



An Engaging Census

Enhancing social media and innovative tactics



Delivering insight through data for a better Canada



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Canada During 2021 Census

- 37,742,154 population, 90% of which live within 240km of the US border
- 9.985 million km²

Context

- Global Pandemic
- Residential School discoveries
- Forest fires in the west

Why Canada is mourning the deaths of hundreds of children

By Emily Mandel
CBC News, Washington
13 July



The discovery in May of the remains of 215 Indigenous children - students of Canada's largest residential school - prompted national outrage and calls for further searches of unmarked graves.



TORONTO STAR

Today's coronavirus news: Canada surpasses 400,000 vaccinations in one day, breaking record; Ontario reports 3,166 cases of COVID-19; Canadian unemployment rate rises



Evacuation orders issued as dozens of wildfires burn across B.C.

Lightning, wind and hot temperatures forecast to continue Thursday

Myrle Zedler, Courtney Dickson - CBC News - Posted: Jun 01, 2021 11:41 AM PT | Last Updated: July 3



The Merry Creek wildfire near Castlegar is one of many wildfires burning across B.C. on Thursday (B.C. Wildfire Service)



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2021 Census of Population strategic approach

Integrated, agile, targeted, proactive, systemized, creating excitement and buzz, appealing to emotions, building partnerships

- Adapted to COVID-19 challenges and considerations
- Supporting the objective of the Integrated Communications Strategies:
 - Support and increase online response rate
 - Increase self-response rate amongst harder-to-enumerate audiences
 - Support recruitment: Increase the number and quality of candidates applying for census jobs




CENSUS • RECENSEMENT



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Census and COVID-19 – Collection procedures

- Completing the census online is the best and safest way for Canadians to participate.
- Only if online, paper or phone collection are not an option for respondents will we do in-person visits.
- Employees will follow Public Health Authorities guidelines and will respect a no-contact protocol during in-person visits: wear safety equipment, observe physical distancing, use hand sanitizer and refrain from entering respondents' homes.

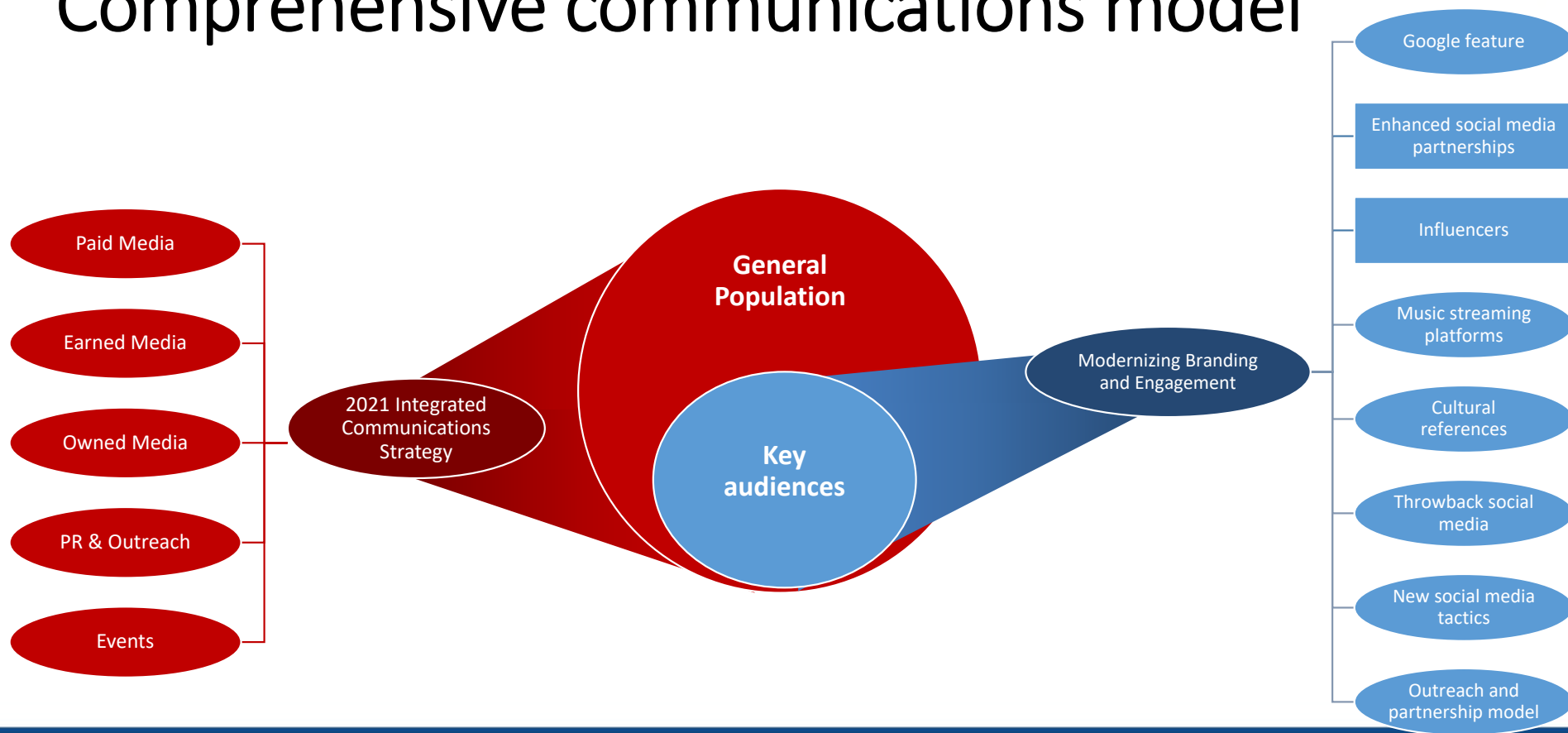


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Comprehensive communications model



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Focus on Canadian identity

- Shared Canadian values
 - Diversity, fairness, safety, health, nature
- Long-established ties to the Canadian identity
 - Historical references
 - Music by Canadian artists
 - Influencers and celebrities
- Ultimate goal: *Evoke the feeling that completing the census is 'being Canadian'*



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Celebrating the census: Creating buzz and building relationships

- **Census Contest** – My Census Story (promoted on the census.gc.ca and through social media)
- **Music playlists** (promoted through social media)
- **Census as a Time Capsule video** (YouTube)
- **Explainer videos** (YouTube)
- **Trivia-style census game** (Website)



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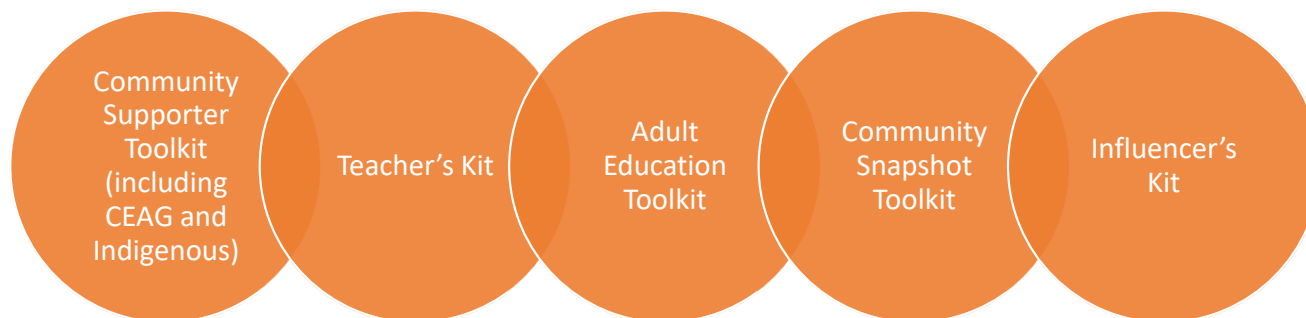
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Census website—census.gc.ca

- Streamlined and improved census website to support recruitment and collection objectives
- Single entry point for the online census questionnaire and the online recruitment application
- Extensive selection of information for the general public about census collection and census jobs
- Multiple resources for community supporters, educators and influencers:



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Fighting misinformation page

- New page on the census.gc.ca website to inform Canadians of possible misinformation with regular updates as situations develop

Get the facts straight

- ▶ Do respondents have to let census employees from Statistics Canada into their home?
- ▶ Can hackers or other unauthorized people access my census information?
- ▶ Can I make sure that the person contacting me really is a Statistics Canada employee?
- ▶ Is there a way to guarantee that the census website is legitimate?
- ▶ Will Statistics Canada ask for my social insurance number or credit card information?

