



AIR QUALITY AWARENESS WEEK

May 3 – 7, 2021

PARTNER SOCIAL MEDIA TOOLKIT

Thank you for partnering with Clean Air Partners to reach the Baltimore-Washington community during Air Quality Awareness Week, May 3-7, 2021. We're excited to work with you to educate the local community on ways that they can positively impact air quality during this national awareness week. This toolkit provides you with information, assets and resources to amplify the Air Quality Awareness Week messages, engage your audience to participate in the daily challenges, and participate yourself, aligning your brand with Clean Air Partners' air quality message. We've pre-written posts for easy sharing, but feel free to edit – we encourage you to make it your own!

RESOURCES

Website: You can direct your audience to all of the information about Air Quality Awareness Week on the Clean Air Partners website at <http://www.cleanairpartners.net/air-quality-awareness-week>

Social Channels: Clean Air Partners will be posting about Air Quality Awareness Week every day May 3-7, 2021 and several times in the preceding week (April 26-30, 2021). You can view and share our content on our Facebook (<https://www.facebook.com/cleanairpartners/>) and Twitter (<https://twitter.com/CleanAirPartner>). If you post content on Facebook and Twitter, we'd love if you tagged us - @CleanAirPartners on Facebook and @CleanAirPartner on Twitter.

Hashtag: We're aggregating the Air Quality Awareness Week conversation with the hashtag #CAPAirWeek. Be sure to include the hashtag in all of your content related to the week to join the conversation and to ensure that we see your content and have the opportunity to share it.

Graphics: You can download graphics to use in your social content promoting Air Quality Awareness Week (sized for Twitter or Facebook/Instagram) at this link:

<https://www.dropbox.com/sh/r8pvxadk4e2wjqe/AAC9clwws8cgHmHamBgMdVJ1a?dl=0>

WEEK OF APRIL 26TH

Focus: Promoting #CAPAirWeek activities during Air Quality Awareness Week

Recommended Actions:

Post:

- **Facebook:** Next week is Air Quality Awareness Week and we're teaming up with @CleanAirPartners for 5 days of social challenges to help us all be a little more clean air aware. Follow #CAPAirWeek and get a jump start on the challenges by visiting <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]
- **Twitter:** Next week is #AQAW2021 and we're teaming up with @CleanAirPartner for 5 days of #CleanAir social challenges. Follow #CAPAirWeek and get a jump start on the challenges by visiting <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]

Share on Facebook: [Clean Air Partners](#) posts:

- Thursday, April 29th at 10:00 a.m.

Retweet: [Clean Air Partners](#) tweets:

- Tuesday, April 27th at 10:00 a.m.
- Friday, April 30th at noon

MONDAY, MAY 3RD

Focus: Plant Cleaner Air

Recommended Actions:

Post:

- **Facebook:** It's Air Quality Awareness Week and @CleanAirPartners is issuing social media challenges all week long – join in the fun with us! Trees and plants clean the air, mitigate climate change and save energy – show us some of your favorites from your yard or neighborhood. Be sure to include #CAPAirWeek <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]
- **Twitter:** Happy first day of #AQAW2021! We're celebrating all week long by participating in @CleanAirPartner's #CAPAirWeek challenges. First up: show us your air cleaning trees and plant babies. Be sure to include the hashtag. <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]

Share on Facebook: [Clean Air Partners](#)' post at 10:00 a.m.

Retweet: [Clean Air Partners](#)' tweets at 10:00 a.m.

Respond: Take your own photo of your tree, native plants, or other plant babies. Post alongside the hashtag #CAPAirWeek and tag Clean Air Partners.

Monitor and amplify: Browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter. Retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.

TUESDAY, MAY 4TH

Focus: World Asthma Day

Recommended Actions:

Post:

- **Facebook:** It's Day 2 of Air Quality Awareness Week and #WorldAsthmaDay. Clean air can have an especially big impact on those with asthma and other respiratory conditions. Today's @CleanAirPartners #CAPAirWeek challenge is to share the story of someone in your life with a respiratory condition and what you do to protect the air for them. <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]
- **Twitter:** It's #WorldAsthmaDay and your @CleanAirPartner #CAPAirWeek challenge is to share what you do to protect the air for someone in your life with asthma or another respiratory condition since they're particularly impacted by poor air quality. #AQAW2021 <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]

Share on Facebook: [Clean Air Partners](#)' post at 10:00 a.m.

