

## Outreach Guide During the Pandemic

### How to report activities during social distancing

**How to use this page:** You can either scroll through the list of items below, or use the search function. Just enter a keyword or keyphrase in the search to narrow the results.

For example, search for:

- “advertising” to see outreach that involves paid advertising, including radio and TV
- “phone” for the different activities involving telephone contact, including robocalls and texting
- “social media” to see the different options for social media, including posts and paid advertising

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## Adding a message to incoming calls

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you have other 1 on 1 interactions about the census?

**Then Enter:**

Number of people who called as the reach.

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## Billboards and other paid outdoor advertising

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only ensures we can map the activity.





**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Billboard
2. Enter the estimated number of people reached. If the billboard was leased from an outdoor advertising company, they should have an estimate for this.

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## Census-related backgrounds/slides during other virtual meetings

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Census specific event open to public/community sponsored by RI/sub

**Then Enter:**

Enter the number of people who participated in the field for the number of people reached. You may add additional details about the type of event in the comments field, such as indicating this was a background slide at the start of a Zoom meeting or that there was a short discussion of the census at the start a the meeting otherwise unrelated to the census.

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## Community banners

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Billboard

2. Enter the estimated number of people reached. You may indicate this is a community banner in the comments section.
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## Direct mailers

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you have other 1 on 1 interactions about the census

**Then Enter:**

Enter the number of mailers in the field for number of flyers.

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## Earned media (unpaid media coverage such as radio, TV, and newspaper interviews)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Select the type of media on which it appeared ("this was a TV, event", "this was a radio event", or "other")

**Then Enter:**

1. What type was it? Interview/news story
  2. Enter the estimated number of people reached. You may be able to get the reach from the media outlet that conducted the interview. You may enter the name of the venue/station on which it appeared in the comments section.
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## Email messaging/newsletters

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you email persons about the census?

**Then Enter:**

Enter the number of messages, people reached, opt-ins, and opt-outs

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## Flyers

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Putting up posters, flyers, or advertisements

**Then Enter:**

Enter the number of flyers handed out. The number of people reached should be the same as the number of flyers distributed. You may add other information in the comments section.

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## Internet radio

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

NA

**Then Enter:**

Refer to the entry for the type of outreach described under tracker type.

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## Magazine advertising (paid)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. This was a media event that was not radio or TV (choose one).
  2. Enter the estimated number of people reached, which you should be able to get from the publisher. You may enter the name of the magazine and other information in the comments section.
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## Meal/other item delivery with census information included

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you have other 1 on 1 interactions about the census

**Then Enter:**

Enter the number of flyers distributed. The number of people reached should be the same as the number of flyers distributed.

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## Mobile RV, Bull Horn, Mascot

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Other

**Then Enter:**

Enter an estimate for the number of people reached. You may enter a longer description of the activity in the comments field.

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## Newspaper advertising (paid)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached. The newspaper should be able to provide an estimate for this. You may enter the name of the paper and other information in the comments section.
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## Online/virtual museum exhibit about the census

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you use social media in relation to the census?

**Then Enter:**

Enter the number of visitors as the reach. Submit a tracker at the end of the monthly reporting period that includes the monthly totals.

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## Onsite appointments and over the phone assistance and filing

**Tracker Type:** Questionnaire Assistance - Event Activity

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

English questionnaire assistance: enter number of people assisted using the English language.

**Then Enter:**

Native language questionnaire assistance: enter number of people assisted using someone’s non-English native language.

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## Other digital advertising (such as banner ads)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached. The media platform should be able to provide an estimate for the reach. You may enter the type of ad or platform in the comments section.
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## Other push advertising on smartphones/digital media

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
2. Enter the estimated number of people reached. You should be able to get an estimate of the reach from the media company. You may enter the type of ad or platform in the comments section.

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## Outgoing messages on emails

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you have other 1 on 1 interactions about the census?

**Then Enter:**

Enter the number of people you emailed as the reach.

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## Phone banking

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you call persons about the census?



**Then Enter:**

Number of people called and reached.

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## Podcasts

**Tracker Type:** This depends on the the type of activity. If it's for an appearance on an existing podcast to answer questions, refer to the entry for "earned media". The remainder of the instructions for this entry are for when the RI or sub created the podcast for census outreach.