Fighting misinformation



Have you seen or heard something about the 2021 Census that doesn't sound right or that raises concerns? Let's get the facts straight!



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Marketing segmentation overview in support of collection

Easier-to-enumerate groups



- Organic social media and web
- Public Service Announcement

Harder-to-enumerate groups



- Targeted content marketing
- Outreach via community supporters
- Federal partnerships
- Influencers



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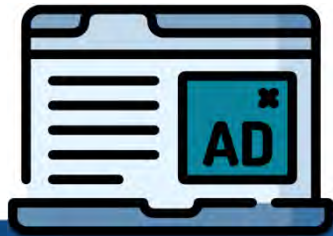
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Advertising — census collection target audiences and approach

- The general population
 - Those deemed easier to enumerate
- Hard-to-count (HTC) audiences
- Indigenous and Northern communities
- Regional perspective



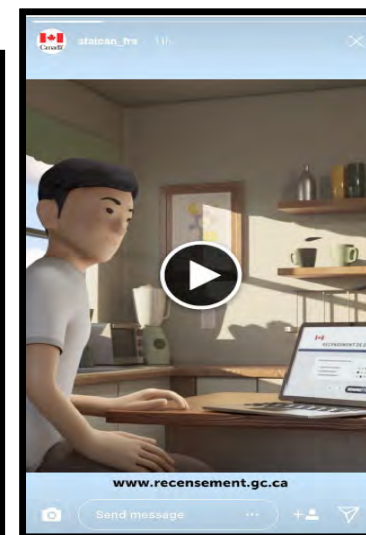
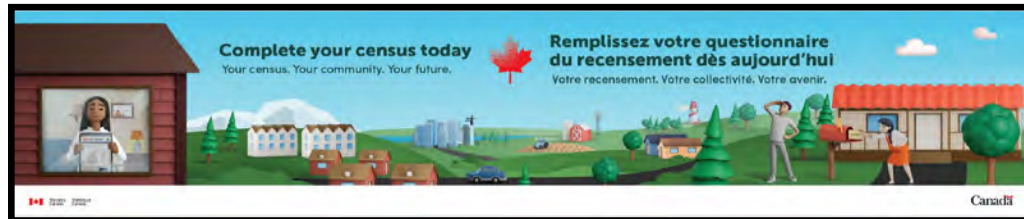
General Approach

- Messaging and media mix were tailored and optimized for each target audience
- Timeline of advertising activities varied based on target audience
- A phased approach was used to help support field activities and the census wave methodology
 - **Phase 1:** Pre-census Awareness – **April 19 to May 2**
 - **Phase 2:** Census Collection – **May 3 to May 16**
 - **Phase 3:** Census Reminder – **May 17 to June 11**

