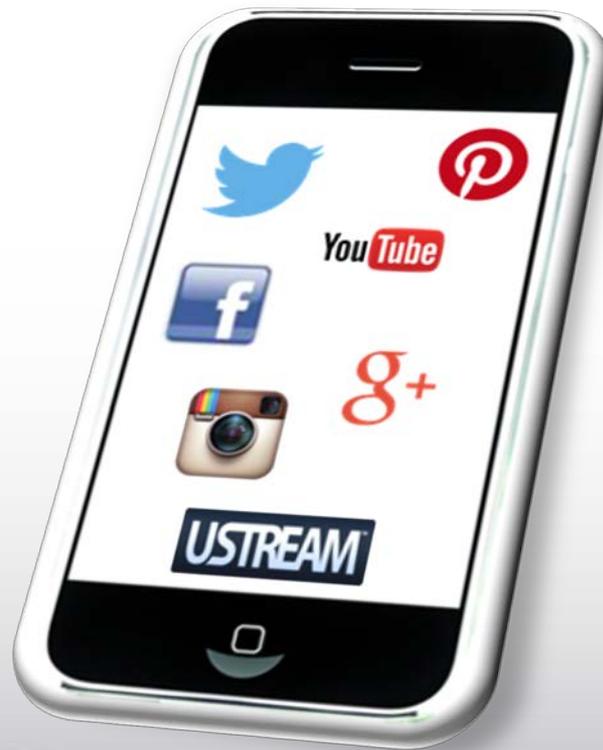


U.S. Census Bureau Social Media Overview

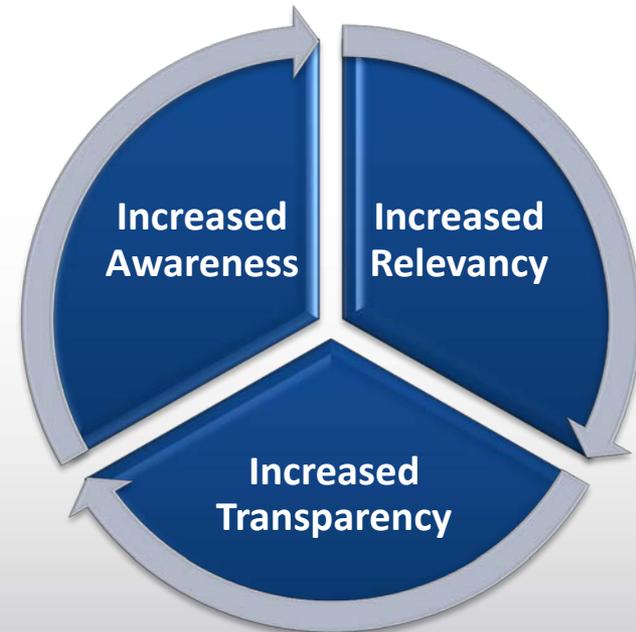


Social Media Goals

- Continue to expand our social media audience by finding opportunities to highlight statistics and join overall conversation through trending topics.
- Create an engaging and centrally connected presence for the Census Bureau on social media that humanizes the Census Bureau's overall brand.
- Increase public awareness and understanding of Census Bureau statistics.
- Engage our audiences in new ways through relevant online experiences with targeted content for a variety of users.
- Provide good customer service by answering questions from Facebook/Twitter.

Goal Oriented Engagement Cycle

Results-Driven Outreach



Census Bureau Social Media Platforms



A “Merry Band of Loveable Nerds...” –Hartford Courant

“The Undiscovered Gem of Federal Twitter Feeds...” — Business Week

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

SOCIAL NETWORKING 110 / 141

The 140 Best Twitter Feeds of 2012

[View All](#)

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 | [+](#)

**U.S. Census Bureau** 
@uscensusbureau [Follow](#)

Countdown to #1940Census records: Between 1935 & 1940, 15.7 million people in U.S. moved, majority within same state.

16 Mar 12 [← Reply](#) [↻ Retweet](#) [★ Favorite](#)

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

Census Bureau Blogs

Random Samplings Blog, The Director's Blog, Global Reach Blog, and Research Matters

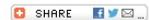


Director's Blog provides outlet for
Director's Voice



Happy Census Day!

Posted on April 1, 2015



Written by: **John H. Thompson**

Today, April 1, marks Census Day for the Savannah, Georgia and Maricopa County, Arizona areas, sites where two important test censuses are underway.

During the decennial census every 10 years, Census Day provides the reference day for measuring the population. We're using the same reference day for the 2015 Census Tests in the Savannah and Maricopa County areas.

