

NEW JERSEY CENSUS 2020 - SOCIAL MEDIA CAMPAIGN THEME WEEKS

SPRING CAMPAIGN – 8 weeks

- 04/20 - 04/26 Health Care Week
- 04/27 - 05/03 Diversity in New Jersey Week
- 05/04 - 05/10 Education Week
- 05/11 - 05/17 Seniors Week
- 05/18 - 05/24 Local and State Business Community Week
- 05/25 - 05/31 Better Future & Strong Communities Week
- 06/01 - 06/07 Social Services Week
- 06/08 - 06/14 The Census Affects Everyone in N.J. Week

SUMMER CAMPAIGN - 12 weeks

- 07/06 - 07/12 Small and Independent Businesses in N.J. Week
- 07/13 - 07/19 The Power of the Census Week
- 07/20 - 07/26 Faith Communities in N.J. Week
- 07/27 - 08/02 Census PUSH Week
- 08/03 - 08/09 Immigration in N.J. Week
- 08/10 - 08/16 Census Takers Week
- 08/17 - 08/23 Celebrating the Strength of N.J.'s Community Organizations Week
- 08/24 - 08/30 Ensuring a Brighter Future for Your Community Week
- 08/31 - 09/07 Strengthening our Health Care Safety Net for Everyone Week
- 09/07 - 09/13 Preparing N.J. for a Stronger Future Week
- 09/14 - 09/20 Represent N.J. for the Next Decade Week
- 09/21 - 09/30 Last PUSH Week