



Social Media Tool Kit

California Clean Air Day's 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 of our neighborhoods.

Social media is a key tool to reach all Californians with a call to action to clear the air. We invite every Californian to partner with California Clean Air Day on October 3, 2018 to take real steps in reducing air pollution. California Clean Air Day will be utilizing Facebook, Instagram, and Twitter as our main sources for social media. (For those in a professional setting, we have also provided key content to share on LinkedIn) We recognize the wide range of options that exist, so please use whichever social platform you feel most comfortable using.

Here are suggested content, posts, and images to share on social media pages. Make sure to tag us and use our key hashtags, and we'll make sure to promote your posts:

Facebook: www.facebook.com/California-Clean-Air-Day-189214058568347/

Twitter: @CleanAirDay

Instagram: @CleanAirDay

Hashtags:

#CleanAirDayCA

#ClearTheAir

Use the following examples of suggested posts prior to Clean Air Day and on the day of to help spread the word and celebrate your work to clear the air:

Facebook:

[Evergreen](#)

- #CleanAirDayCA is October 3, 2018. Find out how you can take practical action to reduce and avoid air pollution. You might be surprised by what you don't know about air pollution. Learn the facts at www.cleanairday.org
- Clean Transportation. Clean Air. www.cleanairday.org
- Air pollution is responsible for [one million school absences](#) annually in California. Learn more at www.cleanairday.org
- There are 10 California counties that rank within the top 25 counties in the US for most polluted by short-term particle pollution. What is a short-term particle pollution? Find out more at www.cleanairday.org
- The American Lung Association lists [7 California cities among the top 15 most polluted in the nation](#). Find out how the Golden State can work together to clean up the air. www.cleanairday.org
- Discover little-known facts about air pollution on the #CleanAirDay website, and tips of how you can reduce and avoid it. Help spread the word and get involved with an inspiring day of action. www.cleanairday.org
- California Clean Air Day is a chance to find out more about air pollution, share information with your friends and colleagues, and take action to make the air cleaner and healthier for everyone. www.cleanairday.org
- Play an active role in your family's and community's health by helping to do your part to reduce air pollution. www.cleanairday.org
- Save Electricity, Save \$\$\$\$. Clear the Air: Sign Up for [OHM](#) www.cleanairday.org
- I just signed up to become a member of the Coalition for Clean Air www.ccair.org. #ClearTheAir
- [BAY AREA] What is the air quality in your neighborhood? Sign Up for Spare the Air <http://www.sparetheair.org>
- What is the air quality in your neighborhood? Check out the CLEAR Network and help #ClearTheAir on @CleanAirDay: <http://www.ccair.org/our-goals/clear-network/ccas-air-quality-monitoring-network/>

September 3rd

- What are you doing on October 3rd? In just one month, be a part of the largest clean air day of action in California history. Pledge to be a part of Clean Air Day at www.cleanairday.org

September 4th- 30th

- Clean Air Day is almost here in California. Everyone in the state has a role to help clean the air, and it's really easy to do. Just take the pledge and breathe easy: www.cleanairday.org
- It's almost time to celebrate across the Golden State; take a deep breath and join the clean air party that is Clean Air Day on October 3rd: www.cleanairday.org
- As Clean Air Day approaches, know that even small actions can have a huge impact on your community and your personal health. Take the pledge to clear the air today: www.cleanairday.org
- Do you know the last time your indoor air filters in your home or your car cabin air filters were changed? Changing filters regularly can reduce the risk of asthma and help you breathe easy. Since you're going to check them now anyway, go to cleanairday.org and pledge to replace them to help clear the air on (or before!) October 3rd.

October 1st

- Join leaders and neighbors from across the state on #CleanAirDay. Check out cleanairday.org to see how many people, businesses, and organizations are taking action to clean the air in just three days!

