



CLEAN AIR
PARTNERS

Summer 2022
Marketing Highlights

Summer 2022

- Air Quality Awareness Week: May 2-6
 - Daily Themes
 - Dedicated Campaign Hashtag #CAPairweek
 - Digital Ambassadors
- Partner Outreach
 - Ongoing partnership cultivation
 - Social Media Toolkits
- Meteorologist Outreach
 - Weekly weekend forecast
- Ozone Action Month (August)
 - “Pop Up” outreach events
 - Eco-Driving Exhibit
 - Expanded Social Media with #CAPozoneaction hashtag
 - Media Pitching



DIGITAL

AQAW: Digital Ambassadors

Social Media "Street Team"



baltimorefoodscene Message Follow

2,010 posts 107K followers 1,513 following

Samantha | BaltimoreFoodScene
Blogger
🍷: Food Lover | Content creator
All 🍷🍷🍷 consumed by me!
Follow me on TikTok 📺
vm.tiktok.com/TTPdYoomBD



wwwchris Message Follow

1,950 posts 6,547 followers 7,499 following

wwwchris
Photojournalism + Photography | Patron Saint of #Arlington, VA | views = me | DM[V]
lightroom.adobe.com/shares/3fb287d33dbe41c0a06391a51379fa19?fbclid=...

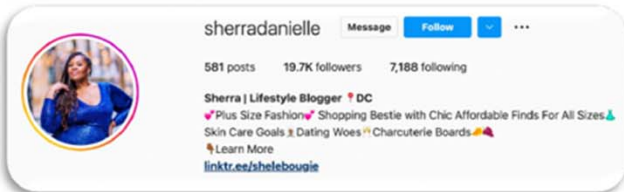


juliengarman
juliengarman

Follow

86 Following 117 Followers 995 Likes

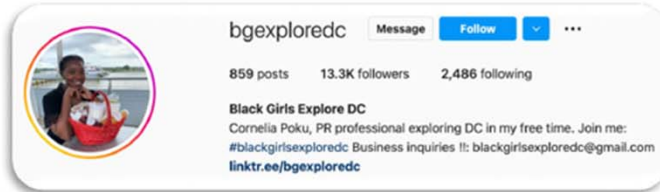
Thrifter, human and puppy mama



sherradanielle Message Follow

581 posts 19.7K followers 7,188 following

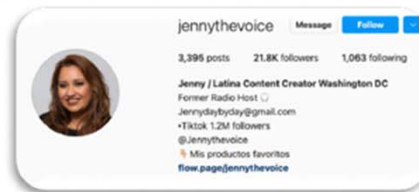
Sherra | Lifestyle Blogger 📍 DC
♥️ Plus Size Fashion♥️ Shopping Bestie with Chic Affordable Finds For All Sizes 🌱
Skin Care Goals 📖 Dating Woes 📖 Charcuterie Boards 🍷🍷
📺 Learn More
linktr.ee/shelebovie



bgexploredc Message Follow

859 posts 13.3K followers 2,486 following

Black Girls Explore DC
Cornelia Poku, PR professional exploring DC in my free time. Join me:
#blackgirlsexploredc Business inquiries I!: blackgirlsexploredc@gmail.com
linktr.ee/bgexploredc



jennythevoice Message Follow

3,395 posts 21.8K followers 1,063 following

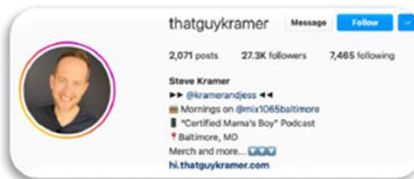
Jenny | Latina Content Creator Washington DC
Former Radio Host 📻
Jennydaybyday@gmail.com
•TikTok 1.2M followers
@jennythevoice
📺 Mis productos favoritos
flow.page/jennythevoice