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the number of downloads or listens as the reach. Enter additional details about the podcast in the comments field.
- 

## Posters

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Putting up posters, flyers, or advertisements

**Then Enter:**

Enter the number of posters in the field for number of flyers handed out. You may add other information in the comments section.

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## Presenting in Zoom conferences

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Census specific event open to public/community sponsored by RI/sub

**Then Enter:**

Enter the number of people who participated in the field for the number of people reached. You may add additional details about type of event (e.g. platform used) in comments field.

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## Public service announcement

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Select the type of media on which it appeared ("this was a TV, event", "this was a radio event", or "other")

**Then Enter:**

1. What type was it? Public service announcement
  2. Enter the estimated number of people reached, which you may be able to get from the venue on which the PSA appeared. You may enter the name of the venue/station on which it appeared in the comments section.
- 

## Radio advertising (paid)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a radio event (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached – you should be able to request this number from the broadcaster. You may enter the name of the station and other information in the comments section.
- 

## Robocalls

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you call persons about the census?

**Then Enter:**

Number of people called and reached.

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## Signs in buses or trains

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Advertising/signs on transit
  2. Enter the estimated reach. The transit company should be able to provide an estimate of the reach. You may enter additional comments about the advertising, such as the type of transit on which the ads appeared.
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## Social media paid advertising

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached. The social media platform should be able to provide an estimate of the reach. You may enter the type of ad or platform in the comments section.
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## Social media posts

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you use social media in relation to the census?

**Then Enter:**

Enter the number of posts, reposts, and reach. Submit a tracker at the end of the monthly reporting period that includes the monthly reach totals.

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## Social media posts for recorded videos that include census messages at their beginning or end

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you use social media in relation to the census?

**Then Enter:**

This entry to the outreach guide is intended for when the text of the post or thumbnail do not include census messages, so someone would need to watch the video to know it has census-related content.

Enter the number of posts, reposts, and reach. If posted to Facebook, the site's analytics tools for organizations do allow someone to see how many people tuned into a video at any point in time, so for reach you should use the number of people who saw that portion of the video, not just the number of people who saw the post in general. Analytics may be similar for other platforms. Submit a tracker at the end of the monthly reporting period that includes the monthly reach totals.

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## Social media posts that have been “boosted” with paid promotion

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
2. Enter the estimated number of people reached. The social media platform should be able to provide an estimate of the reach. You may enter the type of ad or platform in the comments section.

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## Targeted Spotify advertising

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a media event that was not radio or TV (choose one).

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached. Spotify should be able to provide you with numbers for the reach. You may enter additional information in the comments section.
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## Texting

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you text persons about the census?

**Then Enter:**

Enter number of texts, number of people reached, opt-ins, and opt-outs.

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## TV advertising (paid)

**Tracker Type:** Community Education - Media

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

This was a TV event (choose one)

**Then Enter:**

1. What type was it? Other
  2. Enter the estimated number of people reached – you should be able to request this number from the broadcaster. You may enter the name of the station and other information in the comments section.
-

## Virtual questionnaire assistance centers/web portals

**Tracker Type:** Questionnaire Assistance - Event Activity

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

English questionnaire assistance: enter number of people assisted using the English language.

**Then Enter:**

Native language questionnaire assistance: enter number of people assisted using someone’s non-English native language.

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## Virtual Town Hall Meetings

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Census specific event open to public/community sponsored by RI/sub

**Then Enter:**

Enter the number of people who participated in the field for the number of people reached. You may add additional details about type of event (e.g. platform used) in comments field.

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## Visitors to a website with census information

**Tracker Type:** Direct engagement

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

Did you use social media in relation to the census?

**Then Enter:**

Enter the number of visitors as the reach. Submit a tracker at the end of the monthly reporting period that includes the monthly totals.

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## Yard signs

**Tracker Type:** Community Education - Events

**Location:** When specifying a location, if “no/virtual” location selected, use the location description field to enter the target geographic area: a county, ZIP code, municipality, Chicago community area, or street address only, which ensures we can map the activity.

**Then Choose:**

What type of event was it? Putting up posters, flyers, or advertisements

**Then Enter:**

Enter the number of yard signs in the field for number of flyers handed out. You may add other information in the comments section.

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