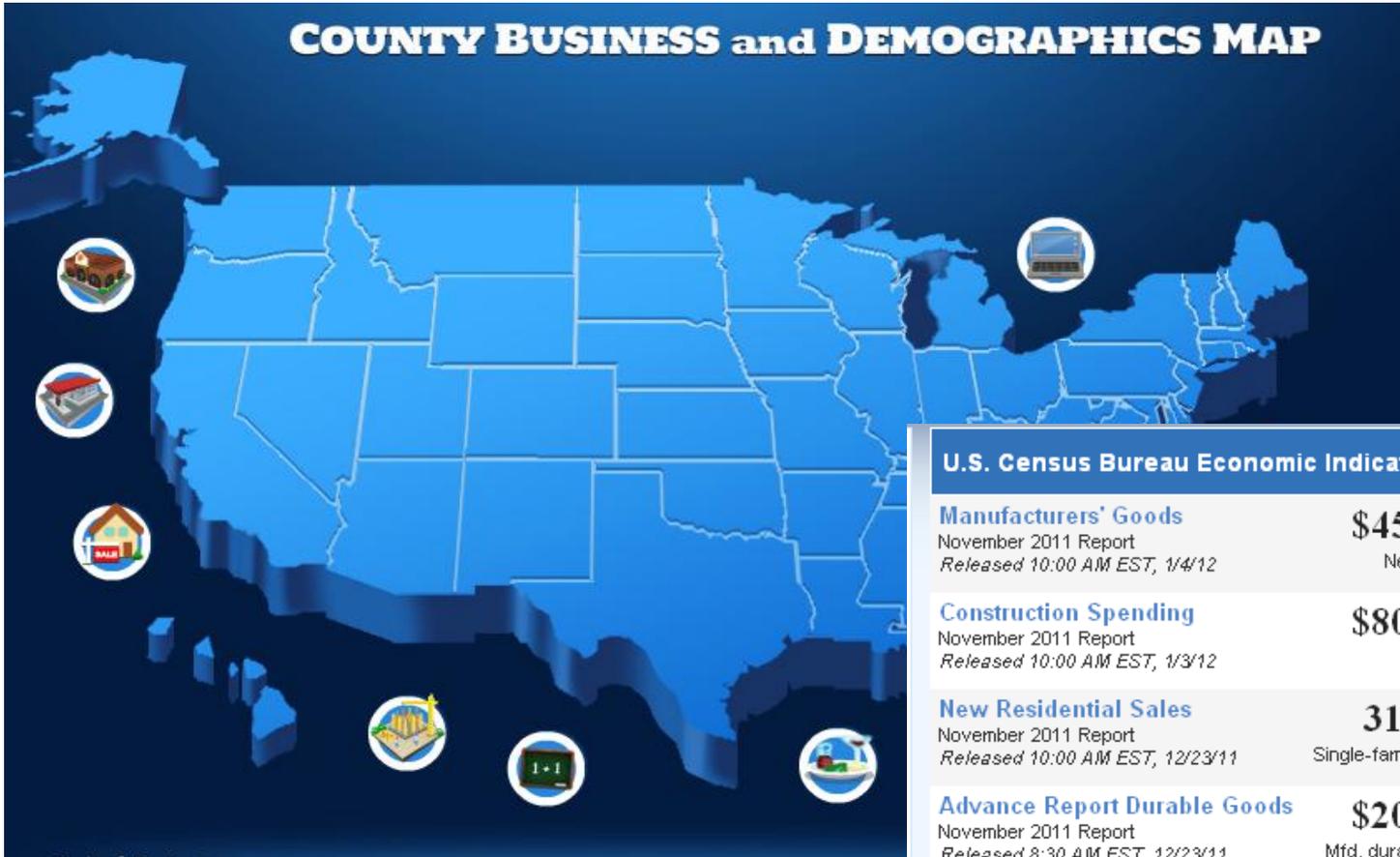
By David Stegon · April 6, 2012

The Census Bureau released the 1940 Census on Monday, following the rule that makes the census available for public



