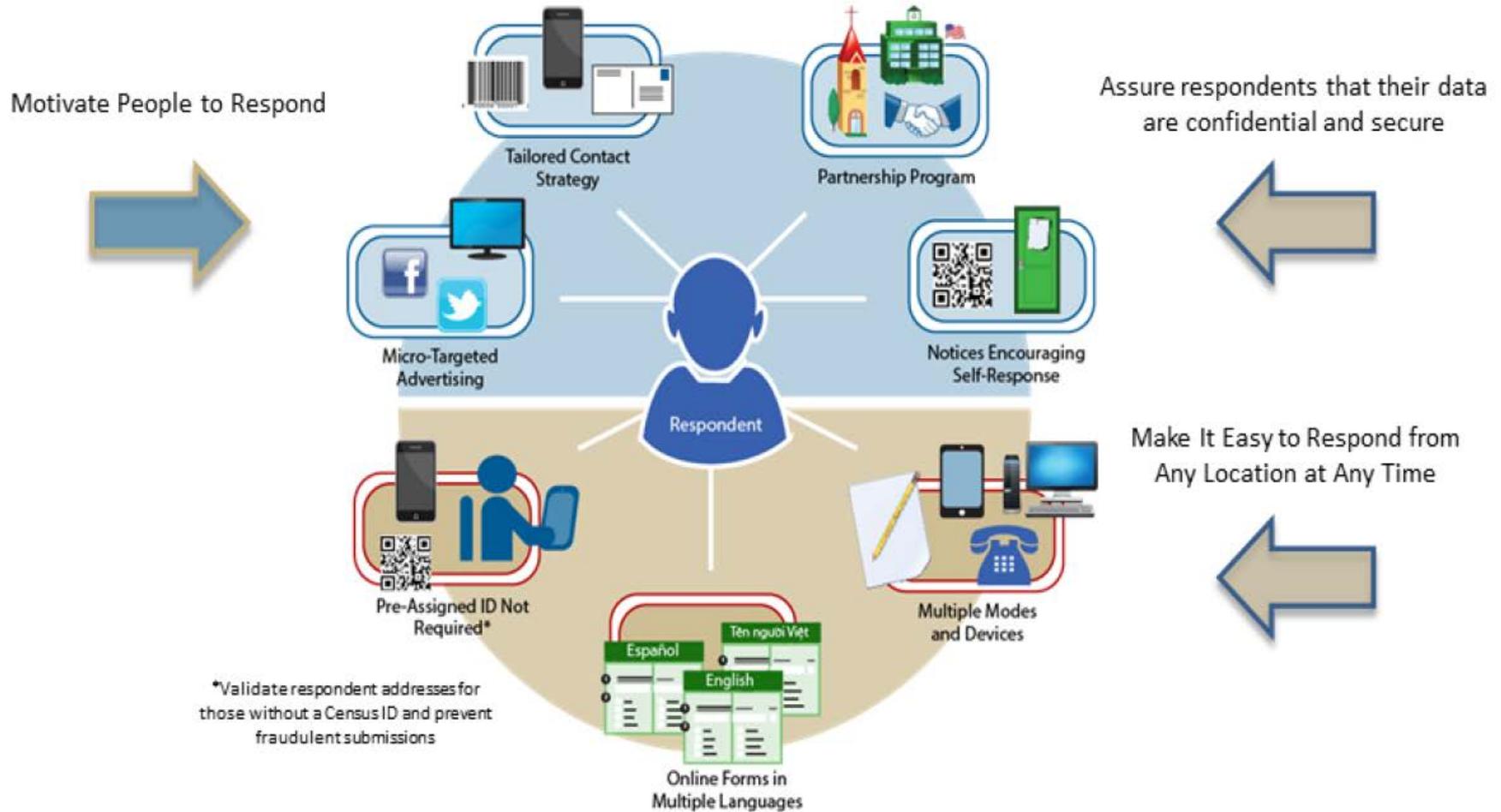


Optimizing self-response



Motivate people to respond

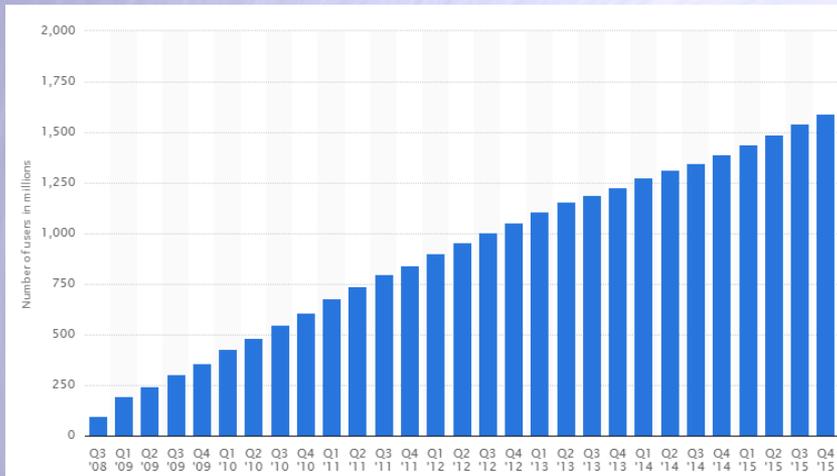


- Who are you trying to influence?
- How do they want to be reached?

