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Local Authority Toolkit

December 2020

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Background Information

The Purpose of this Toolkit

You will receive two toolkits from us between now and Census 2021. This is your 'census Awareness Toolkit' and should be used to build awareness and understanding that the census is coming.

A second toolkit, will be available in February and will be your complete guide to the Census 2021 campaign. It will include everything you need to know about the national campaign and will include assets (in a variety of dimensions) to drive completion and raise awareness of available support services.

This census awareness toolkit covers off:

- an overview of the early Census 2021 digital campaign assets that can be utilised across your channels

All the assets referenced in this document can be found via the following link:

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

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Census 2021: Digital copy for partners

How to use

We need your help to make Census 2021 a success by spreading the word in newsletters, blogs, social media, on your website and across the variety of channels that you use to communicate with the people in your authority area.

We've prepared content that can help you talk to your audience about the census. It explains what Census 2021 is, why it's important to take part, how to complete and what to do if you or someone you know needs help.

It's designed to be convenient and easy to use. We provide short, medium and long versions of the content so that you have a version to copy and paste that will work for social media posts or creating an article for your blog or website, or if you require copy for a newsletter.

How to use

We know that the communities you work with may have specific worries about census completion which is why we have created messaging options, including:

- information for people who need extra help to complete the census, including accessibility and language support and help for people who do not have access to the internet
- information for people who are concerned they will not be able to identify on the census, including sexual orientation and gender identity, religion, ethnicity and national identity
- detailed information about why census information makes a difference to the lives of everyone in England and Wales for those who feel it is not relevant to them.

We want you to take (copy and paste) the parts you need to craft your own census content. Please **DO NOT** change any facts about the census. **DO** tailor any communications to ensure that it is relevant for your audience.

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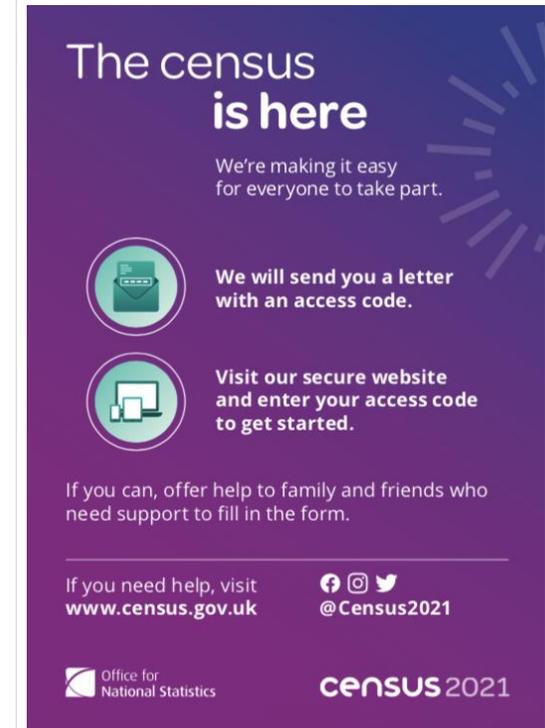
Campaign Assets

Section 1: Downloadable Assets

The first set of campaign assets are specifically designed to appeal to audiences that could experience additional barriers to completion.

The assets are available to download as follows:

- Q&A leaflet, addressing the main barriers to completion
- A postcard providing guidance around asking for help
- A poster introducing the census



Section 1: Downloadable Assets

ASSET	FORMATS	LANGUAGES	UTILISATION
Digital Q&A leaflet	PDF	<ul style="list-style-type: none"> English Welsh (bilingual) 	<ul style="list-style-type: none"> Embed within HTML and newsletter emails Distribute via email to community groups to embed in their newsletters Embed into blogs and on websites Print off and display in public facing centres
Digital postcard	PDF	<ul style="list-style-type: none"> English Welsh (bilingual) 	<ul style="list-style-type: none"> Embed within HTML and newsletter emails Distribute via email to community groups to embed in their newsletters Embed into blogs and on websites Print off and display in public facing centres
Digital poster	PDF	<ul style="list-style-type: none"> English Welsh (bilingual) 	<ul style="list-style-type: none"> Embed within HTML and newsletter emails Distribute via email to community groups to embed in their newsletters Embed into blogs and on websites Print off and display in public facing centres

Section 2: Social Media Assets

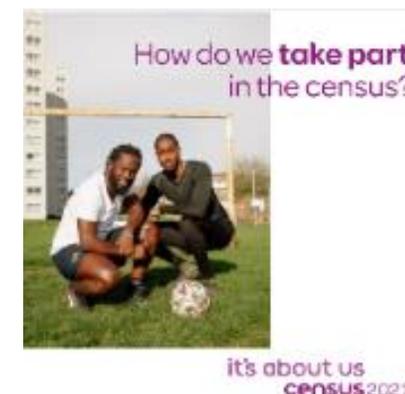
All assets created for social media will be provided in Facebook, Instagram and Twitter formats with accompanying copy. Please use these assets across the social channels that you have, from now until we send further updated content in the new year.

Instagram & Facebook:

- 102_Introducing the Census_What the census is_IGFB
- 103_Introducing the Census_It's coming_IGFB
- 105_Introducing the Census_DataSafe_IGFB
- 106_Introducing the Census_Help_IGFB

Twitter:

- 202_Introducing the Census_What the census is_TW
- 203_Introducing the Census_It's coming_TW
- 205_Introducing the Census_DataSafe_TW
- 206_Introducing the Census_Help_TW



Section 2: Social Media Content

We have also produced the relevant copy to accompany the provided social media images. As shown below.

Type of content	Post copy	Asset copy	Graphic/s required
What the census is	<p>FB/Instagram:</p> <p>The census is coming on Sunday 21 March.</p> <p>By filling in your census, you will help shape your community for the next 10 years.</p> <p>Find out more at www.census.gov.uk</p> <p>[option to tag @census2021]</p> <p>Twitter:</p> <p>.@census2021 is coming on Sunday 21 March.</p> <p>By filling in your census, you will help shape your community for the next 10 years.</p> <p>Find out more at www.census.gov.uk</p>		  <p>FILE NAMES:</p> <p>FACEBOOK / INSTAGRAM</p> <ul style="list-style-type: none"> • 102_Introducing the Census_What the census is_IGFB • 102_Introducing the Census_What the census is2_IGFB • 102_Introducing the Census_What the census is3_IGFB <p>TWITTER</p> <ul style="list-style-type: none"> • 202_Introducing the Census_What the census is_TW

What's Next

Your second toolkit will be available in February and will include:

- How to order printed assets to be delivered to your Local Authority
- Social and digital assets that incorporate focused messaging around completion, with additional signposting to the available accessible materials
- Website banners
- Further translated assets
- Accessible assets that address specific barriers to completion
- Census 2021 national campaign OOH materials and instructions on how to utilise
- PR materials

If there is anything that you specifically need and you do not feel is being covered, please feedback to your LA liaison officer.

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Keeping in Touch

Contact Details

If you have any further questions around the Census 2021 campaign or the information provided in this toolkit, please email 2021Census.LA.liaison@ons.gov.uk.

Census website: www.census.gov.uk

Twitter: @Census2021 | @Cyfrifiad2021

Facebook: @Census2021 | @Cyfrifiad2021

Instagram: @Census2021 | @Cyfrifiad2021