eatwellexploreen Message Follow

498 posts 40.7K followers 2,814 following

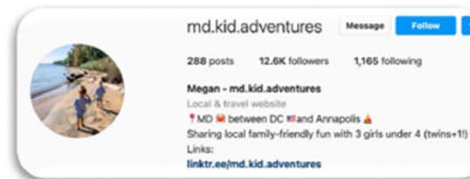
Julie + Day - Travel + Food
Digital creator
Exploring the world one bite at a time
📺 #familytravel 📺 #foodies 📺
👨‍👩‍👧‍👦 family of four
📍 VA DC
📧 eatwellexploreenblog@gmail.com
📺 ELOC



thatguykramer Message Follow

2,071 posts 27.3K followers 7,465 following

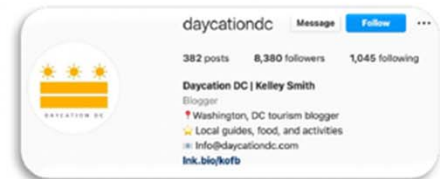
Steve Kramer
▶▶ @kramerandjess ◀◀
📺 Mornings on @mix1065baltimore
📺 "Certified Mama's Boy" Podcast
📍 Baltimore, MD
Merch and more... 📺
h.thatguykramer.com



md.kid.adventures Message Follow

288 posts 12.6K followers 1,165 following

Megan - md.kid.adventures
Local & travel website
📍 MD 📍 between DC 📍 and Annapolis 📍
Sharing local family-friendly fun with 3 girls under 4 (twins+1!) 📺
Links:
linktr.ee/md.kid.adventures



daycationdc Message Follow

382 posts 8,380 followers 1,045 following

Daycation DC | Kelley Smith
Blogger
📍 Washington, DC tourism blogger
📺 Local guides, food, and activities
📧 Info@daycationdc.com
ink.bio/kofo

AQAW: Digital Ambassadors

Influencer Posts	10
Total Impressions	289,265
Active Engagements	5,305
Completed Video Views	66,885
Comments on Content	287

AQAW Selected Ambassador Posts

Jenny Day by day
@JennyTheVoice

#Ad Did you know that it is better to fill the gas tank at night? Learn more at cleanairpartners.net/air-quality-aw... Join us in making simple changes to improve air quality. #CAPairweek #ad @CleanAirPartner

3:04 PM · May 1, 2022 · Twitter Web App

12 Retweets 1 Quote Tweet 12 Likes

wwwchris · Follow
Paid partnership
Washington D. C.

wwwchris National Air Quality Awareness Week is coming up May 2-6! Do your part and commit to improving clean air for all of us by taking public transportation, biking, or walking. Eat local as much as possible to reduce the emissions from food transportation by checking out farmers markets or growing your own garden. Check out [ClearAirPartners.net](https://CleanAirPartners.net) for more tips and info from @CleanAirPartner! #CAPairweek #ad

17w

roniquebrea Absolutely love the efficiency of the Metro

17w 1 like Reply

Did you know May 2 - 6 is National Air Quality Awareness Week?

Liked by **lepress29** and others

APRIL 29

Add a comment... Post

md.kid.adventures · Follow

md.kid.adventures #ad Summer is fast approaching! Before you know it, we'll be seeing temperatures in the 90s and searching for ways to keep cool. But did you know that checking air quality is just as important as checking the weather when planning summer outings?

I'm excited to partner with @CleanAirPartner for Air Quality Awareness Week! Air quality is measured using the AQI (air quality index). When AQI reaches over 100 it can be unhealthy for kids and other sensitive groups of people - and for everyone when it reaches even higher! Swipe to see the AQI chart.