Different audiences use different media for different purposes. You're selectively blocking out audiences if you don't use the media that they use.



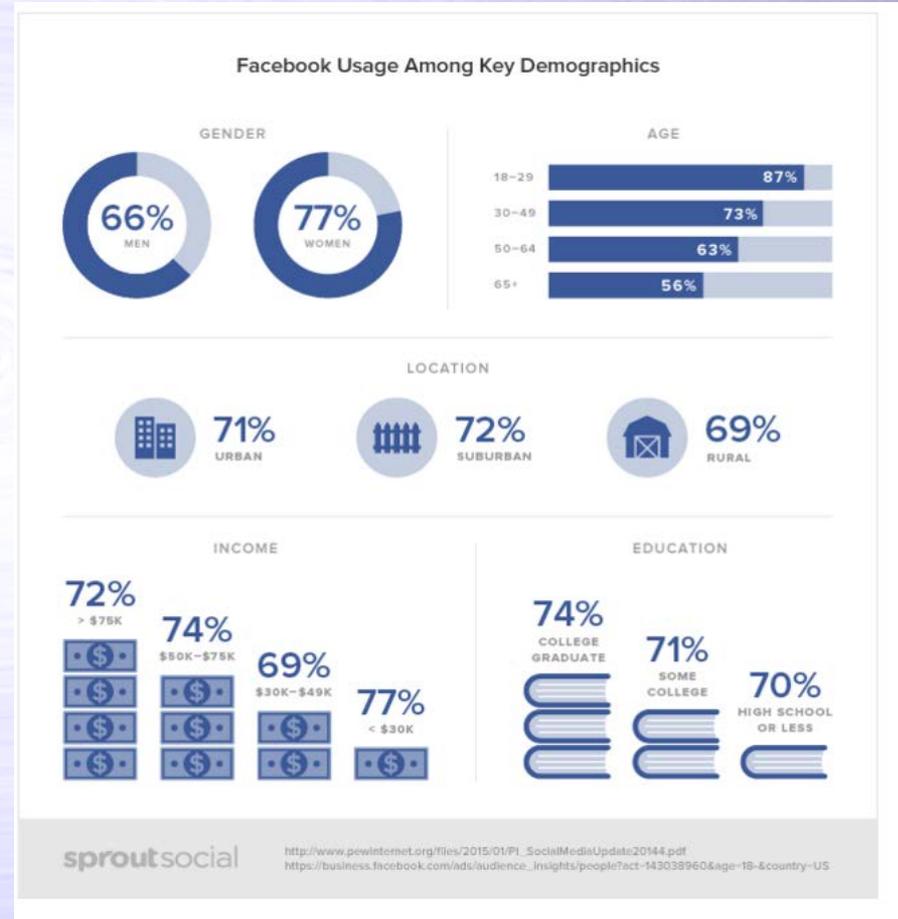
Facebook users worldwide



@ Statista 2016

About 222,000 in U.S.

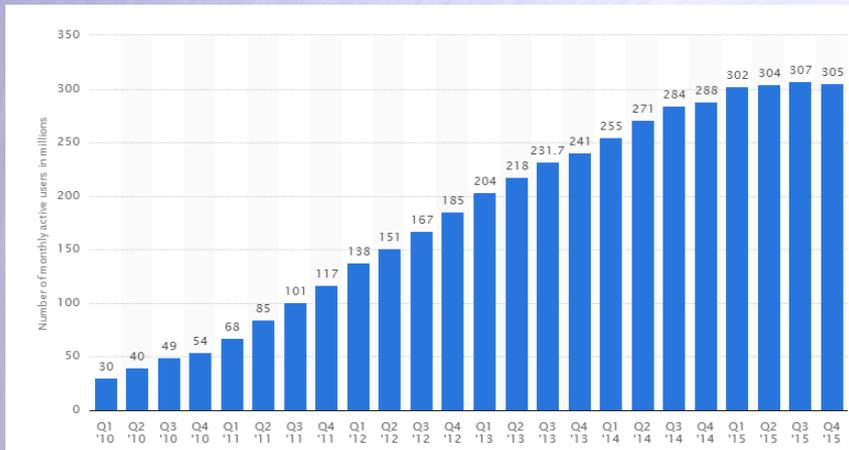
Among online adults, the % who use Facebook