If you live in one of our 2015 test sites, I encourage you to learn more about the tests by visiting www.census.gov/2015censustests. Your participation is appreciated and will help us make critical design decisions that will shape how the rest of America participates in the next census in 2020. Mandated by the Constitution, the decennial census counts the residents of the United States once a decade. It determines the number of seats each state has in the U.S House of Representatives, and how over \$400 billion in federal funds are distributed to state, tribal, and local communities each year. The census is a huge undertaking, and the cost has increased significantly each decade. Our design changes will help us hold the cost down in 2020.



Moving in the USA: Domestic Migration Before and After the Recession

Posted on March 26, 2015



Written by:

Ben Bolender, Population Estimates Branch

Peter Borsella, Net International Migration Branch

Luke Rogers, Population Estimates Branch

Sam Garrow, Population Estimates Branch

3



Random
Samplings
provides analysis
from subject
matter experts



Have you ever moved? If so, was it to a new state? Was it to a new county? Where we move has a big impact on our lives. In the same way, where people move can have a big impact on the United States. In many areas, it drives population change, and it can affect things from jobs, to services, to local infrastructure like buildings and roads.

Because it's so important, we spend a lot of time measuring this movement when we create the [U.S. Census Bureau's official population estimates](#). Demographers call it "domestic migration," and we get a lot of information about it from addresses reported on other government sources like Internal Revenue Service returns and Medicare enrollment (though if you're interested, you can find Current Population Survey and American Community Survey migration data on census.gov). In 2014, about 18.9 million people moved between counties in the U.S., which is slightly down from about 19.1 million the year before.

Census Bureau Blogs

Global Reach Blog and Research Matters



Highlights Census Bureau
← Research

Disparities in Health Insurance Coverage

Posted on May 1, 2015



Note: Census Bureau experts are presenting on a variety of topics at the Population Association of America annual conference. Follow the Research Matters blog or visit the [press kit](#) to learn more about their work.

Written by Amy Steinweg and Carla Medalia, Statisticians, Social, Economic, and Housing Statistics Division

Rates of health insurance coverage vary across population groups. Two recent projects by researchers from the U.S. Census Bureau explore some of these disparities in health insurance coverage.

Information for the Trade
Community →



How Do Import Entries Impact the Automated Export System (AES) Filing Requirements?

Posted on August 12, 2015



By: Maurice Hinton

We frequently get calls from the trade on whether AES filing is required for goods that previously entered in the United States, Puerto Rico, or the U.S. Virgin Islands. To answer that question it is important to know how the goods were imported. When goods come into the United States they are processed by U.S. Customs and Border



Protection (CBP) using many different forms; however, we are only going to discuss three of the forms and determine if an AES filing is required as a result. The three CBP forms below, we will discuss are the ones we get the most questions on.



Twitter

@USCensusBureau

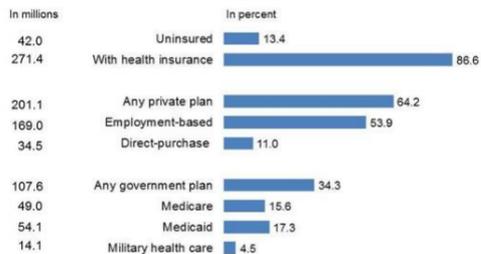


U.S. Census Bureau ✓
@uscensusbureau
Your trusted source for quality statistics about our people, places and our

U.S. Census Bureau ✓
@uscensusbureau

Number and Percentage of People by Health Insurance Status: 2013. More: go.usa.gov/VHaC

Number and Percentage of People by Health Insurance Status: 2013



Source: U.S. Census Bureau, Current Population Survey, 2014 Annual Social and Economic Supplement

21

RETWEETS 39 FAVORITES 8



10:18 AM - 16 Sep 2014



TWEETS 6,828 FOLLOWING 831 FOLLOWERS 61.5K FAVORITES 34 LISTS 2

Tweets Tweets & replies Photos & videos

U.S. Census Bureau @uscensusbureau · 59m
Story of Gulf Coast recovery told through Census Bureau statistics in new Director's blog post. #Katrina10 go.usa.gov/36p8W

RETWEETS 4 FAVORITES



BEA News @BEA_News
BEA and @uscensusbureau talk data at NABE Annual Conference.



RETWEETS 8 FAVORITES 4

6:26 AM - 29 Sep 2014



BusinessUSA @BizUSA · Mar 30
Learn more about trends in your community via @uscensusbureau's American Community Survey => go.usa.gov/3rS3d

1 1



Reed Construction @Reed_GC · Mar 30
Via @StatisticBrain - according to @uscensusbureau, IL ranks 5th in # of construction companies #constructionfacts goo.gl/Jbv2io

