



## **Step-by-step guide for local jurisdictions to promote Clean Air Day on Nextdoor**

**Apply for your Nextdoor Page (NOTE: If your agency already has a Nextdoor account, skip to step 13.)**

1. If you are a resident member of Nextdoor in your own neighborhood, log out of your account before setting up your agency's.
2. Click this [link](#) and follow the directions to sign your agency up for Nextdoor.
3. After applying you will receive an approval email. Click the link in that email and continue to complete your account setup (no email? write to [agencysupport@nextdoor.com](mailto:agencysupport@nextdoor.com))

### **Customize Your Nextdoor Page**

4. Click on the camera icon in the box for your logo
5. Click **Upload a logo** (image size should be 128x128) and choose a file from your computer
6. For your banner image, follow the same steps (image size should be 540x180)

### **Introduce Your Agency on Nextdoor**

7. Click in the "Post a message, event, poll, or urgent alert" box
8. Choose a category for your message and then for audience choose "Entire Service Area"
9. Add a subject and message that simply informs your constituents that your agency is now on Nextdoor. A sample message can be found on page 2
10. You can attach a file by clicking **Add photo** (optional)
11. Click the **Post** button
12. Once you post your message, you will have the option to share the post on Facebook or Twitter

### **Post About Clean Air Day on Nextdoor**

13. Click in the "Post a message, event, poll, or urgent alert" box
14. Choose a category for your message and then for audience, choose "Entire Service Area"
15. Add a message. Three sample messages with graphics can be found on pages 3-5
16. Attach the photo provided with each message by clicking **Add photo**

17. Click the **Post** button

18. Once you post your message, you will have the option to share the post on Facebook or Twitter

**Sample introductory post**

Subject: [AGENCY NAME] Joins Nextdoor

Hello neighbors,

My name is [NAME], and I'm excited to let you know that the [AGENCY NAME] is joining Nextdoor to share information and updates that have direct impact on your neighborhood. Let me assure you that your Nextdoor neighborhood conversation remains private to you and your neighbors; we will only be able to see your replies to our posts, and private messages that you send directly to us.

If you have an emergency, please contact us directly. We cannot ensure a timely response to Nextdoor requests.

We look forward to connecting with you on Nextdoor to build stronger, safer neighborhoods throughout [CITY NAME].

— [NAME]

**Sample Clean Air Day Message (generic)**

Subject: California Clean Air Day

Hello neighbors,

Join [CITY NAME] and your fellow Californians to clear the air on October 3rd for California Clean Air Day.

It's easy to participate: just pledge to take a simple action that reduces air pollution so we can all breathe easier. Pledge now, at - <http://cleanairday.org/take-the-pledge>

Together, we can create a healthier [CITY NAME]!

– [NAME]



**Sample Clean Air Day post on Car Trips**

Subject: California Clean Air Day & Your Car

Hello neighbors,

For California's first Clean Air Day on October 3rd, get out of your car, even if just for one trip! Use public transit, take a bus, train, commuter rail -- or even walk or bike. You'll help clear the air and getting around town will be even easier.

Join [CITY NAME] and your fellow Californians to clear the air by taking the clean air pledge now at - <https://cleanairday.org/take-the-pledge/>

— [NAME]



## **Sample Clean Air Day post on Indoor Air Quality**

Subject: California Clean Air Day & Indoor Air Quality

Hello neighbors,

A dirty air filter in your home reduces air flow, driving up cooling inefficiency and increasing your power bills. Even worse, it won't protect your home well from lung-damaging allergens and pollutants.

As part of California Clean air Day, take a few minutes to change your home's filter and pledge to clean the air at - <https://cleanairday.org/take-the-pledge/>

— [NAME]



**Did you know that you can easily change your air filter at home yourself?**

During **wildfire** season a dirty air filter will allow lung-damaging allergens and pollutants to reduce air quality and have a detrimental impact on the health of you and your family.

**Be sure to change your filter today!**

 CALIFORNIA  
CLEAN AIR DAY