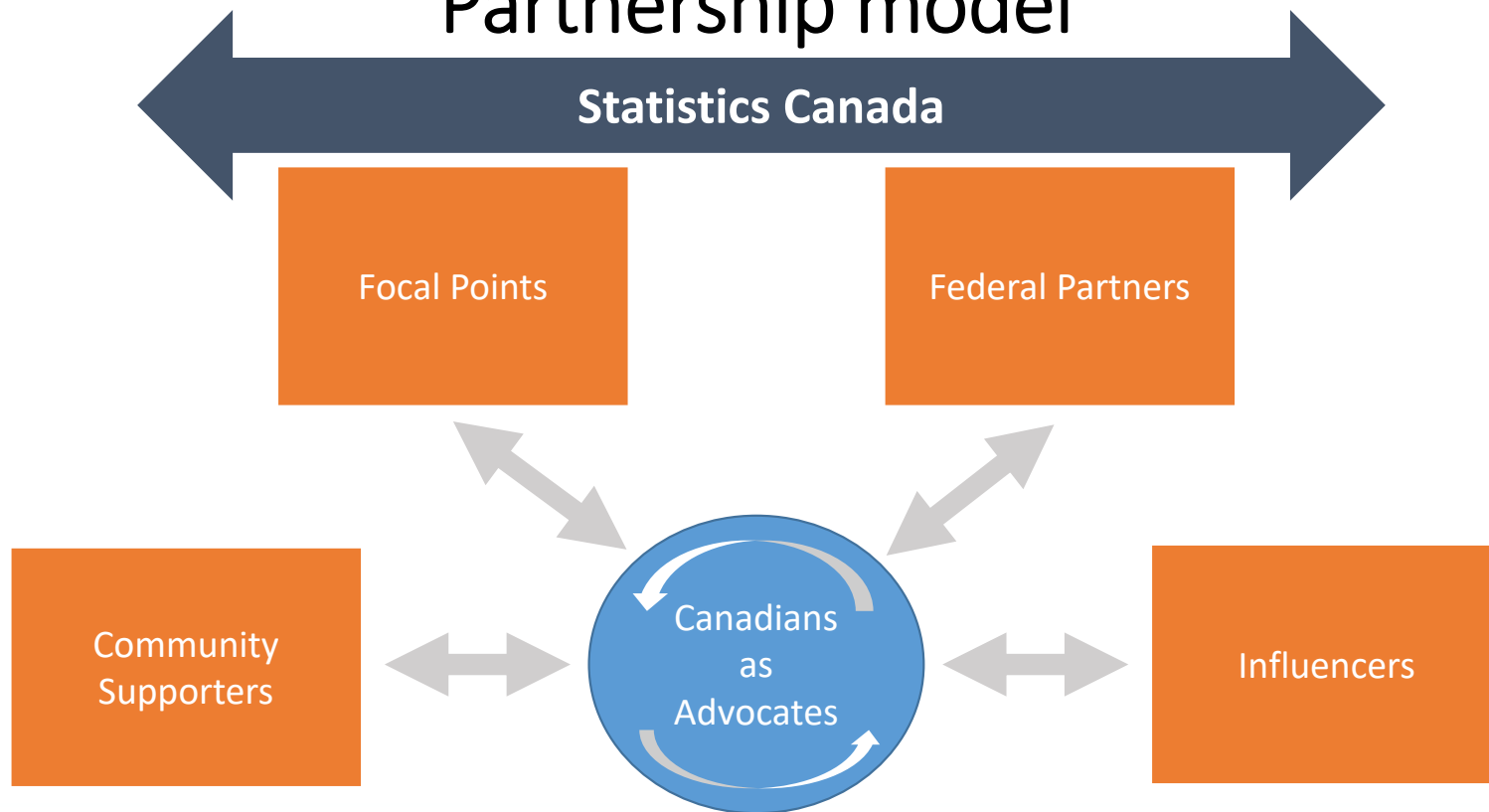


Advertising media mix

Phase	1 - Pre-census awareness	2 - Census collection	3 - Census reminder
	April 19 to May 2	May 3 to 16	May 17 to June 4
Strategic approach	<ul style="list-style-type: none"> Mobilize Canadians by generating high reach & frequency in a short amount of time Start building an emotional connection through long form creatives (30s) Search engine marketing (SEM) to start beginning of April to capture users exposed to organic activities 	<ul style="list-style-type: none"> Continue to maximize reach and frequency Integrate shorter formats in order to support ad recall (15s segments) Use drive-to-site tactics to encourage online census completion Ensure heavier weight (more budget and visibility) in targeted areas on multiple channels 	<ul style="list-style-type: none"> Concentrate on reminder Utilize a multitude of short formats to maintain ad recall Use drive-to-site tactics to boost online census completion Ensure heavier weight in targeted locations on multiple channels
Media touchpoint	<ul style="list-style-type: none"> TV, online video and SEM 	<ul style="list-style-type: none"> TV, online video, OOH, print, radio, social, display, native and SEM 	<ul style="list-style-type: none"> TV, online video, OOH, radio, social, display, native and SEM
Target groups	<ul style="list-style-type: none"> General population 	<ul style="list-style-type: none"> General population, HTC and regional 	<ul style="list-style-type: none"> General population, HTC, regional and agile (priority markets)
KPI	<ul style="list-style-type: none"> Reach/frequency and VTR% 	<ul style="list-style-type: none"> CPLV, reach/frequency and VTR% 	<ul style="list-style-type: none"> CPLV, reach/frequency and VTR%



Partnership model



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Influencer's Kit—Welcome

If you would like to receive additional materials that aren't included in the existing toolkits, don't hesitate to [contact us via email](#).

Welcome to the 2021 Census Influencer's Kit

[Promote census completion](#)

[What you need to know about the census](#)

Welcome to the 2021 Census Influencer's Kit

We need your support to make the 2021 Census a success.

Why is the census important? It is one of the most important sources of information about our country and its people.

Federal, provincial, territorial and municipal governments build schools, roads and other infrastructure using census data to assess the local communities' needs.

What's in the kit?

Products and resources that you can share with your online community.

Materials available for download include:

- Promotional content
- Easily shareable [social media content](#)
- Articles

Influencer's Kit—Social media content

Spread the census message by sharing this content on social media. Find more shareable social media content on [Social media content—Census completion](#).



Mark your calendars! The #2021Census is coming this May! The census paints a portrait of Canada's diverse population and ensures every person counts. For more info, visit www.census.gc.ca.

[Copy text to clipboard](#)



Census data are at the heart of decision-making that impacts all Canadians and highlights our diversity. Your participation is important to make sure everyone is counted! www.census.gc.ca #YourVoiceYourFuture

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Have you heard? #StatisticsCanada will be conducting the #2021Census this May! #JoinMe in making a difference by encouraging your friends and family to complete their census questionnaire. www.census.gc.ca #YourVoiceYourFuture



#StatisticsCanada has adapted to the pandemic and is conducting the #2021Census in the safest way possible. Participate by completing your census online! www.census.gc.ca

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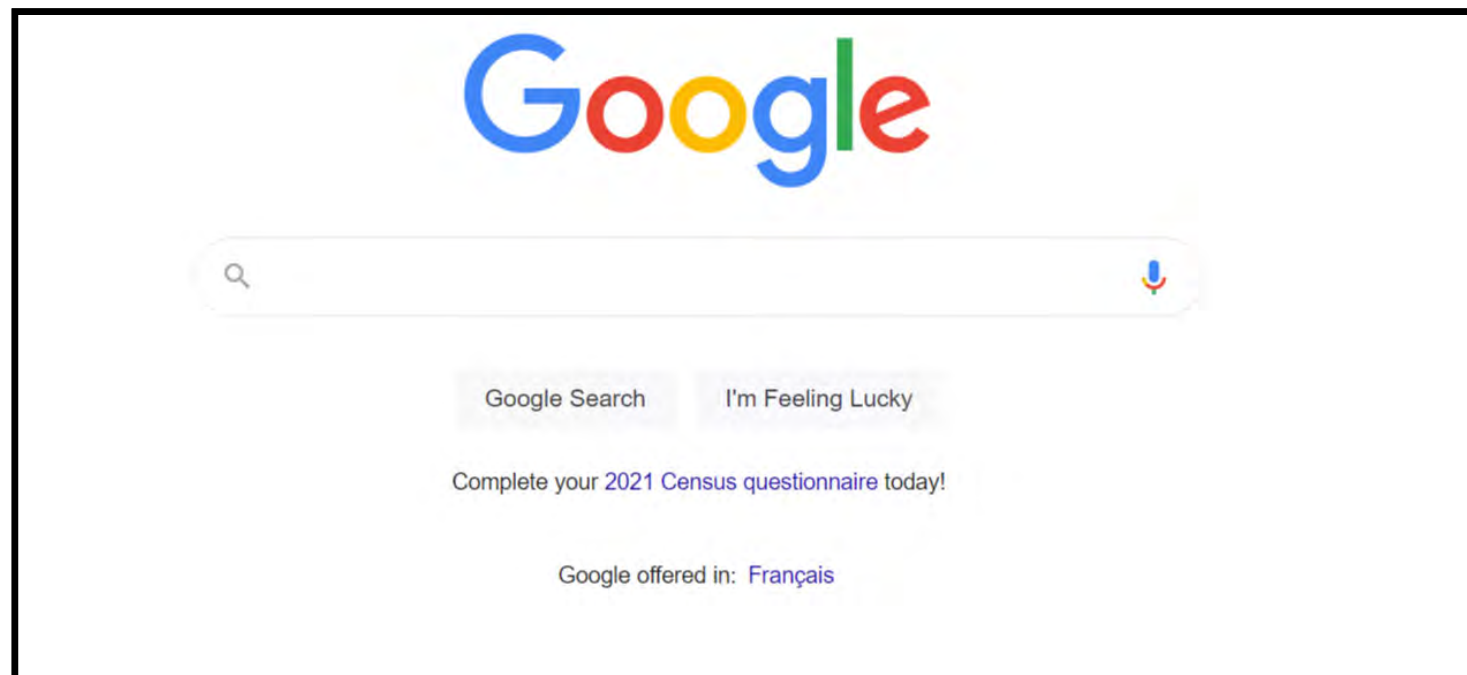
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Google

Agreed to feature us on the front page of Google.ca for May 6th in the lead up to “Census Day”



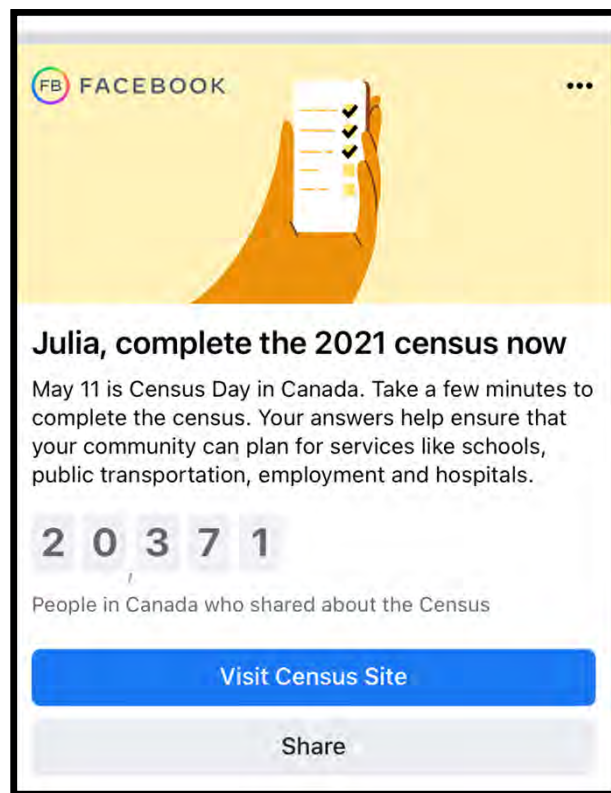
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Facebook and Instagram