More Interactive Features

COUNTY BUSINESS and DEMOGRAPHICS MAP



Social Media Icons:
Immediate and easy access to post on social media

U.S. Census Bureau Economic Indicators			
Manufacturers' Goods November 2011 Report <i>Released 10:00 AM EST, 1/4/12</i>	\$459.2 B New Orders	↑* 1.8%	
Construction Spending November 2011 Report <i>Released 10:00 AM EST, 1/3/12</i>	\$807.1 B	↑* 1.2%	
New Residential Sales November 2011 Report <i>Released 10:00 AM EST, 12/23/11</i>	315,000 Single-family houses	↑* 1.6%	
Advance Report Durable Goods November 2011 Report <i>Released 8:30 AM EST, 12/23/11</i>	\$207.0 B Mfd. durable goods	↑* 3.8%	

* change not statistically significant

How Do We Know?

Social Media



Twitter

- #HowDoWeKnow is used to update census followers and the “twitter-sphere” about new and relevant content

Pinterest

- All new content that can be, “pinned” will be posted on the Census Bureau’s *How Do We Know* board

United States Census Bureau HOW DO WE KNOW?

A Snapshot of Our Nation's Veterans

Federal, state and community leaders; private businesses; non-profits; and community organizations use information about the military veteran population from the American Community Survey and Economic Census to determine the programs, services and infrastructure that serve the needs of our veterans. What follows is the most recent snapshot of veterans statistics.

Who Are U.S. Veterans?

There are 21.8 million veterans in the United States



Breakdown by Race and Ethnicity*



Where Do They Live?



United States Census Bureau HOW DO WE KNOW?

The U.S. Census Bureau: Measuring America's People, Places & Economy Through the Decades

The Decennial Census, the Economic Census and the American Community Survey (ACS) provide information about the make-up of our nation crucial for Congress and community leaders to make informed decisions that shape our democracy. Since 1790, the U.S. Census has been more than a simple head count – it has shared the growth and composition of our nation. The questions have evolved over time to address our changing needs.

- 1790** THE FIRST CENSUS: Population 3.9 M. As mandated by the Constitution and directed by Congress, the first U.S. Census is conducted to apportion the House of Representatives among the states and to tell Congress the number of military-age men in the country.
- 1800** ADDING AGE DETAIL: Population 5.3 M. The Census begins tallying free white females in several age categories. Indians, slaves and free black people remain listed in single categories and not divided into age groups.
- 1840** MANUFACTURING: Population 7.2 M. A precursor to the modern-day Economic Census begins when Congress approves a bill requiring the marshals and others taking the Census to “give an account of the manufacturing establishments... in their states.”

James Madison
SUMMARY OF DEBATE ON 1790 CENSUS BILL
Jan. 25, 1790

In order to know the various interests of the United States, it was necessary that the description of the several classes into which the community was divided should be accurately known, so that Congress in making a proper provision for the agricultural, commercial and manufacturing interests, but without it they could never make their provisions to due proportion.

Censuses and Surveys:

They're How We Know

United States Census Bureau HOW DO WE KNOW?

