An Engaging Census

Enhancing social media and innovative tactics

Delivering insight through data for a better Canada
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
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 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.
Comprehensive communications model

- General Population
- Key audiences
- Modernizing Branding and Engagement

Paid Media
- Google feature
- Enhanced social media partnerships
- Influencers
- Music streaming platforms
- Cultural references
- Throwback social media
- New social media tactics
- Outreach and partnership model

Earned Media
- Owned Media
- PR & Outreach
- Events

2021 Integrated Communications Strategy
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  • Historical references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’*
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)
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:
  - Community Supporter Toolkit (including CEAG and Indigenous)
  - Teacher’s Kit
  - Adult Education Toolkit
  - Community Snapshot Toolkit
  - Influencer’s Kit
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?

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!
Marketing segmentation overview in support of collection

**Easier-to-enumerate groups**
- MC 5: Families Mix I
- MC 6: Diverse Midlife Families
- MC 7: Families Mix II
- MC 8: Rural Francophones
- MC 9: Empty Nesters*
- MC 11: Older singles and Couples

- Organic social media and web
- Public Service Announcement

**Harder-to-enumerate groups**
- MC 1: Younger Singles and Couples
- MC 2: Urban Seniors
- MC 3: Urban Mix I
- MC 4: Diverse urbanites
- MC 10: Indigenous Families
- MC 12: Retired Singles and Couples

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

<table>
<thead>
<tr>
<th>Phase</th>
<th>1 - Pre-census awareness</th>
<th>2 - Census collection</th>
<th>3 - Census reminder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>April 19 to May 2</td>
<td>May 3 to 16</td>
<td>May 17 to June 4</td>
</tr>
<tr>
<td>Strategic approach</td>
<td>• Mobilize Canadians by generating high reach &amp; frequency in a short amount of time</td>
<td>• Continue to maximize reach and frequency</td>
<td>• Concentrate on reminder</td>
</tr>
<tr>
<td></td>
<td>• Start building an emotional connection through long form creatives (30s)</td>
<td>• Integrate shorter formats in order to support ad recall (15s segments)</td>
<td>• Utilize a multitude of short formats to maintain ad recall</td>
</tr>
<tr>
<td></td>
<td>• Search engine marketing (SEM) to start beginning of April to capture users exposed to</td>
<td>• Use drive-to-site tactics to encourage online census completion</td>
<td>• Use drive-to-site tactics to boost online census completion</td>
</tr>
<tr>
<td></td>
<td>organic activities</td>
<td>• Ensure heavier weight (more budget and visibility) in targeted areas on multiple</td>
<td>• Ensure heavier weight in targeted locations on multiple channels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>channels</td>
<td></td>
</tr>
<tr>
<td>Media touchpoint</td>
<td>• TV, online video and SEM</td>
<td>• TV, online video, OOH, print, radio, social, display, native and SEM</td>
<td>• TV, online video, OOH, radio, social, display, native and SEM</td>
</tr>
<tr>
<td>Target groups</td>
<td>• General population</td>
<td>• General population, HTC and regional</td>
<td>• General population, HTC, regional and agile (priority markets)</td>
</tr>
<tr>
<td>KPI</td>
<td>• Reach/frequency and VTR%</td>
<td>• CPLV, reach/frequency and VTR%</td>
<td>• CPLV, reach/frequency and VTR%</td>
</tr>
</tbody>
</table>

CPLV: cost per landing page view  
VTR%: view through rate (number of completed video views divided by number of impressions)
Partnership model

Statistics Canada

Focal Points

Federal Partners

Community Supporters

Canadians as Advocates

Influencers
Influencer's Kit—Welcome

Welcome to the 2021 Census Influencer's Kit

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

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 for people.

Federal, provincial, territorial and municipal governments build schools, roads and hospitals 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.

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

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
Google

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Campaign Name</th>
<th>Video Views (EN)</th>
<th>Video Views (FR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 19 – May 2</td>
<td>YouTube video &quot;Your census. Your community. Your future&quot;</td>
<td>576,535</td>
<td>127,878</td>
</tr>
<tr>
<td>May 3 – June 11</td>
<td>Skippable video ads (16 seconds)</td>
<td>10,510,378</td>
<td>2,395,655</td>
</tr>
<tr>
<td>May 10 – May 11</td>
<td>Homepage video ad</td>
<td>47,020</td>
<td>17,925</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>11,133,933</strong></td>
<td><strong>2,541,458</strong></td>
</tr>
</tbody>
</table>
Participate in the 2021 Census

Make sure you count yourself into Canada’s portrait. Complete your census questionnaire.

Keep an eye out for your secure access code mail starting in May 3, 2021.

Visit the Census website

@StatCan_eng

#2021Census
#RecensementDe2021
Tiktok created and promoted
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!!

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.

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

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!
David Saint Jacques (Canadian Astronaut)
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.
Limericking
@Limericking

Replying to @sikander and @AaronWherry
Stats Canada swung for the fences:
The ’21 general census
Has playlists to stream,
Divided by theme.
“Delightful!” said nerds in consensus.
12:14 PM · May 5, 2021 · TweetDeck
4 Retweets 10 Likes

@StarCan_eng thanks for creating a great ‘censusy’ experience for us 🎼 #2021Census 🎤
#soundtrack @Spotify @YouTube 😊

Replying to @AaronWherry
@Kat_LeBlanc this social media team, wow
5:06 PM · May 4, 2021 · Twitter Web App
1,595 Retweets 653 Quote Tweets 4,177 Likes

I am informed that Statistics Canada has prepared curated playlists on
Spotify and YouTube that you can
listen to while filling out the census.