Liked by **annettitor** and others

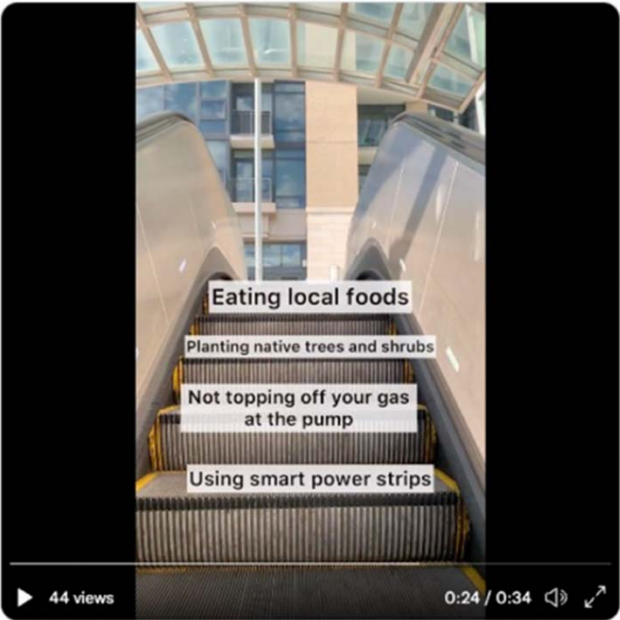
MAY 5

Add a comment... Post

AQAW Selected Ambassador Posts

Cornelia Poku - Black Girls Explore DC
@BGExploreDC

On beautiful days, choose an alternative mode of transportation because gas vehicles are the number one way most of us contribute to ground-level ozone pollution. Visit CleanAirPartners.net for more air quality improvement tips from @CleanAirPartner. #CAPairweek #ad



44 views 0:24 / 0:34

11:36 AM · Apr 28, 2022 · Twitter Web App



bgexploredc · Follow
Aly & AJ · Walking On Sunshine

On beautiful days, choose an alternative mode of transportation because gas vehicles are the number one way most of us contribute to ground-level ozone pollution. I personally prefer to metro because it goes everywhere that's important to me including work, restaurants, and museums.

Visit CleanAirPartners.net for more air quality improvement tips from @CleanAirPartner.

#CAPairweek #ad

@bgexploredc

Follow @bgexploredc



sherradanielle · Follow
Original audio

It's National Air Quality Awareness Week (May 2-6, 2022). I am partnering with @CleanAirPartner again to bring awareness to how we can improve Air Quality. Clean Air Partners is dedicated to educating and empowering individuals and organizations in the metropolitan Baltimore-Washington region to take simple actions to improve air quality, reducing pollution and protecting public health.

Did you know the way we cook and eat can help to reduce ozone emissions? So eating local food actually helps to reduce the emissions from food transportation.

670 likes

APRIL 29

Add a comment... Post

anicolle and others

ment... Post

METEOROLOGIST ENGAGEMENT


Continuing Our Meteorologist Relationships

- Built on previous outreach to connect with previous and new meteorologists and understand their preferred method of communication.
- Created a consistent cadence to meet expectation from meteorologists so they know what type of content they'll get and when as long as protocol is followed.
- Meteorologists tend to have strong followings and, even better, are highly trusted in the local community, so their engagement provides us not only with reach, but also credibility and positive brand awareness by association.


By the Numbers

Meteorologists Engaged	32
Retweets from Meteorologists	205
Likes from Meteorologists	166
Mentions from Meteorologist	10

Meteorologist Posts

 **Brian van de Graaff** ✓
@Brian7NewsDC

The weather for the 4th will look and feel great...but a special heads from the [@VirginiaDEQ](#). They have issued a **CODE ORANGE** Air Quality alert for sensitive groups. This includes folks with asthma, heart or lung issues. [@CleanAirPartner](#)



 **DC MD VA Weather - DMV Weather**
@dcmdvaweather

Heads-up across the DMV region today for expected air quality issues. Be sure to follow [@CleanAirPartner](#) for regular updates on air quality across the region.


 **Clean Air Partners** @CleanAirPartner · Jul 20
Code Orange Alert for Northern & Metro #Baltimore as well as Northeast MD for July 20th. We can help #airquality by taking public transportation.