Retweet: [Clean Air Partners](#)' tweets at 10:00 a.m.

Respond: Highlight one of your team members with asthma or another respiratory condition who's willing to share their story. Highlight any of your clean air activities and how they positively impact those with asthma. Tag Clean Air Partners and include #CAPAirWeek

Monitor and amplify: Browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter. Retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.

WEDNESDAY, MAY 5TH

Focus: Citizen Scientists <3 the AQI

Recommended Actions:

Post:

- Facebook: Ready to get creative? The Air Quality Index is critical to measuring air pollution around us. For your third #CAPAirWeek challenge from @CleanAirPartners, we're asking you to illustrate it using any materials you choose – digital or IRL. We can't wait to see what you create! Learn more about the AQI here: <https://www.cleanairpartners.net/aqi> [[Downloadable Graphic](#)]
- Twitter: The Air Quality Index is critical to measuring air pollution around us. Your 3rd #CAPAirWeek challenge from @CleanAirPartner: illustrate it with *any* material you choose. Learn more about the AQI here & then show us your art skills! <https://www.cleanairpartners.net/aqi> [[Downloadable Graphic](#)]

Share on Facebook: [Clean Air Partners](#)' posts at 10:00 a.m.

Retweet: [Clean Air Partners](#)' tweets at 10:00 a.m.

Respond: Illustrate the AQI in your own creative way, bonus points if you use branded materials or tools of your particular trade. Post them with the #CAPAirWeek hashtag and be sure to tag Clean Air Partners so that we can share your masterpiece!

Monitor and amplify: Browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter. Retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.

THURSDAY, MAY 6TH

Focus: Hike and Bike

Recommended Actions:

Post:

- Facebook: @CleanAirPartners wants you to know that the single best thing you can do to clean the air this #CAPAirWeek is to reduce your use of gas-powered vehicles. Walking, hiking or biking get you where you're going with an added exercise bonus. Pics or it didn't happen! <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]
- Twitter: Ride your #bike, walk to your destination, or get an #EV or hybrid car – @CleanAirPartner says it's the single best thing you can do for the air this #AQAW2021. Share your hiking or biking photos with #CAPAirWeek #AQAW2021 <http://www.cleanairpartners.net/air-quality-awareness-week> [[Downloadable Graphic](#)]

Share on Facebook: [Clean Air Partners](#)' posts at 10:00 a.m.

Retweet: [Clean Air Partners](#)' tweets at 10:00 a.m.

Respond: Does your office have an always-full bike rack? Take a photo and show us how your employees are encouraged to use alternative transportation. Be sure to include #CAPAirWeek

Monitor and amplify: Browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter. Retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.

FRIDAY, MAY 7TH

Focus: The Air is What You Eat

Recommended Actions:

Post:

- Facebook: #CAPAirWeek is coming to a close – we and @CleanAirPartners are so grateful to everyone who's participated. For the final challenge, we want to see your best clean air food pics. Show us your locally sourced meals or your skills on a gas or electric grill, never charcoal.
<http://www.cleanairpartners.net/air-quality-awareness-week> [Downloadable Graphic]
- Twitter: For the final @CleanAirPartner #CAPAirWeek challenge, we want to see your best clean air #food pics. Show us your locally sourced meals or your skills on a gas or electric #grill, never charcoal. #AQAW2021<http://www.cleanairpartners.net/air-quality-awareness-week> [Downloadable Graphic]

Share on Facebook: [Clean Air Partners'](#) posts at 10:00 a.m. and 3:00 p.m.

Retweet: [Clean Air Partners'](#) tweets at 10:00 a.m. and 3:00 p.m.

Respond: Show everyone you're ready for the weekend by posting a photo of your grill, farmers' market, or a locally sourced meal. Use #CAPAirWeek and tag Clean Air Partners.

Monitor and amplify: Browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter. Retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.