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

- Increased Awareness
- Increased Relevancy
- Increased Transparency
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…
Census Bureau Blogs

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

Happy Census Day!

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

Written by:
Ben Bolender, Population Estimates Branch
Peter Borsella, Net International Migration Branch
Luke Rogers, Population Estimates Branch
Sam Gurau, Population Estimates Branch

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 18.5 million people moved between counties in the U.S., which is slightly down from about 19.1 million the year before.
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.

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.
Number and Percentage of People by Health Insurance Status: 2013. More: go.usa.gov/VHaC
Tweets with graphics tend to be retweeted more...

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

Instagram: @USCensusBureau
Pinterest: www.pinterest.com/uscensusbureau

559 Followers
1,000 Followers

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

Instagram: @USCensusBureau
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

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

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

Employees participate in National Poetry Month
Customer Service & Providing Information

Crisis Communications

Timely information provided via social media channels in response to questions.
Connect With Us!

Twitter: @uscensusbureau
Facebook.com/uscensusbureau
Instagram: @uscensusbureau

Contact us!
Cnmp.social.media.list@census.gov