Help us amplify [@TurkWJZ](#) [@caitlinrothfox5](#) [@MikeStinneford](#) [@MatthewCappucci](#) [@gregporter_wx](#) [@BianchiWeather](#) [@dcmdvaweather](#) [@cesar_wx](#)



Meteorologist Posts

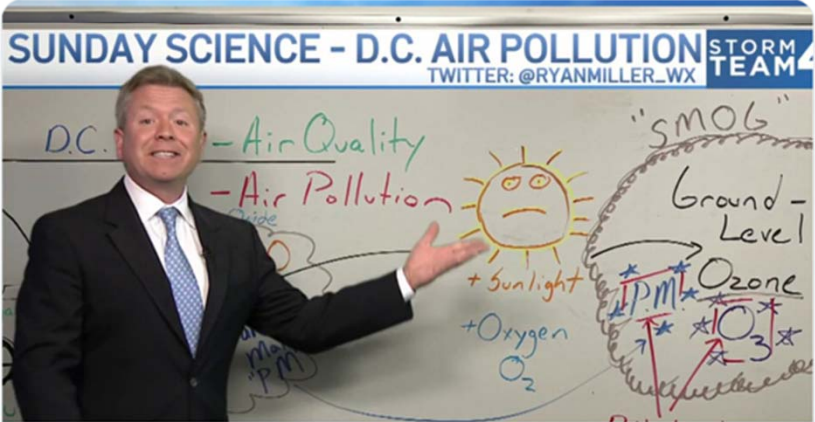
← Tweet

 **Ryan Miller** ✓
@RyanMiller_WX

On weather days like this, #DC air quality goes down, air pollution levels rise.

Here's a #SundayScience @nbcwashington look at why:
nbcwashington.com/weather/weathe...

@MwCOG @CleanAirPartner



nbcwashington.com
Sunday Science: Understanding Air Pollution in the DC Area
Storm Team4 Meteorologist Ryan Miller explains what causes air pollution and

 **Joseph Martínez T44** ✓
@JMartinezDC

Agosto es el Mes de Acción del Ozono - Conversamos con @CleanAirPartner sobre la importancia de la calidad del aire, cómo los niveles de ozono perjudican nuestra salud, y qué hacer para reducir la contaminación en días de alerta naranja @Telemundo44 >>>

Translate Tweet



telemundowashingtondc.com
Creando conciencia en agosto, el mes del ozono
Es el mes de crear conciencia sobre el ozono y su efecto en la calidad del aire. La organización Clean Air Partners advierte que la contaminación ha regresado ...

Meteorologist Engagement

The Washington Post

CAPITAL WEATHER GANG

PM Update: Heat turns it up a notch for the weekend

Record highs are likely to be challenged Saturday



By Ian Livingston

May 20, 2022 at 4:45 p.m. EDT

Heat to reduce air quality: Pollution levels will be elevated some by the heat this weekend, particularly on Saturday around Baltimore and to the northeast. Clean Air Partners advises limiting driving and putting off yard work to lower pollution.



Clean Air Partners

@CleanAirPartner · Follow



With the extreme heat this weekend the **#BaltWashAir** quality forecast is mostly Code Yellow – Moderate w/ Code Orange – Unhealthy for Sensitive Groups around Baltimore. We can all help by limiting driving & putting off yard work. Current conditions: cleanairpartners.net/current-and-fo...

METRO WASHINGTON	■	■	■
METRO BALTIMORE	■	⓪	■
MARYLAND PIEDMONT	■	■	■
NORTHERN BALTIMORE	■	■	■

PARTNERS SPREAD THE WORD

Partners Help Lead the Conversation

- This year we continued our emphasis on supplying partners with content to help us reach local audiences and strengthen partnerships.
- Content performance varied on partner channels, but was in-line with the general performance on the channel overall. That is to say, content from partners with more engaged followings overall tended perhaps unsurprisingly to receive the most engagement.
- Partners continue to enthusiastically use our posts and generate reach and engagement. Via DM, partner social media contacts report appreciating the content:
 - “Thanks for getting this over early. If we can also have your October content by September 15, that would be awesome.” – @WashingtonGas
 - “Thanks for sharing this!” – @MyGreenMC
 - “Hey there! These are great!” - @VaDOTNOVA


By the Numbers – Twitter, Instagram, Facebook

Partners Posting Content	19
Partner Posts Tagging CAP	258
Retweets on Partner Content	45
Likes on Partner Content	73
Replies to Partner Content	8


Top Partner Posts

DDOT DC @DDOTDC

#DYK that driving is the #1 way we contribute to poor #airquality! This #CAPOzoneAction Month, choose the cleaner (and healthier) option of walking or riding your bike wherever you need to go. Thanks for the great tip, @CleanAirPartner!