October 2nd

- What can you do to clear the air in your community and across California? There is still time to take the pledge for #CleanAirDayCA at www.cleanairday.org

October 3rd

- What will you do today to clear the air? Share by taking the pledge for #CleanAirDayCA at www.cleanairday.org
- Show the California air you care today!!! #CleanAirDayCA www.cleanairday.org
- Simple steps make a big impact to reduce air pollution in your neighborhood. I completed the Clean Air Day Pledge! #CleanAirCA www.cleanairday.org

Instagram (and Twitter & Facebook, too):

Use images of clear skies, outdoor activities, and other representations of people breathing in clean air to highlight the value of clean air. Use phrases like "Clean air matters" and reference why it's valuable to you. Use the hashtag #CleanAirDayCA and tag @CleanAirDay to direct people to how they can participate.

Other options include taking selfies of you doing things that help clean the air, including walking, taking transit, carpooling, changing air filters, planting, etc. Highlight that everyone has

a role in cleaning the air and use the hashtag #CleanAirDayCA and tag @CleanAirDay to direct people to how they can participate.

Twitter:

Suggested Tweets leading up to the event:

- Join us and take part in the first ever #CleanAirDayCA
- Clean air is a right, not a privilege. Join us to clean the air on #CleanAirDayCA 2018!
- Find out how you can take action on air pollution #CleanAirDayCA cleanairday.org
- Make a pledge to reduce pollution this #CleanAirDayCA cleanairday.org
- On Wednesday, October 3rd, Californians throughout the state, will join together to take action on air pollution on #CleanAirDayCA cleanairday.org
- Clear the air, what simple steps can we take to reduce air pollution in our neighborhoods #CleanAirDayCA
- Ditch the drive-thru today! #CleanAirDayCA
- Leave your car at home on October 3rd - reduce air pollution and protect your health. #CACleanAirDay cleanairday.org
- Small changes, big impact. What can you do to reduce air pollution? #CleanAirDayCA
- Take the Clean Air Pledge and join all Californians on California Clean Air Day October 3rd! #CleanAirDayCA

"Day of" Tweets Call to Action:

- I completed the Clean Air Day Pledge, will you? #CleanAirDayCA www.cleanairday.org
- What will you do today to clear the air? #CleanAirDayCA www.cleanairday.org
- Show the California air you care today!!! #CleanAirDayCA www.cleanairday.org
- Simple steps make a big impact to reduce air pollution in your neighborhood. I completed the Clean Air Day Pledge! #CleanAirCA www.cleanairday.org
- I care about California Air! Clean Air Pledge Completed. #CleanAirCA www.cleanairday.org
- California Clean Air Day Challenge accepted. California Clean Air Day Pledge Completed! What did you do today for the air? #CleanAirDayCA

LinkedIn:

Directly reaching your professional network will show your commitment to clean air and community health and encourage others to talk to their workplace about taking the pledge and making real change through Clean Air Day.

- Post article about Clean Air Day California. See www.cleanairday.org for more information.
- Post [article](#) about how air pollution can affect work environments.
- Tag Clean Air Office Selfie: "Our Staff took the clean air pledge because we care about the air we breathe!"
- We ditched the drive through today. We made coffee in the office! It's all about clean air! What can you do? Visit www.cleanairday.org to help clear the air!

- Lunch was just delivered for the whole office. That saves [20] people from driving their cars to lunch. See what you can do at www.cleanairday.org.
- What steps is your workplace taking to tackle air pollution? Join us and take the pledge to clear the air at www.cleanairday.org
- How can your workplace take the clean air pledge? Find out here: www.cleanairday.org
- We installed an electric charging station today. Stop by free of charge! What will you do as part of #CleanAirDay? www.cleanairday.org

NextDoor:

Directly reaches local communities with events and real information affecting their community. Post under Events and General Information on Next Door Websites, such as the following:

- Share Clean Air Day events in your neighborhood
- Let people know what you're doing through your pledge and encourage them to do the same, especially on planting and air filters.
- How can our community take small steps to clean up our air? Find out at www.cleanairday.org
- There is a place for everyone to get involved in clean air day. Find out more at www.cleanairday.org
- Did you know that small household steps can have big impacts on cleaner air for our local community? Find out more at www.cleanairday.org
- How can changing a light bulb [lead to cleaner air?](#) www.cleanairday.org

Yard Work today? Have you switched over to an [electric mower](#) yet? It reduces air pollution while your kids play in the yard. Find out more at www.cleanairday.org