- Call to Action through feed
- Stickers and Profile Frames
- Countdown on Instagram

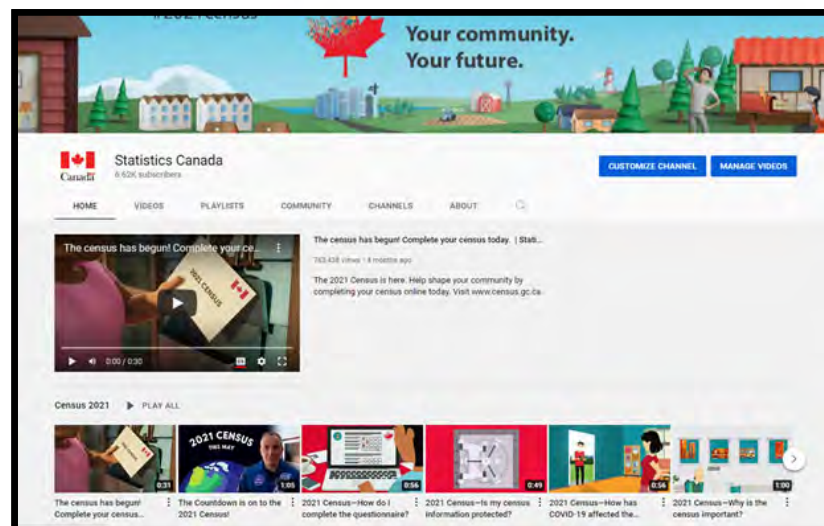
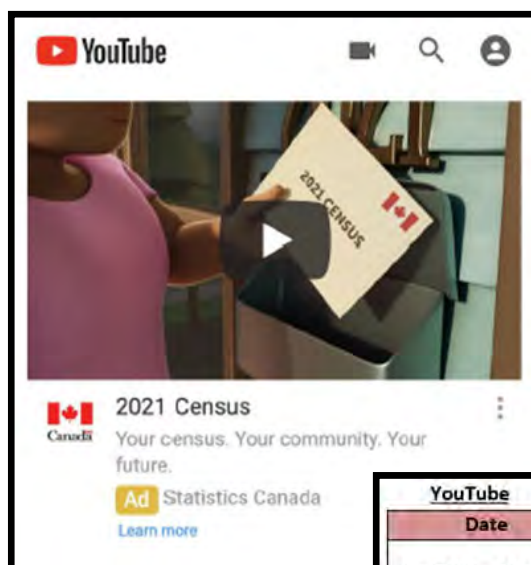


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Youtube Takeover



YouTube			
Date	Campaign Name	Video Views (EN)	Video Views (FR)
April 19 – May 2	YouTube video "Your census. Your community. Your future"	576,535	127,878
May 3 – June 11	Skippable video ads (16 seconds)	10,510,378	2,395,655
May 10 – May 11	Homepage video ad	47,020	17,925
	TOTAL	11,133,933	2,541,458



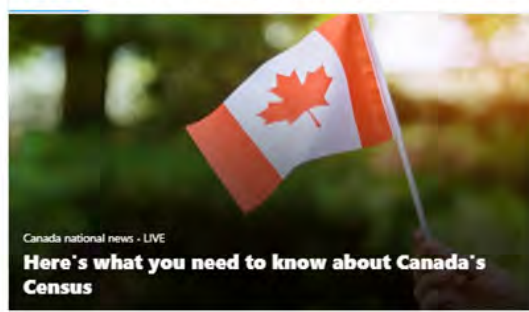
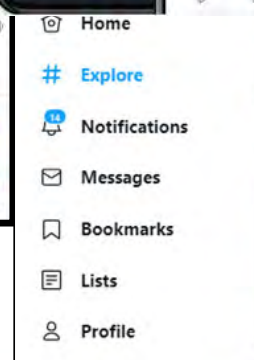
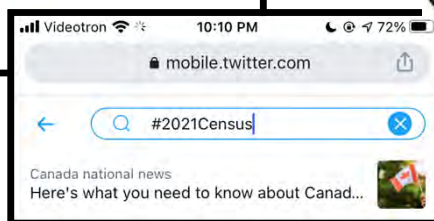
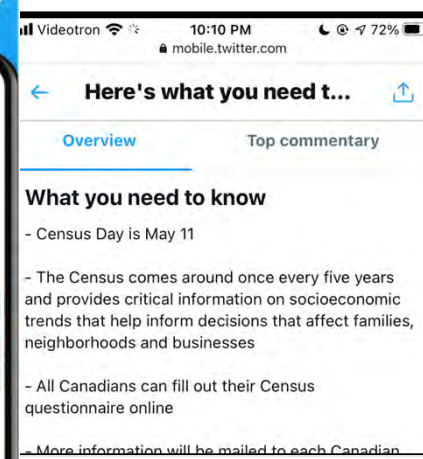
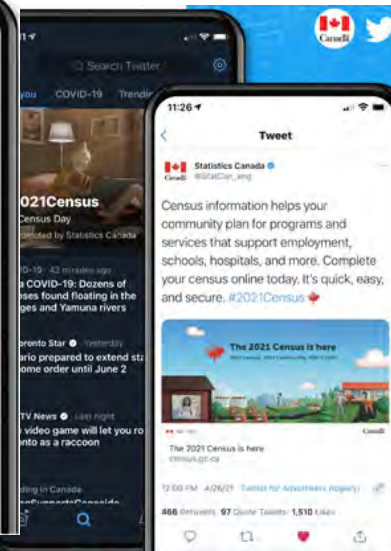
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Twitter



#2021Census 🍁
#RecensementDe2021 🍁

Tiktok created and promoted



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Influencer Successes



As a fellow Canadian here I gotta say thanks for doing a whole episode on the census. I honestly had no idea it was happening until I clicked on this episode so thank you!! Young Canadians should totally participate in this it's so important!!

👍 126 🗨️ REPLY

As an American, this is such a great and applicable explanation of the importance and process of the census. I feel like a lot of Americans have a strained relationship with the census because of the fear for privacy or because they are immigrants and fear prosecution, and I think Amil's explanation of the process is amazing. I found this pod very informative.

👍 181 🗨️ ❤️ REPLY

"A family portrait of Canada" is possibly the most Canadian description of a census ever ♥

👍 1K 🗨️ ❤️ REPLY

🔼 Hide 2 replies

4 months ago

it was so cute

👍 21 🗨️ REPLY

I moved to Canada a few years ago so this is my first census. I really appreciate you guys talking about this! I loved learning about this and feeling more included in the community through this exercise!

