



**Marketing and Outreach
2021 Summer Summary**

2021 Air Quality Awareness Week

May 3-7, 2021

- Social Media Content
 - Daily Social Media Challenge
 - Dedicated Campaign Hashtag #CAPairweek
 - Paid Amplification
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach
- Media Pitching



AQAW: Digital Ambassadors

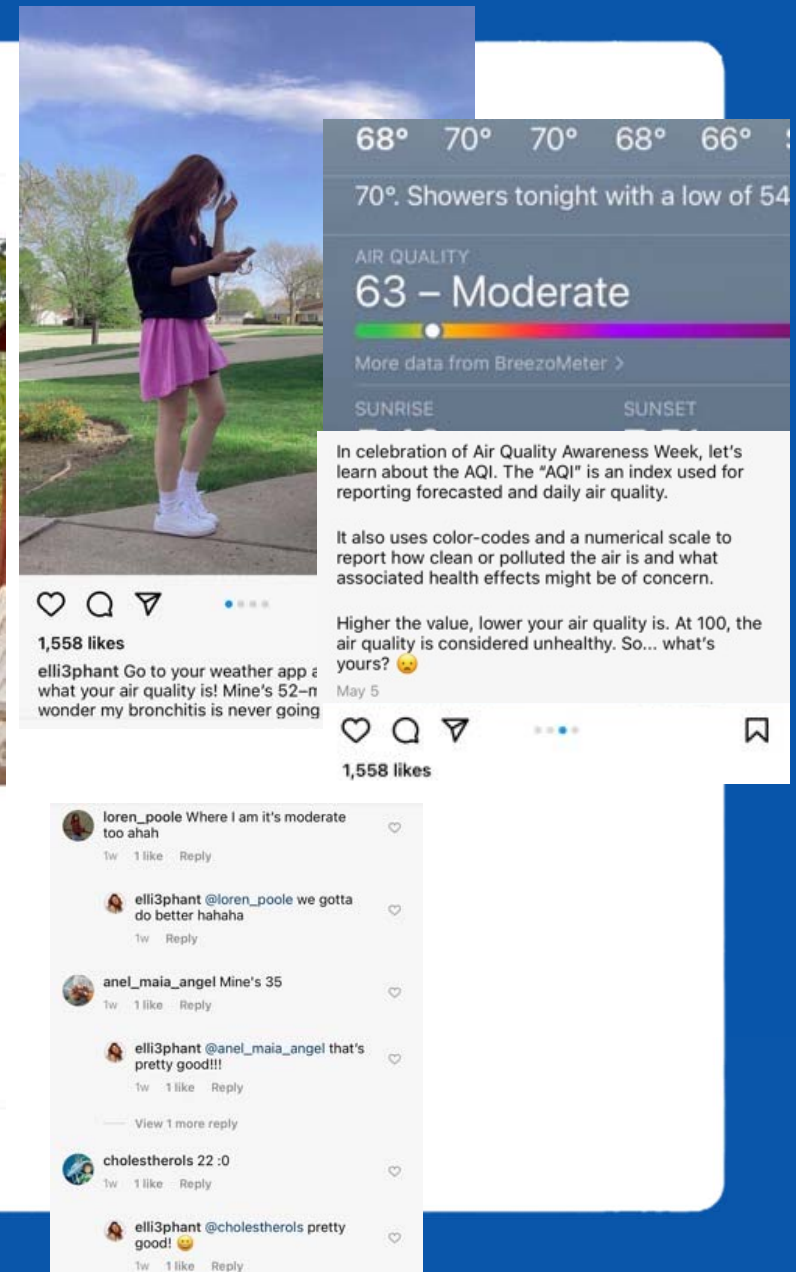
Social Media "Street Team"

Name	Location	Total Followers	Instagram Followers
Marion Haberman / My Jewish Mommy Life	Bethesda, MD	24,449	5,349
Jocelyn Brown / Hip Mama's Place	Manassas, VA	245,021	245,021
Melody Jones	Arlington, VA	9,396	3,748
Jennifer Hernandez / Jenny the Voice	Lanham, MD	19,107	18,700
Cornelia Poku / Black Girls Eat DC	Washington, DC	6,807	6,807
Chelsey Eats DC	Washington, DC	16,474	16,474
Sherra Brown	Herndon, VA	15,384	15,384
Julien Garman	Purcellville, VA	14,396	12,985
Marlee Kimbrough	Northern VA	12,248	12,248
Elle Cole / Cleverly Changing	Beltsville, MD	33,377	10,213
Ellie Kim	Baltimore, MD	8,781	6,261

