



Suggested Social Media Copy

Two social media posts have been created for schools to use as part of the #SpeakCensus project. This is so parents can stay informed, and everyone can get excited about the census!

Feel free to edit these to the tone of voice you use across your social channels and remember to tag @Scotscensus2022 and use #SpeakCensus.

Post 1

Over the next few weeks, we'll be using #SpeakCensus to help pupils learn about @Scotscensus2022. It will show pupils what the Census is, why it's important and why it's so exciting! Don't forget to fill in the Census in March, 2022 to play a vital part in Scotland's future.

Post 2

This week, pupils will learn all about @Scotscensus2022. We have lots of activities planned, including watching the first #SpeakCensus video; this will talk about how Census data is used in local councils. Coming up, we'll have films on Loch Lomond and British Sign Language!