Source: Pew Research Center, 2016

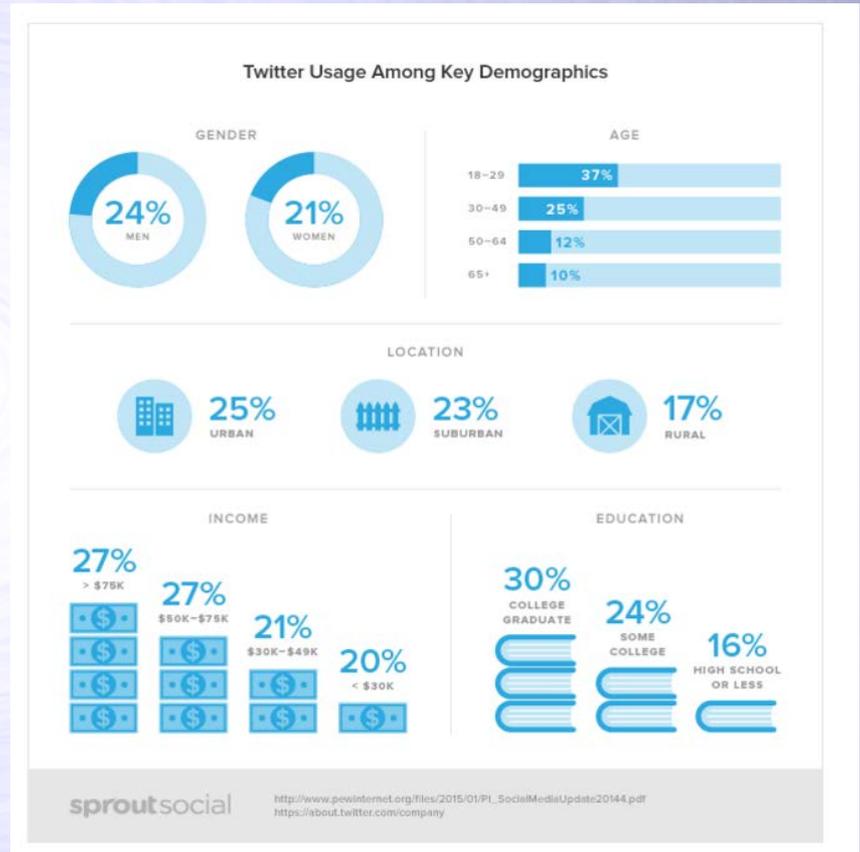


Twitter users worldwide



@ Statista 2016

Among online adults, the % who use Twitter



Source: Pew Research Center, 2016

“The real power of social media is not in the number of posts or Tweets but in user engagement measured by content spreadability.”

-- Dr. Pamela Rutledge, Director of the Media Psychology Research Center



United States
Census
Bureau

U.S. Census Bureau ✓
Government Organization

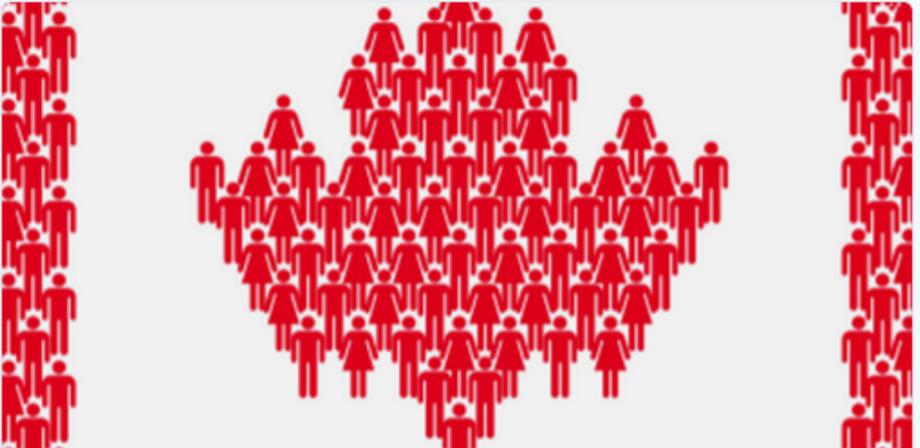
✓ Liked ▼ ✓ Following



 [Kathy Pettit Retweeted](#)

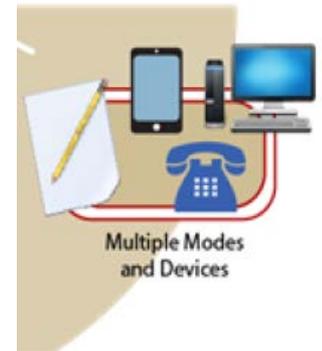
 **Minnesota Compass** @MNCompass · Feb 16