AQAW: Digital Ambassadors

Influencer Posts	11
Total Impressions	42,742
Total Engagements	38,903
Likes on Content	31,590
Comments on Content	737
Content Shares	400
Content Saves	6,106
Clicks to Site	70

AQAW Selected Ambassador Instagram Posts



OAW Selected Ambassador Instagram Posts



myjewishmommylife • Follow
Washington D. C.



180 likes

myjewishmommylife Nothing better on a cool summer evening than hot chicken on the grill! Our go to family dinner night is chicken breast with a little bit of olive oil and a little bit of every seasoning spice we have 🍴, it's never the same but it's always delicious 🍴.

This summer we're helping reduce ozone emissions by using our gas grill (instead of charcoal or our oven) to cook! We also try to buy and eat local which helps food transportation emissions too. This week, May 3-7, 2021 is national Air Quality Awareness Week so I hope these tips help you think of little things you can do in your home to help!

#CAPAirWeek #ad

May 5



jennythevoice • Follow
Maryland



266 likes

jennythevoice #Sponsored This week is important to all those who care for the air quality we breathe. May 3rd. to May 7th is Air Quality Awareness Week. As every year I team up with #CleanAirPartners to share with you important tips and recommendations to improve the air quality we breathe.

As the hot days are approaching, the air conditioning, my recommendation is that you set your thermostat higher in the summer and use fans to keep you cool. Using air conditioning increases your electricity bill and gas emissions into the environment. Invest in a programmable thermostat.

Let's start with small changes that can impact and benefit our environment. Another tip or advice on how to improve air quality, please share it with your video using the hashtag #CAPAirWeek.

#Sponsored Esta semana es importante para todos aquellos que nos preocupa la calidad de aire que respiramos. Mayo 3 al 7 es Air Quality Awareness Week y como cada año me uno a Clean Air Partners para compartir con ustedes tips y consejos importantes para mejorar la calidad de aire que respiramos.

Como se acercan los días de calor y tenemos que encender el Aire Acondicionado, mi recomendación para ti es que ajustes tu termostato un par de grados más alto en el verano y uses un ventilador para refrescar tu ambiente y mantenerte fresco. El uso de aire acondicionado puede aumentar tu factura de electricidad significativamente y aumenta las emisiones de gases en el medio ambiente. Si es posible, invierte en un termostato programable.

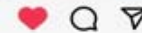
Empecemos con pequeños cambios en nuestras vidas que pueden impactar y beneficiar nuestro ambiente. Y si tu sabes otro tip o consejo de cómo contribuir a mantener una buena calidad de aire, por favor compártelo con nosotros con una fotografía o video usando el hashtag #CAPAirWeek.

#CleanAirPartners #Airquality #CAPAirWeek #savetheplanet #salvemoselplaneta #airefresdg

May 4 • See Translation



blackgirlseatdc • Follow
United States



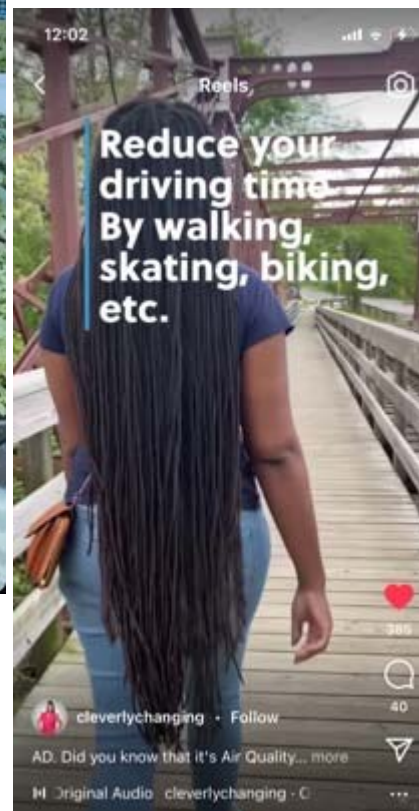
193 likes

blackgirlseatdc Growers work so hard to get us fresh, nutritious, delicious food like this apple I picked and ate from a local orchard. Air quality affects our lungs and the food we eat. We can all do our part to help mitigate our contributions to general pollution so we can keep enjoying these fruits and vegetables.