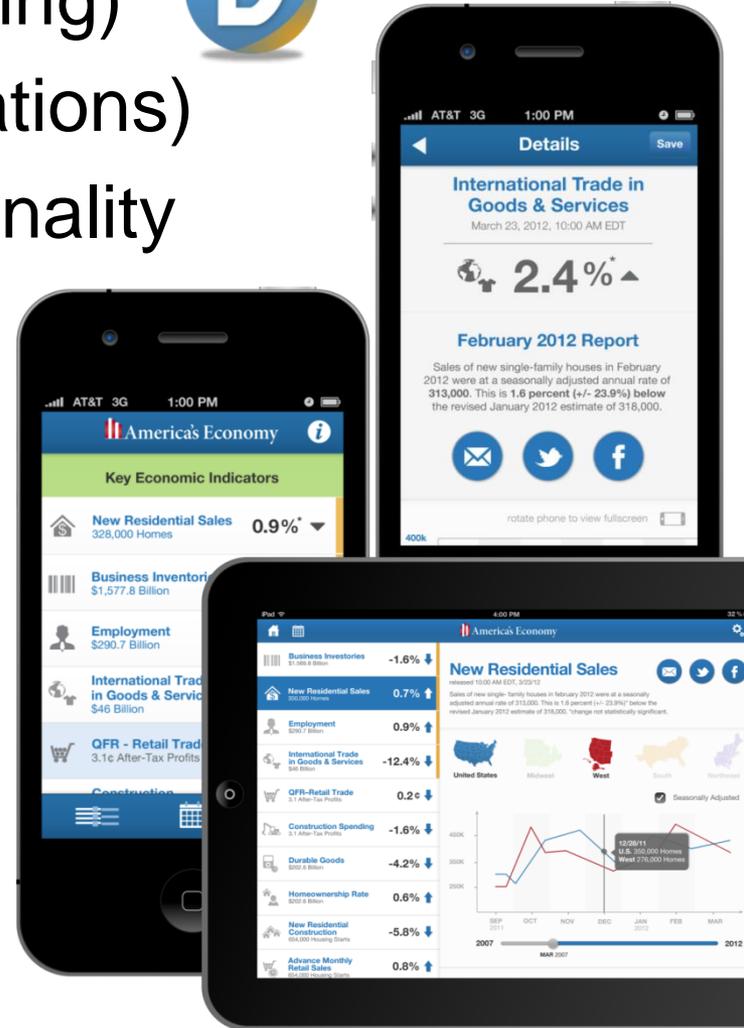
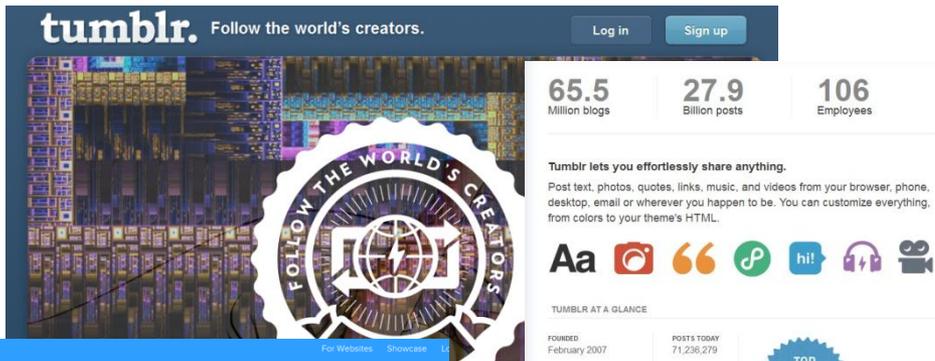
Inside America's Economic Machine

The United States has the world's largest economy, with a gross domestic product of \$15 trillion, almost twice the size of China, the second-largest economy. The U.S. Census Bureau's economic programs, in particular the five-year Economic Census and the Census of Governments, measure the U.S. economy in its many aspects and help the nation keep its economic edge. Shown here are a few of the latest economic statistics from the U.S. Census Bureau.

- Business Characteristics**
 - How many businesses are in the United States?
 - 5.8 Million Employer Firms (92% of all business receipts)
 - 211 Million Nonemployer Firms (retail stores, restaurants, and other small businesses)
 - 28.7% Female-owned businesses accounted for 7.8 million of the total 271 million U.S. businesses.
 - 2x Minority-owned businesses increased by 46% more than the national rate, between 2007 and 2007.
 - 57% There are proportionally more minority-owned businesses in Hawaii than in any other state.
 - Restaurants: 231,000 limited service restaurants, 30,000 franchises, 231,000 limited service restaurants, 125,000 franchises.
- Growing Industries**
 - What industries gained the most jobs? Industry of Job Gain (2009-2010): Health care services (Health care services gained 170,381 jobs in the industry).

Social Media Expansion: Where We Are Going

- New Strategic Concept: Engagement Cycle
- Tumblr, DISQUS (content sharing)
- Slideshare, Pinterest (visualizations)
- Mobile Apps with social functionality



Questions?