I have never loved my country more.
www12.statcan.gc.ca/census-recense...
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
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.

Edited the rec!

Edited the rec!
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 🍁
mobilesyup.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 Harmon! Skydiggers! Spirit of the West!)

Robert Thirsk @RobertThirsk · 12h
The #StatisticsCanada team has created several music playlists of classic Canadian songs bit.ly/3vHGlJ to enjoy as we complete the #2021Census 🍁 questionnaire. I’m listening to @FeistMusic now. I better not enter 1234 as my birth year!
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.
Local Level Support

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

MAYOR OF LA RONGE, SK

City of Toronto Councillor

CITY OF TORONTO COUNCILLOR

MAYOR OF TORONTO

Town of Gravenhurst: @Gateway2Muskoka - Jun 17

If you didn’t fill out your #2021Census? You can complete it online at census.gc.ca! Call the Census Help Line at 1-855-768-2727 if you need assistance. www.census.gc.ca www.recensement.gc.ca

Toronto, complete your #2021Census online today.

By filling out your census questionnaire, you help shape your community and support important decision making that affects all Canadians.

http://3fsHoHu

MEMBER OF PARLIAMENT

Town of Parry Sound: @townparys - Jun 18

Reminder: there’s still time to complete your 2021 Canadian census! www.census.gc.ca

St. Marys, Ontario @TownOfStMarys: Jun 17

It’s been a challenging year for all Canadians, and the Census might seem like yet another thing on your to-do list. But we encourage you to complete it today as the data helps our Town plan for community services.

The Census

Not just another item on the to-do list.
**Notable mentions**

- **Canadian singer/songwriter**
  - 20.4k Twitter followers

- **LAC**
  - 66.4k Twitter followers

- **Member of Parliament**
  - 11.2k Twitter followers

- **Quebec celebrity host / comedian**
  - 456.9k Twitter followers

- **Artist + host of Hip Hop Evolution**
  - 23.2K Instagram followers

*FYI for ppl in Canada: if you got your census in the mall, completing these provides helpful info for creating good policy. Get to it if you can. (Not a paid ad btw just know good folks working on this)*

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*In Canada, the #2021Census is available to complete online. Its success and effectiveness hinges on the participation of Indigenous voices all over the country. Please make your voice heard on Census Day, May 11. – @BuffySteMarie
To complete online [bit.ly/3fsHoHu](https://bit.ly/3fsHoHu)*

*The method has changed, but we continue to keep census records in the archives: This May, it’s time for the #2021Census.
Discover four new blogs on how censuses can be useful for your historical research. [ow.ly/TM9w50EJtV](https://ow.ly/TM9w50EJtV)*

*Je viens de remplir mon recensement. J’attends les insultes. 😊*

*Translate Tweet*

1:02 PM - May 10, 2021 - Twitter for iPhone
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.

Edited the rec!
Instead of saying “Redundant” I might say that the content covers similar topics.

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Enthusiasm and ties to "being Canadian"
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?

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/KEHo5QEFBo0

CanadianPM @CanadianPM - 26m
PM Canada government organization
The #2021Census is an important tool that will help @StatCan_org 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

It’s Census Day.

Statistics Canada Statistique Canada
Delivering insight through data for a better Canada
Overall Social Media Monitoring, Overall Metrics

Sentiment (April 15-August 13, 2021)

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Mention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail</td>
<td>8,549 mentions</td>
</tr>
<tr>
<td>Census Online</td>
<td>7,635 mentions</td>
</tr>
<tr>
<td>Access Code</td>
<td>7,584 mentions</td>
</tr>
<tr>
<td>Census</td>
<td>6,342 mentions</td>
</tr>
<tr>
<td>Community</td>
<td>1,841 mentions</td>
</tr>
</tbody>
</table>

Overall Sentiment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>25% (11.4K mentions)</td>
</tr>
<tr>
<td>Negative</td>
<td>13% (5.8K mentions)</td>
</tr>
<tr>
<td>Neutral</td>
<td>60% (26.5K mentions)</td>
</tr>
</tbody>
</table>
Example of Sentiment Report

- 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.
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.
Informed operations - Census Help Line (CHL)

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/E1F5OFyW7Z

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/yf8MS0FpKnu

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 Help line at 1-855-340-2021 to get your secure access code to complete online.
Census Collection – Social Media Report

Trend of mention activity

- June 3-5: Spike in mentions due to Census support (retweets of StatCan content and posts from national and local orgs), and to users expressing frustration around reminders, enumerators and Census questions.

- June 20-22: Spike in mentions and reach due to CBC article about census enumerators going door-to-door, which was also shared on Reddit and received several comments.

- June 26-30: Spike in mentions due to several retweets of a mention criticizing the long-form census.

Potential Reach calculates an estimated audience size.

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

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TRENDING TOPICS</th>
<th>TOTAL MENTIONS ON SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY 2021</td>
<td>Sex and Gender questions</td>
<td>3,080</td>
</tr>
<tr>
<td></td>
<td>Long-form Census</td>
<td>4,010</td>
</tr>
<tr>
<td></td>
<td>Disabled community</td>
<td>222</td>
</tr>
<tr>
<td></td>
<td>Community Representation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Hong Kong-Canadians</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Jewish Canadians</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Macedonian Canadians</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Other communities</td>
<td>1,870</td>
</tr>
</tbody>
</table>
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.

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.

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.
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.
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.
Thank you

Questions?