It is Air Quality Awareness Week #AQAW2021 so I've partnered with Clean Air Partners to share some tips on how! #Sponsored The largest way most of us contribute to poor air quality is through our vehicles. But there are certainly ways we can decrease our impact.

My favorite way is by carpooling, using public transport, and walking whenever possible. I'm still trying to get really comfortable on my bike so I can do that more often as well. Also when you are filling up don't top off and tighten your gas cap. This can cause emissions to leak out which is bad for the environment. #CAPAirWeek


AQAW Selected Ambassador Instagram Stories



AQAW Digital Ambassador Selected Comments


 **the_coffee_mom** We only have 1 earth. And clean air is so important so we all have to do our part
1w 1 like Reply

 **hipmamasplace** @the_coffee_mom Very well said and yes, we have to help contribute to cleaner air by being mindful of the daily actions we do
1w 1 like Reply

 **hungryforbooksdotnet** Great post! I hope that some of the changes we made during the pandemic that positively impacted the environment can stay in place.
1w 1 like Reply

 **hipmamasplace** @hungryforbooksdotnet I hope so too!
1w 1 like Reply

 **inherinnerpeace** I just bought corn meal to add to my flower beds for weed control!
1w 1 like Reply

 **shielastar37** Great choice! Its good for body too save gas and money
1w 1 like Reply

 **shelebougie** @shielastar37 yes it is
1w Reply

 **lynnwesleycoleman** Love these tips we sure need them
1w 1 like Reply

 **shelebougie** @lynnwesleycoleman yes we do anything to help keep our air clean
1w 1 like Reply

 **thetkennedy** Wow! I didn't know there was a whole week dedicated to Air Quality Awareness! This is so important!
1w 1 like Reply

 **shelebougie** @thetkennedy yes it is and a great way to bring awareness to it
1w 1 like Reply

 **yanabstyle** What does getting gas during evening hours do? I have never heard of this before. Great awareness message!
1w Reply

Hide replies


 **shelebougie** @yanabstyle When you fill up in the morning and afternoon, emissions from the pump can form ozone which effect air quality. Filling up at night gives those fumes time to dissipate before sunrise and they don't get a chance to become ozone.
1w 1 like Reply


 **yanabstyle** @shelebougie wooow! Did not know that at all!


 **simplifyingfamily** These are great tips! We do some but I know we can do better. Thank you for sharing!!
1w 1 like Reply

 **cleverlychanging** @simplifyingfamily thank you! Every little bit helps. My kids love plants and gardening so it gives them a chance to participate too.
1w 1 like Reply


 **goodbitesbyche** Great post! thanks for sharing awareness!
1w 1 like Reply


 **feedthemalik** We're lucky to live in dc which has such great public transit too.
1w Reply


 **omniley** Yes I'm definitely thinking about an electric vehicle
1w Reply


 **foodfixxe** Thanks for this info!!
1w Reply


 **shallonztable** Girl I can't ride a bike but I try to do more walking and carpooling.
1w Reply


 **carpe_dmv** Oh I love this post! All for decreasing my own impact
1w Reply


 **kofigramm** So inspiring
1w Reply


 **awesco_nutrition** Love these ideas. Thanks for the amazing tips
1w Reply

 **robin.forslund** Great tips and happy that we are doing them already but always more to do!
1w Reply

 **mismashedmom** Yes! As an asthmatic with severe allergies clean air is so important! Thanks for the tips!
1w Reply

 **atbliving** Great post and message!
1w Reply


 **mamahoodwithb_** I had no idea! Thanks for sharing!!
1w Reply


 **alexandriailaa** I didn't know about this!
1w Reply

 **marykatehillman** Thank you so much for sharing all of this!
1w Reply


 **theballengerfarm** I also love our electric mower!
1w 1 like Reply


 **juliengarman** @theballengerfarm yes! It's the best! I mean Shawn mostly mows but I'm here to cheer him on lol
1w Reply


