

CREATOR GUIDE

2026 CENSUS



CAMPAIGN OVERVIEW

The 2026 Census of Population is a national initiative led by Statistics Canada to collect accurate information about the people and communities living in Canada. Census data help inform decisions about programs and services that affect daily life, including housing, health care, education, transit, and community funding.

This initiative invites Canadian creators to help raise awareness of the census by sharing factual, easy-to-understand information with their audiences.



Statistics
Canada

Statistique
Canada

Canada 

CAMPAIGN OBJECTIVE

Creators are invited to support awareness of the 2026 Census by creating content that:

- ✓ Highlights why the census matters and how it benefits communities across Canada
- ✓ Helps audiences become more familiar with the purpose and value of the census
- ✓ Encourages positive conversations and online engagement about the census
- ✓ Reminds Canadians to participate when census collection opens



Creators are not acting as official spokespeople and are not expected to provide detailed explanations. Content should reflect each creator's authentic voice and connect the census to their audience in a natural way.

TARGET AUDIENCE

- Canadians aged 18+.
- Audiences who may be unfamiliar with how the census works.
- Audiences who engage with creators for trusted, everyday information.



CREATOR ROLE

Creators help raise awareness by sharing information in ways that feel natural to their content and audience. The goal is to spark familiarity and conversation about the census, not to provide official explanations or act as representatives of Statistics Canada.



SUGGESTED THEMES & TALKING POINTS

Creators may highlight one or more of the following:

- The census has begun! Check your mail for your invitation letter and complete your census online today at census.gc.ca.
- Every background, every story, every voice matters! Complete the census and be counted.
- No matter if you're renting with friends, living alone or living with family, every household must complete a census.
- Help plan for the future. Completing the census online is quick, secure and confidential.
- Completing the census benefits you and your community.
- Your response matters! Completing the census helps plan programs and services in your community that support employment, transit, education, health care and more.

CREATIVE DIRECTION

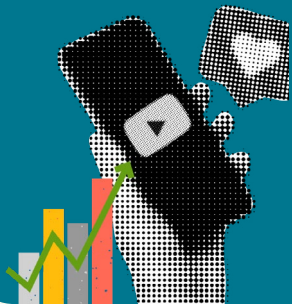


Creators are encouraged to:

- Use their own voice, tone, and content style.
- Share information in a clear, neutral, and factual way.
- Focus on how the census relates to everyday life in Canada.

Content does not need to feel scripted or promotional.
We encourage an authentic, informative voice.

CONTENT FORMATS THAT WORK WELL



- Informational posts using visuals from the toolkit
- Short-form video (Reels, Shorts)
- Stories with voiceover or text overlays

CONTENT BOUNDARIES

To maintain accuracy and neutrality:

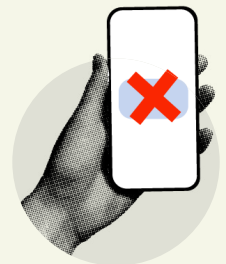
Creators may

- Share information from the Census Influencer Toolkit
- Use toolkit visuals and talking points as support
- Direct audiences to census.gc.ca for more information or to complete their census questionnaire



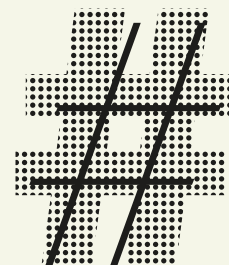
Creators should not

- Present themselves as representatives or official spokespeople of Statistics Canada
- Provide advice beyond the scope of the toolkit
- Answer technical or detailed questions outside official guidance



TAGS & HASHTAGS

When appropriate, creators may tag official Statistics Canada social media accounts and use suggested campaign hashtags to help audiences find accurate, trusted information.



Official Statistics Canada accounts (by platform)

Instagram: [@statcan_eng](#)

X (formerly Twitter): [@statcan_eng](#)

Facebook: [Statistics Canada](#)

LinkedIn: [Statistics Canada](#)

Suggested hashtags

#2026Census

#EveryoneCounts

#CanadaCensus



CALL TO ACTION

Creators are encouraged to include a clear call to action directing audiences to the official census website.

Primary call to action

- Check your mail for your census invitation letter and visit [census.gc.ca](#) to complete your census questionnaire online as soon as possible!

How creators may introduce the call to action

Creators may frame this in ways that feel natural to their content, for example:

- Sharing their own experience completing the census
- Highlighting why participation matters for communities
- Discussing how census data is used in everyday life

TRANSPARENCY AND DISCLOSURE

Participation in this initiative is non-paid and does not constitute a formal partnership, endorsement, or spokesperson relationship with the Government of Canada.

Creators are encouraged to be transparent with their audiences and to follow platform-specific disclosure requirements, where applicable.

Use of any materials in this toolkit is subject to the [terms of use](#), including guidance on the appropriate use of official Government of Canada content and wordmarks. Creators should review the terms of use before sharing content.

Creators should direct audiences to official census or Statistics Canada channels for the most accurate and up-to-date information.