4



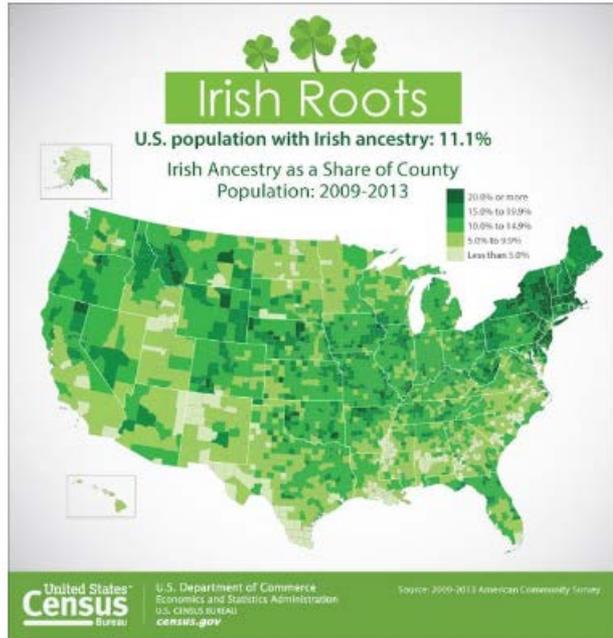
MN Demographic Ctr. @MN_StateData · 6h
We're excited about new improvements to Factfinder, the main data retrieval tool for the @uscensusbureau. Details: ow.ly/L4X3d

2 1

Visualizations

U.S. Census Bureau @uscensusbureau · Mar 17

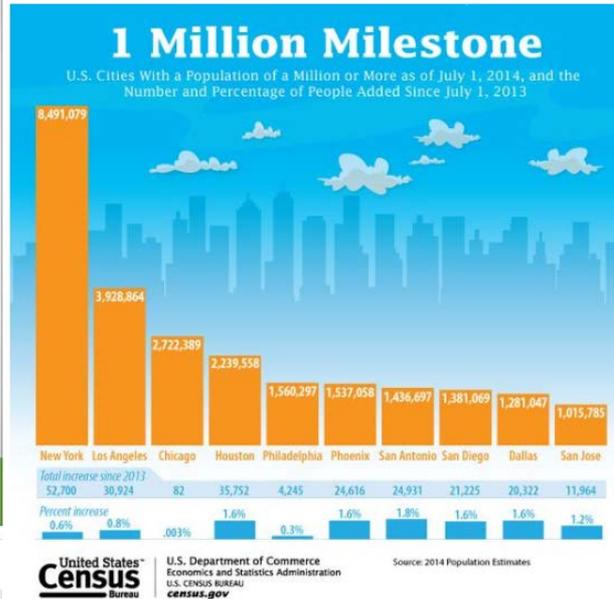
Happy St. Patrick's Day to the 33.3m US residents with Irish ancestry!
go.usa.gov/SfQe



RETWEETS: 155 FAVORITES: 79

Tweets with graphics tend to be retweeted more...

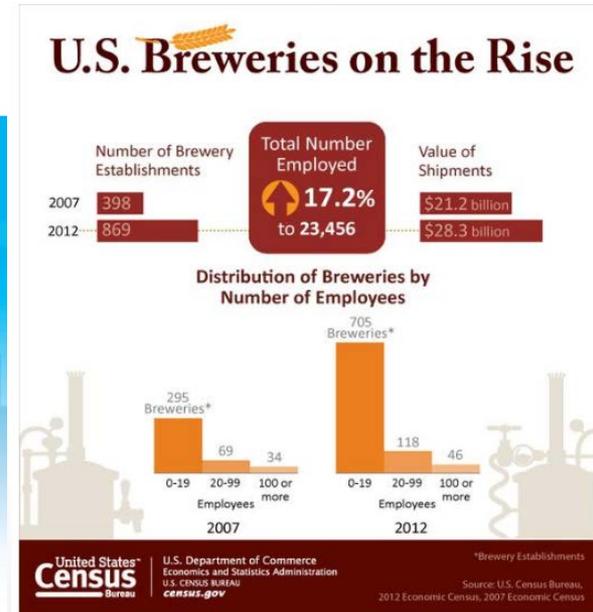
10 US Cities now have 1 million+ people.
 #SanJose joins list. go.usa.gov/39cfe



RETWEETS: 62 FAVORITES: 18

10:19 AM - 21 May 2015

Cheers! Here's a statistical look at U.S. breweries from the #EconCensus.
 #InternationalBeerDay



RETWEETS: 27 FAVORITES: 9

11:55 AM - 7 Aug 2015

Even when repurposed.

Facebook



Videos uploaded to Facebook to utilize auto play.

124,870 Likes



Customer service tool

www.facebook.com/uscensusbureau

Instagram and Pinterest

uscensusbureau FOLLOW

U.S. Census Bureau Your trusted source for quality statistics about our nation's people, places and economy. census.gov

29 posts 371 followers 1 following

How Ready Are We? To learn to better the world, we'll need to understand what we're doing well at and where we need to improve. The 2014 American Housing Survey asks, "How ready are you to...?"