 **grandandgrey** This definitely needs to be made a priority! Thanks for talking about it!
1w Reply


 **missporsha** Wow I had no idea planting trees helped
1w Reply


 **lil_mermaid83** Interesting. Thanks for sharing
1w Reply


 **gofrenchyourself** So important! Had no idea about filling up the gas tank at night though! I do everything else!
1w Reply


 **airingmylaundry** I will keep your tips in mind!
1w Reply


 **msbeepahan** These are great tips
1w Reply

 **hellopeiges** I didn't even realize that was a thing! Thanks for sharing
1w Reply

 **stressfreemickey** How interesting air quality is so important
1w Reply

 **sadhnaroyofficial** Everyone should Definitely under the value of clean air. Thanks for sharing dear
1w Reply

 **thepetripod** Air quality is so important!
1w Reply

 **bodaciousbiffy** Love these ideas! I want to do better in this area

AQAW: OWNED SOCIAL CONTENT

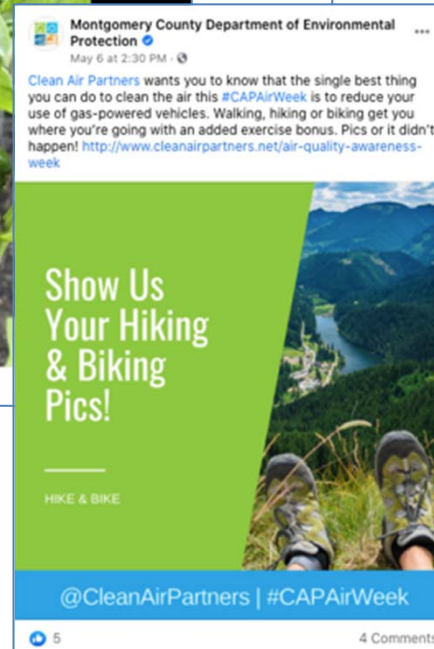
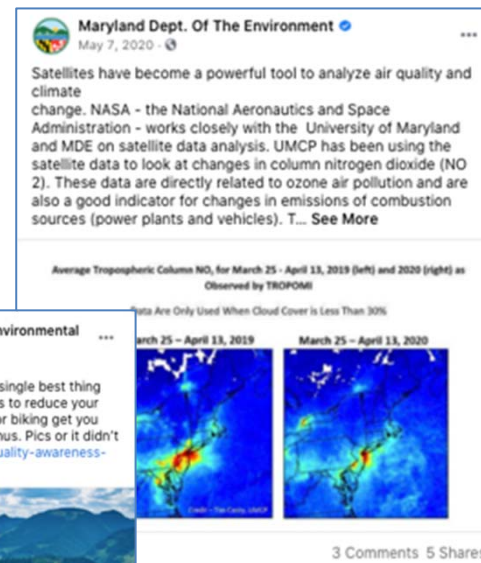
Twitter

Tweets	26
Impressions	364,202
Likes	222
Retweets	46
Mentions	42
New Followers	18
Public Hashtag Uses	53