Choose to walk or bike.




COPD Foundation @COPDFoundation

#Myth: Topping off your tank at the gas station means your car goes farther.

#FactCheck: The extra gas evaporates and pollutes the air rather than giving you extra miles.

Thanks for this informative #CAPOzoneAction Month tip, @CleanAirPartner!



MD Clean Energy Ctr @MDCleanEnergy

Tip for conserving gas from @CleanAirPartner: don't idle your car. Turning it off + on uses less gas and keeps your tank full. Avoid idling this #CAPOzoneAction Month!



Avoid idling.

Ozone Action Month
@CleanAirPartner
#CAPOzoneAction



AM - Aug 22, 2022 - Twitter Web App

5 Likes

VDOT Northern VA @VaDOTNOVA

#ProTip: According to @CleanAirPartner, filling up your gas tank when it's cooler is better for #airquality. You are exposed to less ground-level ozone and less fuel will evaporate and pollute the air. #CAPOzoneAction



Fill your tank at night.

Ozone Action Month
@CleanAirPartner
#CAPOzoneAction



12:05 PM · Aug 23, 2022 · eClincher

2 Retweets 11 Likes

MD Environment @MDEnvironment · Jul 25

@CleanAirPartner encourages you to combine errands to reduce driving time, mileage, and gas usage. Doing so will reduce toxic emissions and the amount of money you spend at the pump.



Combine your errands to save gas.

@CleanAirPartner



4 4

OWNED SOCIAL CONTENT

By the Numbers

Twitter

Tweets	145
Impressions	161,600
Likes	385
Retweets	364
Mentions	163
New Followers	49

170,000+ impressions
1,400+ engagements

Facebook

Posts	67
Impressions	8,006
Engagements	314
Partner Mentions	47

Instagram (new account)

Posts	67
Impressions	437
Engagements	49
Partner Mentions	48

Engagement Highlights - Twitter

Forecasts

	TODAY 08/12/2022	TOMORROW 08/13/2022	SUNDAY 08/14/22
METRO WASHINGTON	🟢	🟢	🟢
METRO BALTIMORE	🟢	🟢	🟢
MARYLAND PIEDMONT	🟢	🟢	🟢
NORTHERN BALTIMORE	🟢	🟢	🟢
NORTHEAST MARYLAND	🟢	🟢	🟢
SUBURBAN DC	🟢	🟢	🟢
UPPER EASTERN SHORE	🟢	🟢	🟢
SOUTHERN MARYLAND	🟢	🟢	🟢

🟢 GOOD 🟡 MODERATE 🟠 UNHEALTHY FOR SENSITIVE GROUPS 🔴 UNHEALTHY 🟡🔴 VERY UNHEALTHY

👤 Lynette Charles and 9 others
4:26 PM · 8/12/22 · Twitter Web App
8 Retweets 3 Quote Tweets 10 Likes

conditions: cleanairpartners.net/current-and-fo...

Forecasts

	TODAY 05/20/2022	TOMORROW 05/21/2022	SUNDAY 05/22/22
METRO WASHINGTON	🟡	🟡	🟡
METRO BALTIMORE	🟡	🟠	🟡
MARYLAND PIEDMONT	🟡	🟡	🟡
NORTHERN BALTIMORE	🟡	🟡	🟡
NORTHEAST MARYLAND	🟡	🟠	🟡
SUBURBAN DC	🟡	🟡	🟡
UPPER EASTERN SHORE	🟡	🟡	🟡
SOUTHERN MARYLAND	🟡	🟡	🟡

🟢 GOOD 🟡 MODERATE 🟠 UNHEALTHY FOR SENSITIVE GROUPS 🔴 UNHEALTHY 🟡🔴 VERY UNHEALTHY

👤 Lynette Charles and 9 others
4:26 PM · 5/20/22 · Twitter Web App
14 Retweets 2 Quote Tweets 19 Likes