Category	Yes	No
Emergency Plan	84.2%	15.8%
Emergency Evacuation Plan	83.9%	16.1%
Emergency Evacuation Kit	81.2%	18.8%
Emergency Meeting Location	81.0%	19.0%
Emergency Plan	80.8%	19.2%
Emergency Evacuation Plan	80.8%	19.2%
Emergency Evacuation Kit	80.8%	19.2%
Emergency Meeting Location	80.8%	19.2%
Emergency Plan	80.8%	19.2%
Emergency Evacuation Plan	80.8%	19.2%
Emergency Evacuation Kit	80.8%	19.2%
Emergency Meeting Location	80.8%	19.2%

uscensusbureau Follow
1 week ago
#Savannah volunteers get ready for #CensusDay. #WeCount2015

♥ [carmopereira03](#), [bkwade8](#) and [joeraycr8iv](#) like this.

[zealouspyt](#)
Excited to host you all at the West Broad Street YMCA this evening!

uscensusbureau
@zealouspyt thank you! We are excited too.

Population Statistics
U.S. Census Bureau

Data Visualizations
U.S. Census Bureau

1940 Census - 72 Years Later
U.S. Census Bureau

Follow Follow Follow

U.S. Census Bureau
www.census.gov · 🐦

Your trusted source for quality statistics about our people, places and economy.

12 Boards 264 Pins 0 Likes 967 Followers 1 Following

559 Followers → Instagram: @USCensusBureau

1,000 Followers → Pinterest: www.pinterest.com/uscensusbureau

YouTube and Ustream

YouTube

3,273 Subscribers

www.youtube.com/uscensusbureau

USTREAM™

3,504 Followers

<http://www.ustream.tv/uscensusbureau>

Engaging Audiences & Trending Topics

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 shares

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

Generating interest/ involvement before and after a data release

To showcase our work.
 The Census Bureau in verse
 Employee Haiku
 #NationalPoetryMonth

#NationalPoetryMonth

Census Bureau Haiku

A Selection of Poems from Census Bureau Staff

Everybody counts. Three hundred twenty million. A diverse nation.	Jobs, health, vets and more Measuring America We've got great data!
How do you know the U.S. population grows? The Census Bureau!	What we ask today Defines, protects, and reminds Those we ask next time
We sent you a form. Why, then, don't you fill it out? Door knocks cost a lot.	America changes. How? Who are we? What next? Census workers seek answers.
Still collecting stats In between decennial Check out our surveys	See the data stream Nonstop whitewater rapids Envelop our world
Our economy. Key monthly indicators. See census dot gov.	Hurricane season. For emergency planning Turn to OnTheMap.

United States™
Census
 Bureau

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

RETWEETS 43 FAVORITES 25

Employees participate in National Poetry Month

Connecting stories in the news back to Census

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.

5,227 People Reached · 32 People Talking About This
 Comment · Share · December 20, 2011 at 7:44am

people like this.
 all 4 comments 12 shares

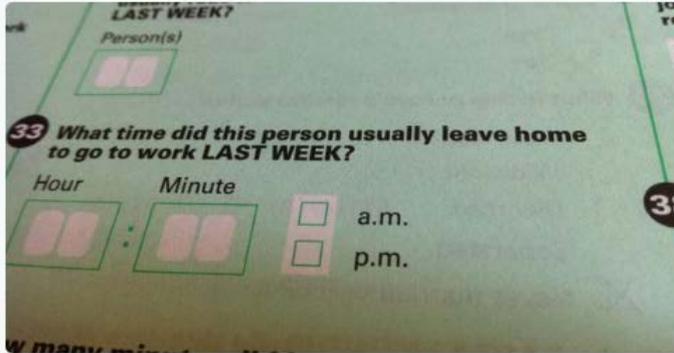
Deborah Hunter Keeler I LOVE my job at the census bureau....Not only do I have fun at work...I meet interesting

Customer Service & Providing Information



Jul 13

Maybe I'm paranoid, but these @uscensusbureau surveys get really detailed. What's the purpose of questions like that?



3 stars



U.S. Census Bureau @uscensusbureau

Here is information on why we ask questions about commuting:
www2.census.gov/programs-surve ...

RETWEETS 4 FAVORITE 1



Jul 13

@uscensusbureau Seems rational enough, thanks!



U.S. Census Bureau

April 9

There has been an incident at the Suitland Federal Center and there is an ongoing investigation. We are committed to the safety of all staff who work at the Census Bureau and are currently making sure that everyone is safe and secure. We will provide more details as they become available.

Like Comment Share

and 223 others like this. Most Relevant

168 shares

Crisis Communications

Timely information provided via social media channels in response to questions.

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Cnmp.social.media.list@census.gov