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# SCOTUS Decision on the Citizenship Question | #WeCount | Social Media Toolkit

## CONTEXT

The Supreme Court will issue a ruling any day now that could decide whether or not the Trump administration will be able to include a citizenship question in the 2020 Census.

This toolkit is designed to help movement partners respond online. Regardless of the outcome, our message is the same: we will be counted! We are using the hashtag **#WeCount** and below are more helpful talking points are you prepare your social media posts for the day of.

## SAMPLE SOCIAL MEDIA POSTS BEFORE AN ANNOUNCEMENT

Regardless of the decision of the Supreme Court on the dangerous citizenship question, our communities will be counted in the 2020 Census! #WeCount Participating in the Census is an exercise of our collective power! 🖐️ [ insert link ]

The Supreme Court will issue a ruling any day now on whether or not they will include Trump's citizenship question on the 2020 Census. Regardless of the decision, we will ensure that our communities are counted and resourced! #WeCount 🖐️ [ insert link ]

Trump wants to stoke fear in our communities. People of color and immigrants will be counted on the 2020 census! #WeCount Participating in the Census is a demonstration of our collective power! 🖐️ [ insert link ]

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The 2020 Census will help the government allocate \$800 billion in federal resources like schools and hospitals. 💰🏠🏥 Our communities must participate in the 2020 Census to get our share! #WeCount 🖱️ [ insert link ]

Nothing without us, about us, is for us! The Census is about the power of our communities and the resources we need to thrive. We won't be excluded. #WeCount 🖱️ [ insert link ]

We will not allow our families, friends and neighbors to be erased during the 2020 Census. Participating in the Census is a demonstration of our collective power! 🖱️ [ insert link ]

On this 2020 census we need communities of color to know the facts and not be intimidated by the citizenship question. 📝 #WeCount Our communities MUST participate in the 2020 Census! 🖱️ [ insert link ]

It is up to us to ensure that our family, neighbors and friends know the facts about the 2020 Census and are not bullied from participating by the citizenship question. 📝 #WeCount and we will not be intimidated! 🖱️ [ insert link ]

This is more than one person filling out a form and being counted in the Census, this is about entire communities declaring that #WeCount! Participating in the Census demonstrates our collective power! 🖱️ [ insert link ]

Our communities will not be intimidated by Trump's citizenship question! We will be counted on the 2020 Census! #WeCount 🖱️ [ insert link ]

## IF SCOTUS ISSUES THE DECISION TO ADD THE CITIZENSHIP QUESTION - SAMPLE SOCIAL MEDIA POSTS

The Supreme Court has decided to add Trump's Citizenship question to the 2020 Census! We will not allow our communities be intimidated by this question. #WeCount Our communities MUST participate in the 2020 Census! 🖱️ [ insert link ]

- Trump is using his presidency to control who counts in this country and who does not. He wants to erase people of color, immigrants, and people with low incomes off the map. We cannot -- we will not -- let him.

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The Supreme Court has issued a ruling to add Trump's Citizenship question to the 2020 Census. Regardless of the decision, we will not allow our communities be intimidated by the question! #WeCount 👉 [ insert link ]

 [\[ DOWNLOAD GRAPHICS HERE \]](#) 

### Other messaging resources:

- FIRM Network's One Pagers:
  - [Positive ruling](#)
    - [Spanish](#)
  - [Negative ruling](#)
    - [Spanish](#)

### Evergreen Messaging

#### Our Power and Representation

- Completing the Census to bring political power to our communities by making sure that the makeup of Congress and state legislatures reflect the increased number of residents who are people of color.
- If we are not fully counted in the 2020 Census, Congress, state legislatures and city councils will not reflect our communities or our interests.

#### Resources for Our Communities

- Responding to the Census means making sure that our communities get our fair share of federal funds for programs like Medicaid, SNAP, Head Start, unemployment benefits, Section 8 housing vouchers, programs for seniors and disabled veterans, and school lunch programs. It also makes sure that our communities have enough money to build roads, hospitals and schools.
- We won't let the Trump administration keep our communities from getting our fair share.
- It is up to us to ensure that our friends and family know that facts and are not intimidated by the citizenship question and this Administration.

#### Our Power

- Trump is using his presidency to control who counts in this country and who does not. He wants to erase people of color, immigrants, and people with low incomes off the map. We cannot -- we will not -- let him.
- Trump has tried for his entire presidency to stoke fear in our communities, especially telling immigrants and undocumented people that we do not matter. We won't allow him to rig the Census in his favor and deny visibility and services to immigrants and communities of color.

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- This is about more than one person filling out a form and being counted in the Census, it's about entire communities standing up and declaring, amidst awful attacks from this administration, that we matter! That we count! That our voices and our perspectives deserve support, representation, and recognition!
- Participating in the Census is a demonstration of our collective power.

### If the case goes our way (strike down the citizenship question):

- We exposed Trump for exactly what he is: a fear-mongering and power-hungry leader. The inclusion of a citizenship question on the Census was never about "collecting government data." It was about stoking fear in immigrant communities and denying us a right to visibility and representation.
- Our communities can feel empowered that we count and that we matter.

### Messaging for negative ruling:

#### What happened?

- The U.S. Supreme Court has issued a ruling that will allow the Trump administration to ask individuals if they are U.S. citizens in the Census. The last time this question was asked was 1950 -- and even then it was much less direct than what Trump has proposed.

#### Our response:

- We get counted! We will stay united to ensure that no one in our communities is intimidated by this latest tactic from the Trump administration. No one left behind #WeCount!
- Organizers everywhere are getting ready to talk to people in their communities about the importance of participating in the Census
- Trump is trying to make immigrant communities invisible, but we will not let him. We can't let these attacks take away our power.
- We will join together in a movement to defy Trump and to participate in the Census so that our communities are heard and receive our fair share.
- Our Census responses *are* confidential.

#### Do immigrants have to participate in the Census?

- Yes! Every 10 years, **everyone** living in the U.S. participates, no matter immigration status. All of us win when everyone participates. A full count of our communities ensures that we are represented and that our communities receive our fair share of programs like Medicaid, school lunches, and programs for seniors and disabled veterans.

FAQ:

- What is the Census?
  - The Constitution requires that the U.S. government must direct a count of everyone living in the country every 10 years. It is used at the federal, state and local level to determine political representation, funding for things like schools, healthcare, and housing.
  
- What happens if I skip a question?
  - The Census Bureau, the agency in charge of ensuring that everyone participates in the Census, has not given official guidance yet. They have verbally confirmed that all census forms will be counted, even if the forms are missing answers.
  
- Will I be in danger if I do fill out the Census?
  - There are extremely strong protections for Census data. The Census Bureau, the Commerce Department (which houses the Census Bureau), and their employees may not reveal a person's data that they have gathered through the Census to anyone. That means they can't share it with federal agencies, immigration authorities, law enforcement, or courts of law.