What happened when Canada switched to a voluntary census:
Implications of source data quality on bias & equity



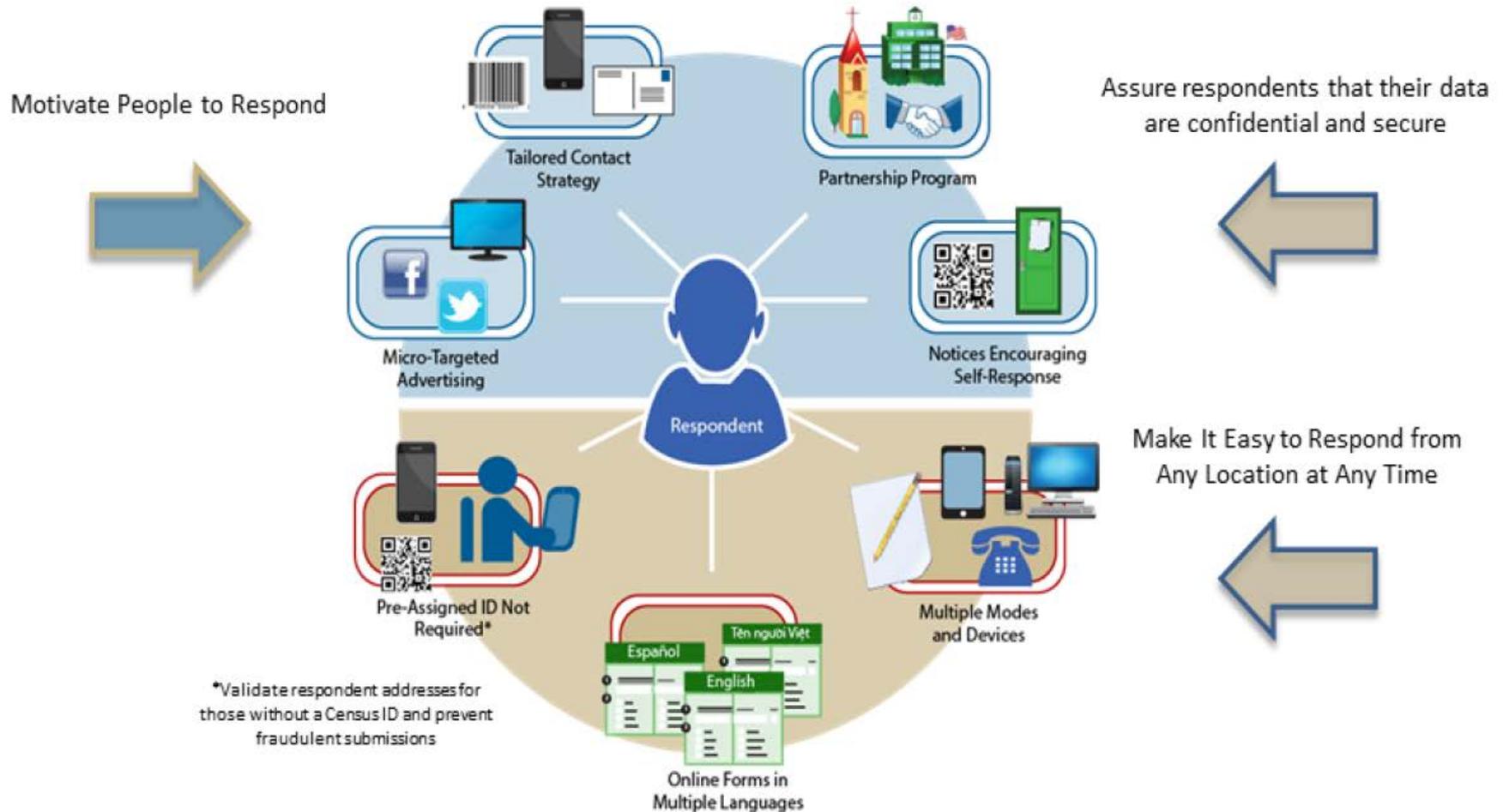
What We Don't Know About Canada Might Hurt Us
In 2006, the small Canadian town of Snow Lake, Manitoba, had 837 residents, many of whom worked in the local mining industry. It was a pro...
fivethirtyeight.com

Make it easy for people to respond



- How are you accommodating areas where internet access is poor or limited to cell phone only?
- Are you suggesting different strategies for different geographies? (How fine are you going - blocks? tracts? zip codes?)

Optimizing self-response



How are going to deal with the challenges associated with the current political climate?