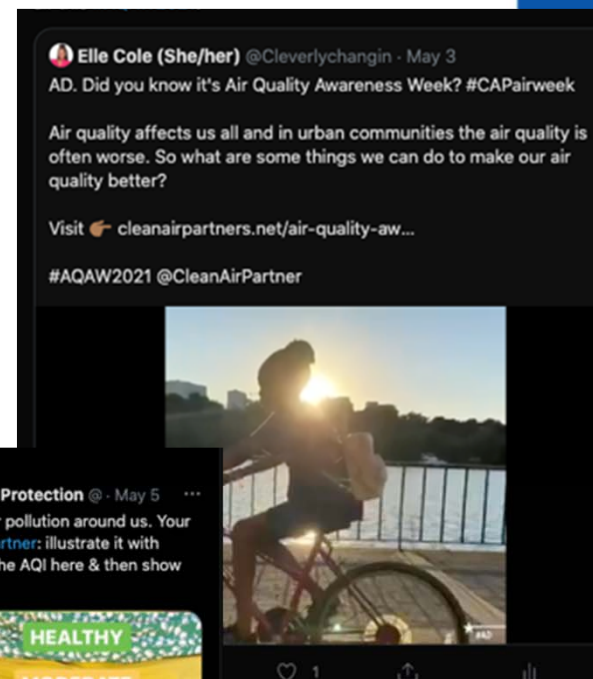
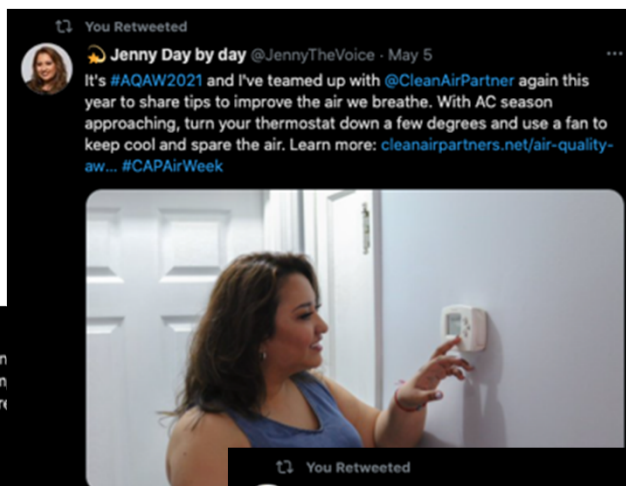
Facebook

Posts	10
Reach	422
Likes	1
Other Engagement	3
New Followers	2
Public Hashtag Uses (Facebook and Instagram)	36

Engagement Highlights - Facebook



Engagement Highlights - Twitter



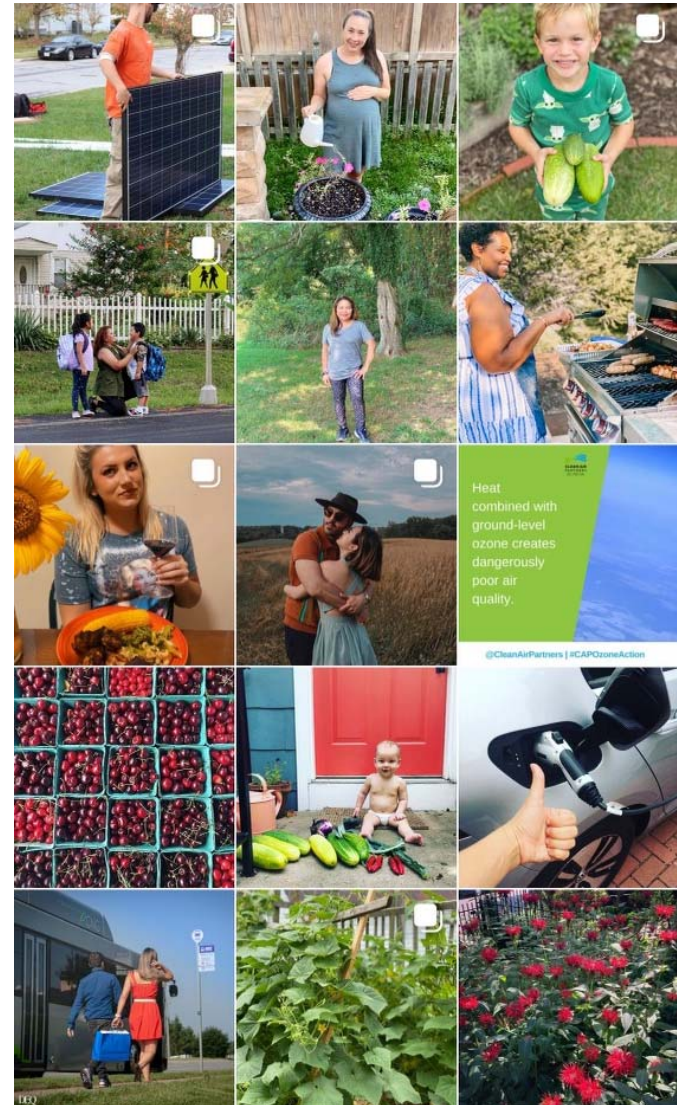
2021 AQAW Social Campaign Summary

Total Impressions	407,366
Total Engagements	39,286
Influencers Engaged	11
New Social Follows	20
Public Hashtag Uses	89

