



## Social Media Toolkit – Clean Air Day 2018

California's Clean Air Day goal is to spread the message throughout California about air pollution and how it directly impacts all Californians' health. Everyone is directly affected by air pollution. Only with the whole community's help can we get the message out about how important clean air is to all our neighborhoods.

Make sure to tag us @CleanAirDay on Instagram and Twitter, and at @CaliforniaCleanAirDay on Facebook. You can find all of the graphics mentioned below [here](#). Thank you so much for sharing and for doing your part to #ClearTheAir!

### Help us get 1 million actions

#### Twitter

Join me and your fellow Californians to complete one million actions to clear the air on October 3rd, @CleanAirDay. Let's focus on the simple solutions each of us can do to improve air quality. Make your clean air pledge now: <http://cleanairday.org/take-the-pledge> #CleanAirDayCA



#### Facebook

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### The most polluted cities in the U.S. are in California

#### Twitter

Eight of the 10 most polluted cities in the United States are in California. The first annual @CleanAirDay is October 3 - join your fellow Californians and clear the air by taking the clean air pledge now: <https://cleanairday.org/take-the-pledge/> #CleanAirDayCA

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## Take public transit

### Twitter/Instagram

#GoMetro for California's first @CleanAirDay on October 3 – with recent public transit investments like @metrolosangeles' expanded light rail network, it's easier than ever to get where you need to go with public transit & reduce your smoggy footprint! #CleanAirDayCA



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## Cabin Air Filter

### Twitter

A clean air filter in your vehicle is your primary protection from lung-damaging allergens and pollutants. Protect your health and pledge to check or change your cabin air filter for @CleanAirDay on October 3: <https://cleanairday.org/take-the-pledge/> #CleanAirDayCA



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### Instagram

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## Home Air Filter

### Twitter/Instagram

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. Change your home's filter for @CleanAirDay on October 3. #CleanAirDayCA



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## Leaving your car at home

### Twitter/Instagram

Leaving your car at home just two days a week prevents over 1,600 pounds of pollutants from being released into the air each year! Pledge to leave your car at home on California's first @CleanAirDay on October 3. #CleanAirDayCA



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## School Idling

### Twitter

For California's first @CleanAirDay, pledge to turn off your car while you wait to pick up your child after school – just 10 minutes of idling can release a pound of carbon dioxide into the air. Take the Clean Air Pledge now: <https://cleanairday.org/take-the-pledge/> #CleanAirDayCA



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