



SHERRY MATTHEWS GROUP

**CLEAN AIR PARTNERS
SUMMER 2022 OUTLINE
DRAFT 3-4-22**

AIR QUALITY AWARENESS WEEK

May / Air Quality Awareness Week Partner Toolkit

- Create up to 12 posts and graphics, each with:
 - A Clean Air Partners tip to help reduce ground level ozone
 - A mention of Clean Air Partners both in the text and on the graphic
 - Include with #CAPAirWeek hashtag
 - Ensure graphic options optimized for all social platforms
- In addition to themed, un-dated blocks of content (e.g. transportation, home efficiency, lawn and garden, etc.), we'll incorporate a special section for Air Quality Awareness Week content.
- In addition, include content prompts appropriate to partners broadly to help partners create bespoke #CAPAirweek content
- DM to partners social media handles in addition to email to the board.

Air Quality Awareness Week Digital Ambassadors

- Identify 6 – 10 DC and Baltimore area digital influencers with a following of 5,000 – 10,000 people on any social channel, but especially focused on Instagram.
- Contract them to create content promoting Clean Air Partners tips around Air Quality Awareness Week and the start of Ozone Season
- Develop a creative brief to guide influencers as they create the content, including:
 - Suggested air quality tips that they can illustrate
 - Messages, hashtags and calls to action they must include
 - Actions, words and phrases to avoid
- Overall, prompt the influencers to illustrate a clean air tip that they and their family are undertaking to keep the air clean during Air Quality Action Week and all summer long. include a call to action to check out additional tips and activities on Clean Air Partners' website and social channels.
- Approve all influencer content and ensure FTC compliance
- Collaborate with the influencers to post approved content to their channels during Air Quality Action Week; share from Clean Air Partners social channels as desired.

OZONE ACTION MONTH

On-the Ground Outreach

- Two Emissions Demonstration events (one in DC market and one in Baltimore market)
 - Digital quiz with visual display of emissions in a car bubble.
- Four pop-up events (two in each market)
 - Scaled down outreach elements (branded selfie wall, etc.)
- Pitch media coverage to amplify efforts.



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- Solicit sponsorships to add additional events outside of Ozone Action Month

Ozone Action Month Partner Toolkit

- Create up to 25 posts and graphics, each with:
 - A Clean Air Partners tip to help reduce ground level ozone
 - A mention of Clean Air Partners both in the text and on the graphic
 - Include with #CAPOzoneAction hashtag
 - Ensure graphic options optimized for all social platforms
- Organize tips into themed, un-dated blocks of content (e.g. transportation, home efficiency, lawn and garden, etc.) so that partners can easily navigate to the content that best suits their channels
- In addition, include content prompts appropriate to partners broadly to help partners create bespoke #CAPOzoneAction content
- DM to partners social media handles in addition to email to the board.

ONGOING EFFORTS

Meteorologist Outreach

- Update meteorologist outreach list.
- Reach out to meteorologists in real time ahead of key air quality days (e.g. code orange, code red, weekend forecast, etc.).
 - Develop custom, branded graphics that meteorologists can share on their feeds and, potentially, during broadcast.
 - Include tips alongside warning graphics for how residents can contribute to good air quality.
- Reach out regularly aligned with the contact preferences in the meteorologist list with the weekend air forecast.
- Engage meteorologists to promote Air Quality Action Week and Ozone Action Month.

Ongoing Partner Content – Monthly Digital Toolkits

- Creating and distributing 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.
- Create a monthly partner content toolkit with up to 8 posts each month, each with:
 - A Clean Air Partners tip to help reduce pollution.
 - A mention of Clean Air Partners both in the text and on the graphic
 - Ensure graphic options optimized for all social platforms.
 - Tie content to upcoming timely moments if available.
 - Continue to divide content into themed blocks.
- DM to partners in addition to Clean Air Partners sending via email.
- Monitor for posting and engage from @CleanAirPartner handle.



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Clean Air Partners Owned Channel Management

- Our owned content continues to reach our small engaged audience, focusing more on opinion leaders who in turn help us reach the general public.
- Focus on amplifying influencer, meteorologist and partner posts incorporating Clean Air Partners content. Monitor each weekday for posts about our message and share/retweet and engage.
 - 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.
- Add Instagram channel with adapted posts from the partner toolkit
 - While Facebook reach continues to be limited, we do recommend creating a minimum viable Instagram page as our influencers increasingly report decreased reach because they cannot officially tag their sponsor.

Media Relations

- Develop Ozone Season / summer campaign materials (news release, advisory, b-roll, etc.) that will be pitched/deployed based on media landscape throughout the summer, with emphasis in August for Ozone Action Month and events.

Fundraising

- Solicit for sponsorships for pop up/car bubble events
- Solicit sponsorships for digital ambassador campaigns – Car Free Day, Energy Efficiency Day, etc.