 **Clean Air Partners** @CleanAir... · 7/3/22 ...

We're issuing a Code Orange for July 4 to those in Metro Washington. That means unhealthy #airquality for sensitive groups. Make the most of #IndependenceDay by using an electric grill instead of gas!
@TurkWJZ @caitlinrothfox5
@MikeStinneford @MatthewCappucci
@gregporter_wx

AIR QUALITY ALERT

CODE ORANGE

unhealthy for sensitive groups


Limit physical outdoor activity for kids, older adults, people with asthma, etc.

Lynette Charles and 9 others
2 26 28

Engagement Highlights - Facebook


Clean Air Partners
Published by Saatvik Ahluwalia · July 5 · 🌐

👉 We encourage you to shut your blinds. This will keep your house from heating up during the day and reduce the need for using your AC. Less air pollution and lower energy bills - a win/win!



Close the blinds.

@CleanAirPartner




See insights and ads

Boost post

5 3 Shares


Clean Air Partners
Published by Saatvik Ahluwalia · July 18 · 🌐

Temperatures are not the only thing rising during the summer - so are gas prices! We encourage you to hop on public transportation more often to reduce emissions and save on gas money.



Use public transport.

@CleanAirPartner



Get more messages for Clean Air Partners
You can add a Messenger button to your post to get more messages for Clean Air Partners.

See insights and ads

Boost post

2 5 Shares

Social Content Performance Analysis

- This year we launched our Instagram channel. We also added further optimization by creating specific posts for Twitter, Instagram, and Facebook for our partners as well.
- Partners enthusiastically used the content throughout each month month, especially Ozone Action Month.
- Focusing on partner empowerment has allowed the campaign to more effectively achieve our partner relations objectives in addition to public communication, but the downside is that we're not able to see many metrics on partner content.
- Increasing partner engagement should be a key priority going into 2023. Creating partner content allows us to achieve dual objectives without increasing work: we get reach and engagement on our message while also strengthening relationships with partners. Partners report high satisfaction with the ongoing toolkits.
- Our owned content continues to reach our small engaged audience, focusing more on opinion leaders like meteorologists who in turn help us reach the general public.
- Video is becoming a more popular social media content form.

OUTREACH

EVENTS

By the Numbers – Pop-up and Eco-Driving Events

Total Impressions	20,158
Total Engagements	4,560
Total Info Cards Distributed	1,723

*Includes OAM and Pre-OAM Events (Green Life Festival)