👍 15 🗨️ REPLY

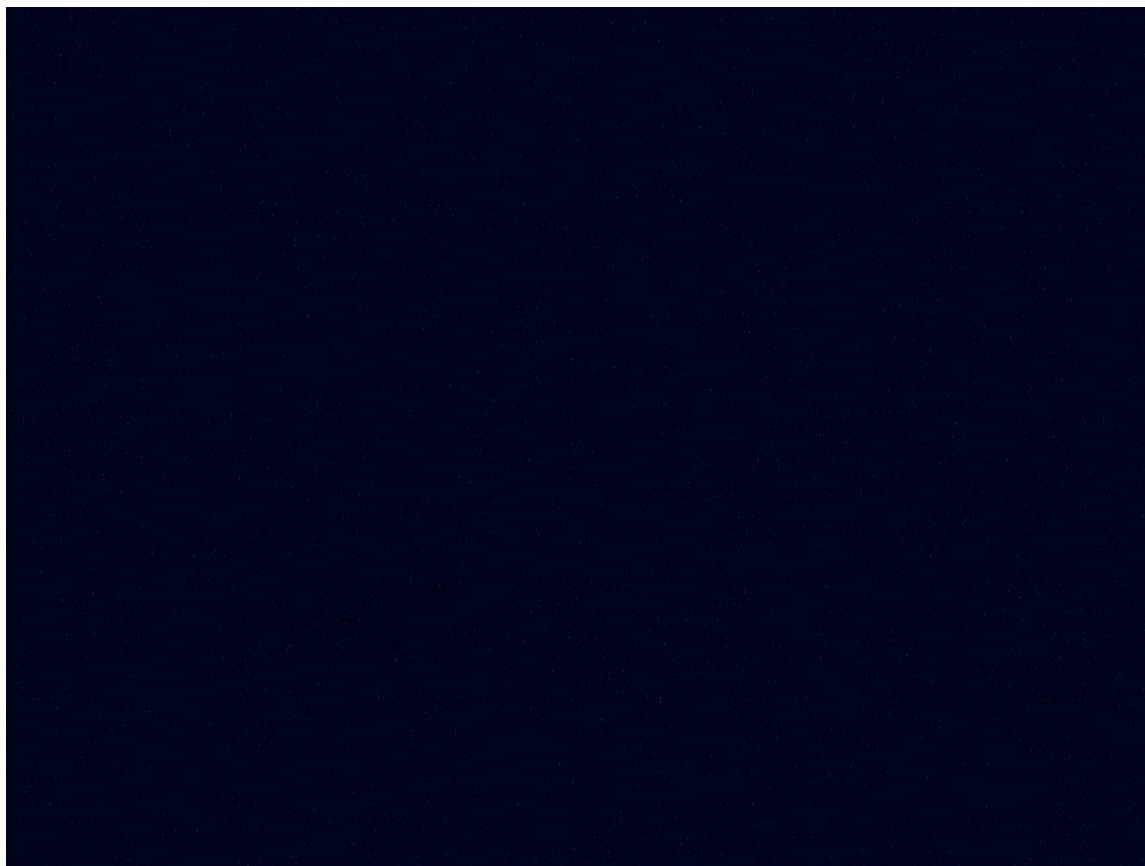


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David Saint Jacques (Canadian Astronaut)



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Census Playlists

- The census playlists featured 11 different facets of Canadian culture and was made available on Spotify and YouTube. The idea was to encourage Canadians to listen to the playlists while completing their 2021 census questionnaire.


2021 Census soundtrack

As Canada's statistical portrait, the census is a reflection of who we are and what makes us Canadian. Listen to our Spotify and YouTube playlists while you complete your 2021 Census questionnaire to experience the different facets of Canadian culture through the sounds of our celebrated musical talent. If these songs aren't already among your favourite tracks, we hope that you have the opportunity to discover something new as you fill out your questionnaire online in May.


Get comfortable, press play, and let's experience Canada's musical talent together.

For more information on the 2021 Census, please visit www.census.gc.ca.


Spark & soul




Modern pop, electronic and soul infusions from Canada's chart-toppers.




Studio sessions




Explore Canada's latest up-and-coming alternative and folk talent.




Friday night kitchen party



Turn it all the way up with Canada's current country favourites.




Front row freedom




No concert? No problem. Jam out to

Take the long way home



Take the trip down memory lane with

True North rap



Hard hitting bars from coast to coast, this is

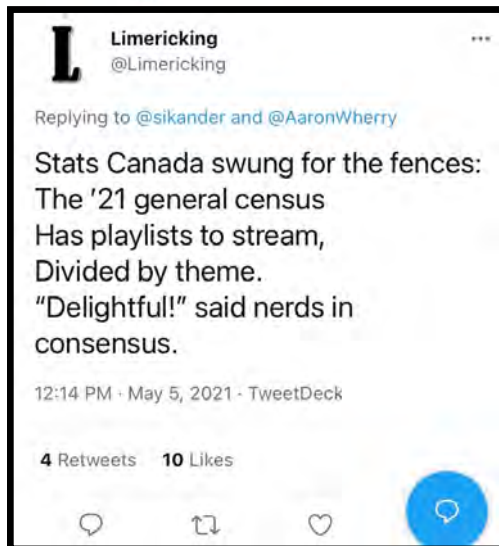


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@StatCan_eng thanks for creating a great 'censory' experience for us 🇨🇦. #2021Census #Soundtrack @Spotify @YouTube 🎵🎵🎵



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Notable mentions



Minister Champagne
5.8k Instagram followers



Influencer and StatCan employee
Simply Nailogical
2.2M Instagram followers



User-generated content by influencer
Gurdeep Pandher of Yukon
234.4k Twitter followers



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2
5

0 Instead of saying "Redundant" I might say that the content covers similar topics.

Redundant makes it sound like the pages on the Transparency centre repeat the exact same content as the Trust Centre, and like we're suggesting that we get rid of a number of pages.

, 2021-03-29T18:07:00.686

0 0 Edited the rec!

, 2021-03-29T18:09:59.621

SM highlights



Dr. Elizabeth Morin-Lessard @emorinlessard · 4h

Spent my lunch break filling out the Canadian **#2021Census** 🇨🇦 while listening to the playlist 'Fierté francophone', which included some good old QC French tunes (comme La Chicane, Kain, Les Trois Accords, et j'en passe!). Belle initiative par @StatCan_fra! bit.ly/3h91Z4f



Goldy Hyder @goldyhyder · 6h

The pandemic has taught us the importance of an evidence-based approach to decision-making. Going forward, this will become even more critical. That's why I was so happy to receive my **#2021Census** 🇨🇦 from @StatCan_eng and encourage all of you to #joinme in filling out yours.



Mary Oates @oates_mary · 10h

Received our code from @StatCan_eng yesterday and submitted our **#2021Census** 🇨🇦 online in less than 5 mins. So easy but so important!



Tara Vinodrai @TaraVinodrai · 11h

Statistics Canada has playlists for filling out the **#2021Census** 🇨🇦 - data and cultural products - these are a few of my favourite things!



Perry Bellegarde @perrybellegarde · 5h

And for the first time ever, you will be able to search for the census on Twitter in 14 Indigenous languages! **#2021Census** 🇨🇦

mobilesyrup.com/2021/05/04/twi...



Urban Indigeneity @UrbnIndigeneity · 7h

Ensure the voice of your Indigenous or northern community is heard. Completing the **#2021Census** 🇨🇦 online is safe, quick and easy. For more information: bit.ly/39sAKNu



Malwina Gudowska @MalwinaGudowska · 11h

Not sure if it is the mild post-vaccine fever or missing Canada a lot lately but the **#2021Census** 🇨🇦 Canadian music soundtracks are sending me into a deep nostalgic spiral (in a good way) @StatCan_eng (Sarah Harmer! Skydiggers! Spirit of the West!)



Robert Thirsk @RobertThirsk · 12h

The **#StatisticsCanada** team has created several music playlists of classic Canadian songs bit.ly/3vHGjjJ to enjoy as we complete the **#2021Census** 🇨🇦 questionnaire. I'm listening to @FeistMusic now. I better not enter 1234 as my birth year!



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Proactively confirming the outcome of outreach activities and shifting sentiment

Following increased outreach efforts to local organizations, target communities and influencers to support the 2021 Census, we were able to measure pick-up and engagement on social media from these groups through social monitoring and validate that our efforts were successful and effective.

