TikTok for the 2020 Census

Make TikToks | Win prizes | Help your community

The Contest

The decennial census happens every 10 years to count every person living in the United States. It has a major impact on the funding Nebraska communities get for the next decade for education, health care, transportation, and many other critical services.

It’s a big deal.

We want to let Nebraskans know how important the 2020 Census is. We need your help to spread the word.

We’re hosting a contest to see who can make the best #2020Census TikTok.

| 1st prize: $350 |
| 2nd prize: $250 |
| 3rd prize: $150 |
| 10 runner-up: $25 each |

Prizes awarded to winners’ MovCards.

Themes

TikToks should employ one or more of the following themes.

- Why being counted in the 2020 Census is important.
- How the 2020 Census affects college students and/or communities in Nebraska.
- How college students are counted in the 2020 Census.
- Ways to respond to the 2020 Census.
- What questions are included and not included on the 2020 Census questionnaire.

Learn about these topics and read the Contest Rules and Submission Guidelines at: cpar.unomaha.edu/tiktok

Contact Jurge Cruz-Alvarez, jcruz-alvarez@unomaha.edu with questions.

How to Enter

The TikTok for the 2020 Census contest is open to students of the University of Nebraska at Omaha.

Submit a near final draft of your video at cpar.unomaha.edu/tiktok

Once you receive approval of your video, post it to TikTok with hashtags #Census2020 and #CensusNE2020.

Submissions accepted from Feb. 3 to April 1, 2020.

Awards will be announced on April 8, 2020.

Entries will be judged on impact (number of shares, likes), originality, creativity, and the quality of the content.

Sponsor

UNO Civic Participation Grant.

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