



Census Digital Academy: Online Training Series

270 Strategies and Do Big Things launched a Digital Academy to strengthen digital outreach efforts to reach the hardest to count for the 2020 census. The Digital Academy includes two components – short videos and an online training series.

There are six short videos: Introduction (4:00 minutes); Social Media 101 (13:00 min); Email 101 (8:20 min); SMS (text messaging) (11:00 min); Digital Ads (17:52 min); and Search Engine Optimization (10:23). All are accessible on the Census Counts website at <http://bit.ly/CensusCountsVideos>.

The second part of the Digital Academy includes five one-hour online trainings on census digital outreach strategies. **To register for the trainings, go to <https://censuscounts.org/digital-organizing-tools/>.** The first training – described below – starts on July 24.

1st Online Training: Crafting Your Census Campaign Plan (July 24, 4pm ET)

This training will guide you through the process of building a strategic census campaign plan. The Crafting Your Census Campaign Plan training will walk you through a strategic planning framework to focus your organization's census mission, goal, strategy and tactics. The training will also cover targeting tools, program measurement and budget plans. Through participation in the training, you will be equipped to take census planning to the next level with our Census Campaign Planning Template.

2nd Online Training: Assessing Your Digital Readiness for GOTC (August 13, 3pm ET)

This training will introduce you to digital organizing tactics, tools and strategies for effectively mobilizing populations to complete the 2020 census. The training will cover how to do a “digital inventory” of your current skills, capacity, and budget at your organization. You will match your Get Out the Count (GOTC) goals with digital strategies and tools and gain clarity on which approaches match the success of your team's objectives and capacity.

3rd Online Training: Content Strategy for HTC Communities (September 10, 3pm ET)

This training will provide scalable guidance for creating your hard-to-count (HTC) outreach messaging strategy and introduce a digital content distribution plan for effectively engaging HTC communities. The training will help you develop a self-response ladder of engagement, build effective messaging strategies for HTC communities, and provide guidance for how your volunteers can generate new distributive content. You will also learn how to most effectively translate content that you've already developed for the census onto digital platforms.

4th Online Training: Developing Your Hard to Count List (September 25, 3pm ET)

While there are many similarities to a good voter outreach program, GOTC 2020 has its own unique set of challenges and nuances. Successful efforts must take crucial differences into account. This training will provide you with guidance on HTC targeting and clear insights on the pros and cons of various approaches (i.e., using a voter file). We will review ways to analyze a current list as well as the benefits and challenges of popular methods to grow an HTC list. Additionally, you will learn best practices around data collection, data management and data privacy.

5th Online Training: Optimizing Your GOTC Program (October 8, 3pm ET)

Building upon the 4 trainings prior, this training offers participants the finalizing elements of perfecting your GOTC program. We will analyze how to report your GOTC program, how to make real-time pivots as challenges arise, and how to be well-positioned for various stakeholder inquiries (i.e., donors and partners). Participants will learn how to utilize data sets, create sample reports, and capture successes and failures for future efforts.