Ex. The increase in positive sentiment in June and July can be attributed to the steady support from local organizations and officials during these months.



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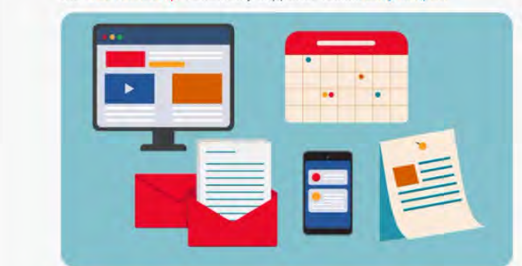
Local Level Support

Organizations at the local level continue to encourage their followers to complete their 2021 Census.

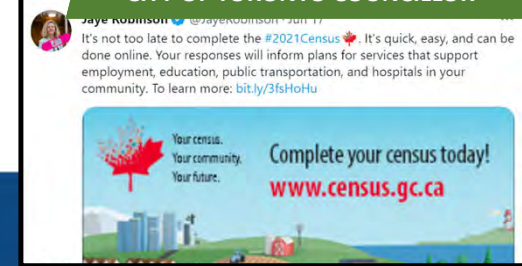
MAYOR OF LA RONGE, SK



MAYOR OF TORONTO



CITY OF TORONTO COUNCILLOR



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Notable mentions



Artist + host of Hip Hop Evolution
23.2K Instagram followers



Canadian singer/songwriter
20.4k Twitter followers



LAC
66.4k Twitter followers



Quebec celebrity host / comedian
456.9k Twitter followers



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Slide 29

0 Instead of saying "Redundant" I might say that the content covers similar topics.

Redundant makes it sound like the pages on the Transparency centre repeat the exact same content as the Trust Centre, and like we're suggesting that we get rid of a number of pages.

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Notable mentions



Immigration, Refugees, and Citizenship Canada
508.8k Twitter followers



Immigration, Refugees, and Citizenship Canada FR
66.2k Twitter followers



Statistics Canada
Halifax Municipal Government
64.4k Twitter followers



Delivering insight through data for a better Canada
17.4k Twitter followers



City of Delta
(Re-using StatCan's content)
6.1k Twitter followers



Slide 30

0 Instead of saying "Redundant" I might say that the content covers similar topics.

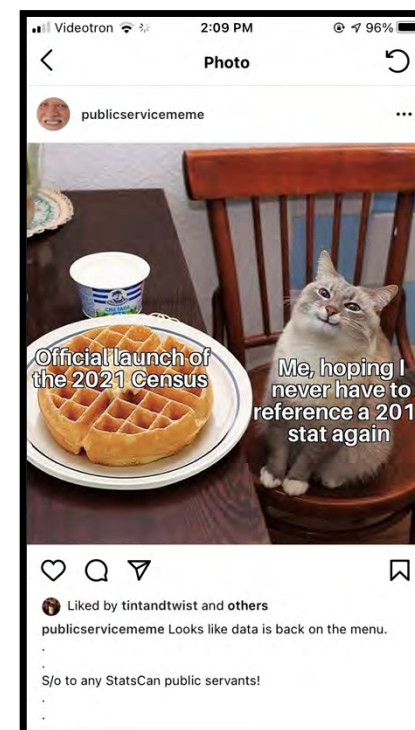
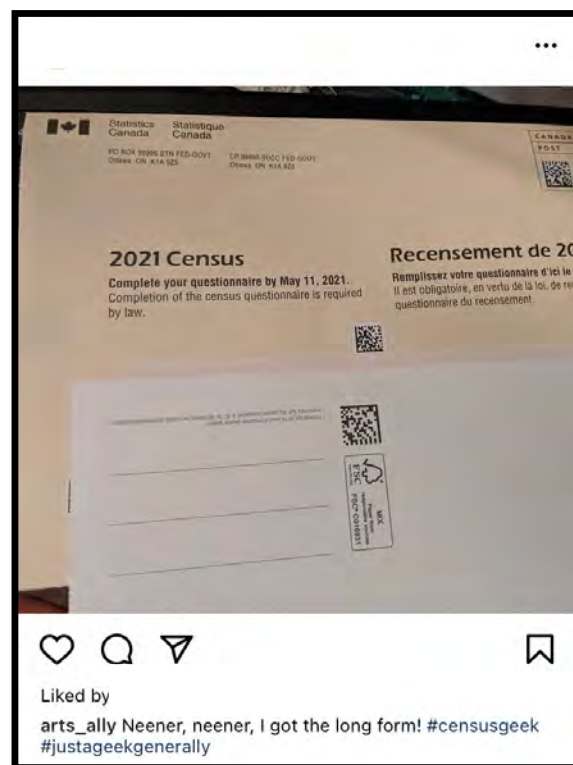
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Enthusiasm and ties to “being Canadian”



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Ancestry Canada @AncestryCA · 1h

It's census day #Ancestry Canada, so don't forget to fill out your #2021Census forms for future genealogists! 📄 We want to know - what's the most interesting thing you've found in a census record?

DECLARATION.

ct nent | No. 4 | in dans | East Garry

Leaving | Enumerator. Enumérateur.

CITIZENSHIP.		RACE, LANGUAGE	
Year of Immigration	NATIONALITY (Country to which this person owes allegiance)	Racial or tribal origin.	Can speak English Can speak French
Year of Naturalization			
CITIZENNETE.		RACE, LANG.	
Year of Immigration	NATIONALITE (Pays dont la personne est sujette ou originaire)	Origine raciale ou tribale	Parle-t-elle anglais Parle-t-elle français
Year of Naturalization			

US SA HERE.

18 19 20 21 22 23

Canada Canada Canada Canada Canada

0:26 52 views



CanadianPM @CanadianPM · 26m

Canada government organization

The #2021Census is an important tool that will help @StatCan_eng gather the information we need to build programs that work best for you and your family. Watch Prime Minister Justin Trudeau's message for Census Day 📺 Learn more about the Census: census.gc.ca/index-eng.htm



14 22 97



City of Vancouver @CityofVancouver · 22h

The #2021Census has been adapted because of #COVID19 and will be conducted in the safest way possible. Filling out your census online is quick, easy and secure. Complete your questionnaire today 📄 ow.ly/kEHo50EFBo0

TELUS
let's make the future friendly.

It's Census Day.

Have you completed the 2021 Census?
Today is the day to have your voice heard.
Census data helps inform planning decisions for hospitals, schools, social services, transportation and more to build stronger, healthier communities across Canada.
Let's make the future friendly, together.
Complete the census today at www.census.gc.ca



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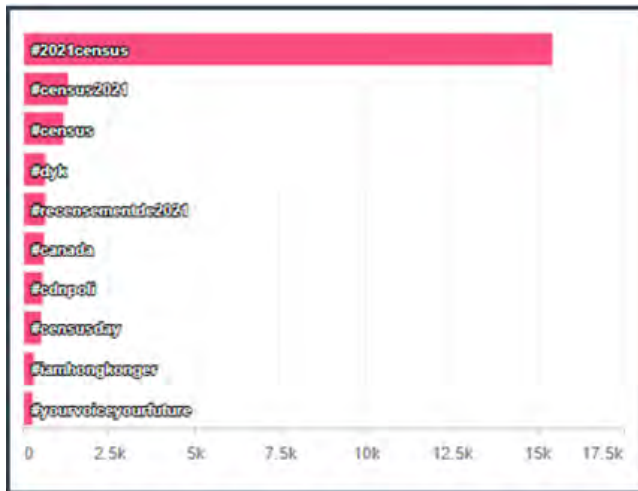
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Social Media Monitoring, Overall Metrics