CLEAN AIR PARTNERS POP-UP GREEN LIFE FESTIVAL- JUNE 4, 2022



Impressions: 1,012
Engagements: 421



CLEAN AIR PARTNERS POP-UP UPTOWN FARMERS MARKET - AUGUST 6, 2022



Impressions: 1,023
Engagements: 174
Brochures Distributed: 148

CLEAN AIR PARTNERS POP-UP TOWSON FARMERS MARKET - AUGUST 11, 2022



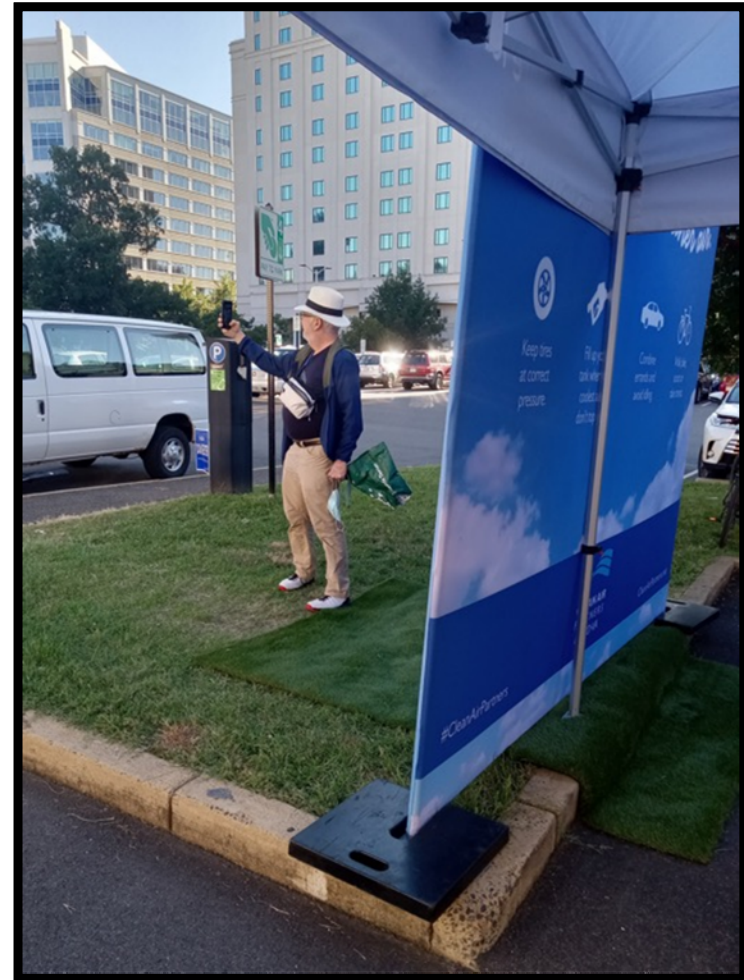
Impressions: 706
Engagements: 551
Brochures Distributed: 170



CLEAN AIR PARTNERS POP-UP ARLINGTON FARMERS MARKET - AUGUST 13, 2022



Impressions: 828
Engagements: 585
Brochures Distributed: 110



CLEAN AIR PARTNERS ECO-DRIVING EVENT WESTFIELD WHEATON MALL - AUGUST 14, 2022



Impressions: 4,726
Engagements: 1,214
Brochures Distributed: 325

CLEAN AIR PARTNERS POP-UP EVENT FELLS POINT FARMERS MARKET- AUGUST 27, 2022



Impressions: 4,080
Engagements: 536
Brochures Distributed: 340



CLEAN AIR PARTNERS ECO-DRIVING EVENT ARUNDEL MILLS MALL - AUGUST 28, 2022



Impressions: 7,783
Engagements: 1,079
Brochures Distributed: 800



EVENT SPONSORS & PARTNERS

SPONSORS

Washington Gas

PEPCO

MDE

Commuter Connections

SMECO

SPECIAL THANKS TO CAP BOARD MEMBERS FOR THEIR ASSISTANCE

Randy Mosier and Kelsey Sisko – MDE

Elizabeth Spike – Breathe DC

BMC Ride Share



FEEDBACK FROM THE PUBLIC

- “This is so amazing to show people. Fortunately, I don’t drive, I use public transportation. I help by lowering my carbon footprint.”
- “Please tell me more on what I can do on my part. I carpool and use public transportation. I will definitely pass this along to my family.”
- “This is awesome, I wasn’t aware of the tires. Now I know that I have to change my filter and inflate my tires.”
- “Thank you got doing this and helping people out with this. We have to make sure we take care of this earth as we only get one.”
- “This is amazing, I’m a farmer and by spreading the word about what you are doing will help all of us.”
- “I know how to put air in my tires but I’m glad you are out here helping people that don’t.”
- “This is interesting, I never knew about filling gas in the morning or at night.”
- “Are you guys here every weekend? More people should know how to do simple things like this.”

MEDIA RELATIONS

- Interviews on WMAL, WJLA, Telemundo
- News release distribution on PR Newswire.
- Board/Sponsor Interviews by Randy Mosier of MDE and Alberto Zegado of PEPCO



Looking Ahead

- Car Free Day: September 22
 - Digital Ambassador effort sponsored by Commuter Connections
- Signature Event sponsored by Washington Gas
 - Nationals Game September 27th
 - Emissions Demo Exhibit near Kids Zone next to escalators



CLEAN AIR
PARTNERS

Ozone Action Month
2021 Campaign Highlights