44 _k	316	3,697,517,914
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316

3,697,517,914



Keyword	Mention
Mail	8,549 mentions
Census Online	7,635 mentions
Access Code	7,584 mentions
Census	6,342 mentions
Community	1,841 mentions

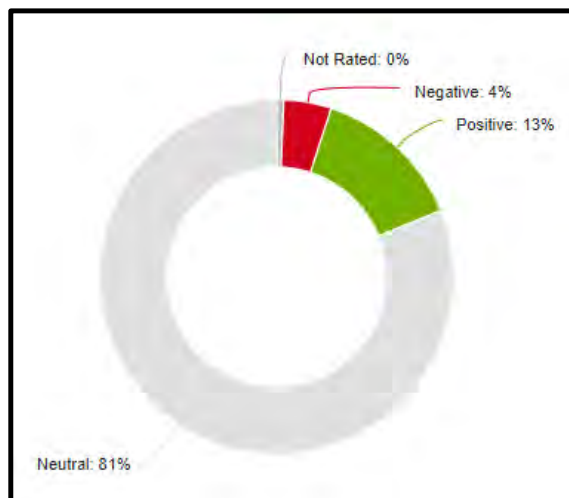
A donut chart illustrating the sentiment distribution of responses. The chart is divided into four segments: a large grey segment for 'Neutral' (62%), a green segment for 'Positive' (25%), a red segment for 'Negative' (13%), and a very thin white segment for 'Not Rated' (0%).

Sentiment	Percentage
Not Rated	0%
Negative	13%
Positive	25%
Neutral	62%

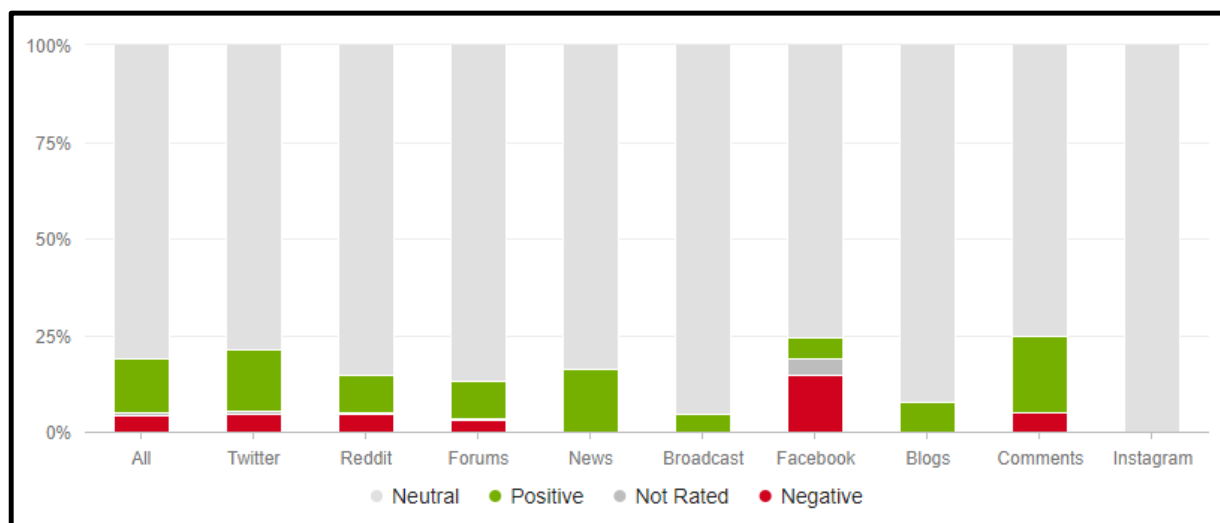
Overall Sentiment	
Positive	25% (11.4K mentions)
Negative	13% (5.8K mentions)
Neutral	60% (26.5K mentions)

Example of Sentiment Report

Overall sentiment	
Positive	13% (424)
Negative	4% (226)
Neutral	81% (4.22k)
Not rated	0% (48)



- The positive sentiment is attributed to users promoting the Census, encouraging Census completion, and showing excitement about having received the Census in the mail.
- The negative sentiment is largely due to expected, and typical, criticism of the Census.
 - A smaller portion of the negative sentiment is due to users' disappointment in not having received the long-form.



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Informed operations - Census Help Line (CHL)

Statistics Canada I've been trying for the last three days and because of the high volume of calls they couldn't accommodate my call 🙄.


you can't get through - they just say "TOO BUSY" and hang up on you - you are missing the point, i dont HAVE a questionnaire to even GET an access code for - NOBODY COVERED THIS AREA NEAR LONDON!!

Statistics Canada I have called multiple times and can't get through


@StatCan_eng Hey! StatsCan! Why tease? You don't respond to an online request then leave me a robo-phone reminder. I phoned the number you left and get a msg that you are too busy to respond! How do I get my Census code!?!?

Statistics Canada i didnt get mine either already contacted helpline waiting for someone to call me back. its been a few weeks.

 **Statistics Canada** @StatCan_eng · May 11
Replying to [redacted]
We're sorry to hear you're having trouble reaching our **Census Helpline**. We're experiencing a high volume of calls. Please try again at your earliest convenience. Our operators are available (all time zones) from 8:00 a.m. to 8:00 p.m. MON to FRI (+ 8:30 to 4:30 on weekends).

 **Statistics Canada** @StatCan_eng



Haven't had a chance to complete your **#2021Census** questionnaire yet? You can either complete it online, request a paper questionnaire or do it over the phone by calling our Census Help Line. ow.ly/yfsM50FsKnP



2021 CENSUS

How to complete your questionnaire

- On line
@ census.gc.ca
- Request a paper questionnaire
☎: 1-877-885-2021
- Telephone assistance
☎: 1-855-340-2021

 **Statistics Canada** @StatCan_eng


You've been getting follow-up calls regarding the **#2021Census** but you're worried about the legitimacy of the person contacting you? Take down their name, employee ID or phone number and contact us at 1-855-340-2021. ow.ly/1E1F50FhY7Z



Census Help Line

☎: 1-855-340-2021
TTY: 1-800-830-3109

 **Statistics Canada** @StatCan_eng · May 20
Replying to [redacted]
Hi, Thank you for flagging this situation with your complex not receiving letters. Can you DM us your postal code and we will forward it to our 2021 Census team. Please call our **Census Helpline** at 1-855-340-2021 to get your secure access code to complete online.



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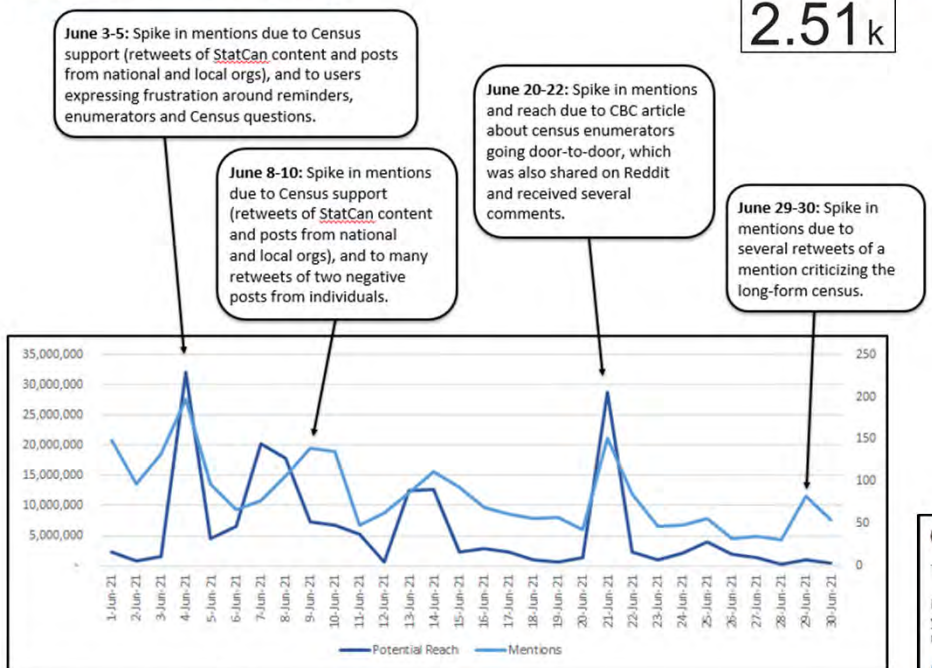
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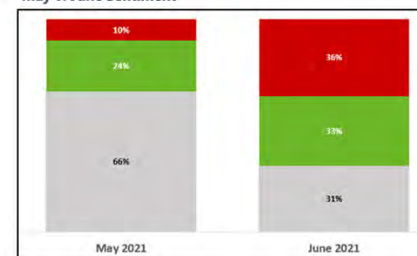
Census Collection – Social Media Report

Trend of mention activity



June sentiment	
Positive	33% (835)
Negative	36% (874)
Neutral	31% (785)

May v. June Sentiment



June



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Adjustments to Communication Strategy based on trending topics

Monitoring trending topics which shaped messaging in other communications products (QAs, media lines, social media content) and provide users with further info on why collecting this data is important.

MONTH	TRENDING TOPICS	TOTAL MENTIONS ON SOCIAL MEDIA
MAY 2021	Sex and Gender questions	3,080
	Long-form Census	4,010
	Disabled community	222
	Community Representation	1,870
	<ul style="list-style-type: none">Hong Kong-CanadiansJewish CanadiansMacedonian CanadiansOther communities	

 **Statistics Canada** @StatCan_eng

Since 1871, the census has included a question on **ethnic** or cultural origins. Today, this information is used to support federal legislation, policies and programs such as the Canadian Multiculturalism Act. [ow.ly/FIOs50DF4Uk](https://www150.gc.ca/fi/050DF4Uk/BHM2021/TheFutureIsNow/2021Census) #BHM2021 #TheFutureIsNow #2021Census

 **Statistics Canada** @StatCan_eng

#DYK? The 1981 Census was the first in which Canadian households could report more than one ethnic origin (although 92.4% of respondents still identified only a single ethnicity). [ow.ly/eTed50BZGew](https://www150.gc.ca/fi/050DF4Uk/BHM2021/TheFutureIsNow/2021Census) #ThrowbackThursday



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 **Statistics Canada** @StatCan_eng

#DYK? In addition to the question on sex at birth, the #2021Census includes a question on gender that allows the #transgender and #NonBinary population to self-identify. Learn more: [ow.ly/J9Z950FwEJ](https://www150.gc.ca/fi/050DF4Uk/BHM2021/TheFutureIsNow/2021Census) #PrideSeason #FreeToBeMe



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ul 17, 2021 - Hootsuite Inc.



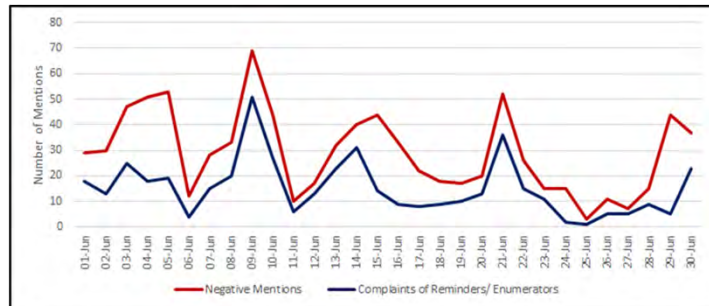
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Negative feedback turned to positive campaign about enumerators



The increase in negative sentiment in early June was largely made up of complaints about in-person enumerator visits.

Gotta love the intrusive forced **Canadian Census** banging on your door.

no these **census canada** ppl are actually crazy lmao the way they're knocking on doors like they pay rent ?????

Hey @StatCan_eng why are you sending un-masked people to my door in the middle of a pandemic?

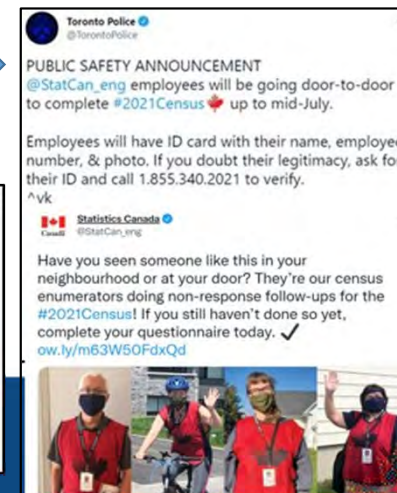
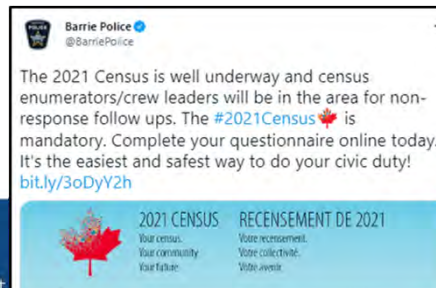
- 1 The data from social media monitoring helped identify several negative comments/feedback around enumerators' presence in the field and door-to-door enumeration.



- 2 This data helped the social media team develop a reactive campaign which included enumerators' pictures and specific messaging to increase awareness on social media and reinforce legitimacy of EN presence in the field.



- 3 The information was also used in engagement tactics with police forces, municipal officials, FPTs, MPs, and we even issued a press release and did media outreach to offer interviews on the topic.



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Social Media Going Forward

Get to the heart of what our target audience and stakeholders want: be more client-centric

- Social media monitoring tool enable Statistics Canada to learn from Canadians about what they want from their national statistical organization.
- It helps paint a clearer picture of Canadians' interests and attitudes, leading to the creation of more targeted and effective products, services, marketing, outreach and engagement strategies.

Understand how our data is being used

- Monitoring key events to see how our data is used is key to the ability to reinforce the relevance, value and importance of the Agency's work to the Canadian public.



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Social Media Going Forward (cont'd)

Improve impact of media campaigns and releases

- Sentiment analysis provides a snapshot of people's attitudes towards the Agency and its products and services. Sentiment can be tracked over time, issue and platform to measure performance of communication activities and messages with Canadians regionally and by social media platform or digital news outlet.
- Allows us to evaluate message success (e.g if a message is under-performing / not resonating / getting lost in the on-line noise). The sooner we are aware of this, the faster we can adjust tactics.

More-informed decisions

- Insights generated as a result of the analysis of information will support informed decision-making.
- Unique capacity to search a 15-month archive of social data enables the analysis of year-over-year comparisons of key mentions for given topics.

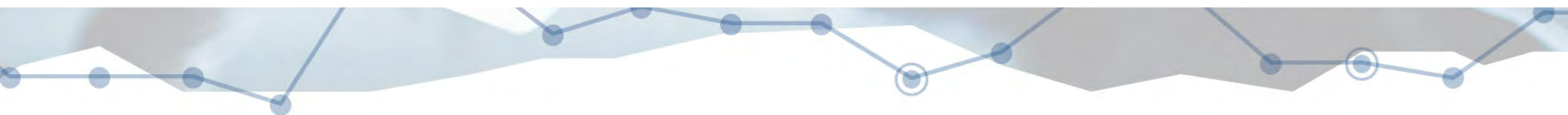


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Thank you

Questions?



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