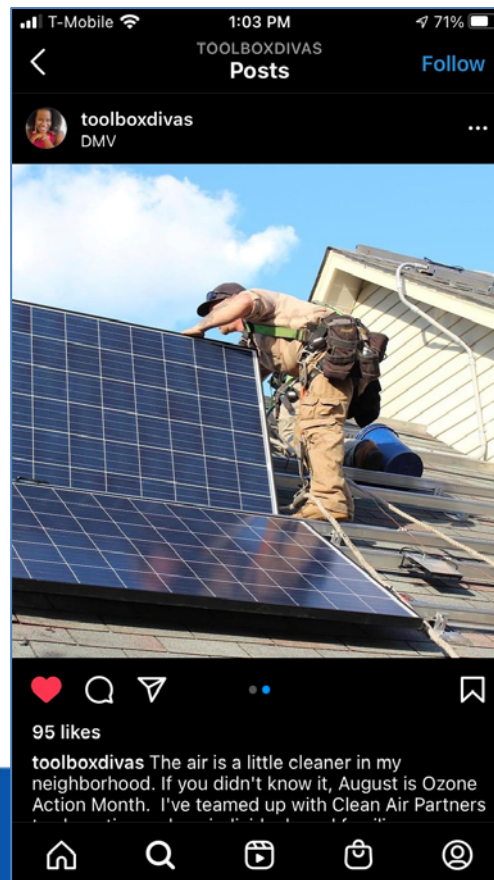
2021 Ozone Action Month

August 2021

- Social Media Content
 - Dedicated Campaign Hashtag #CAPozoneaction
 - Digital Toolkit
- Digital Ambassadors
- Partner Outreach
- Meteorologist Outreach



2021 Ozone Action Month Ambassadors



Marketing and Outreach 2021

2021 Ozone Action Month

Partners



VDOT Northern VA 🚗 @VaDOTNOVA · Aug 17

Looking to keep your wallet & the [#AirQuality](#) in the green? Our friends at [@CleanAirPartner](#) have the hot tips: fill up your gas tank at night when the temperature is coolest. Doing so prevents fuel evaporation, keeping more in your tank and less polluting the air. [#CAPOzoneAction](#)



Fill up your tank at night.

Ozone Action Month
[@CleanAirPartner](#)
[#CAPOzoneAction](#)



1

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11



Washington, DC Area Moms [@CleanAirMoms_DC](#) · Aug 27

[#DYK](#) breathing in ground-level ozone can reduce lung function by 20%? That can cause shortness of breath, coughing, wheezing, fatigue, headaches, nausea, eye and throat irritation, and even chest pain. Stay [#healthy](#) with us and [@CleanAirPartner](#) [#CAPOzoneAction](#) Month.



Breathing in ground-level ozone can reduce lung function by 20%.

Ozone Action Month
[@CleanAirPartner](#)
[#CAPOzoneAction](#)



Montgomery County Dept of Environmental Protection @.. · Aug 26

We know that cars are going electric, but [#DYK](#) that your lawnmower and [#gardening](#) tools can, too? Not only do electric gardening tools reduce emissions, we hear from the folks at [@CleanAirPartner](#) they're much quieter, too. [#CAPOzoneAction](#)



Switch to electric yard tools.

Ozone Action Month
[@CleanAirPartner](#)
[#CAPOzoneAction](#)



10

5

10



2021

2021 Ozone Action Month Preliminary Social Campaign Metrics


Organic Impressions <i>(Partner metrics unavailable)</i>	245,670
Total Engagements	50,067
On owned content (all organic)	885
On partner content:	161
On ambassador content:	49,021
Ambassadors Engaged	8

Meteorologist Outreach

- Updated meteorologist outreach list.
- Regularly reach out to meteorologists in real time ahead of key air quality days (e.g. code orange, code red, weekend forecast, etc.).
 - Developed custom, branded graphics that meteorologists can share on their feeds, news websites, and broadcast.
 - Include tips alongside warning graphics for how residents can contribute to good air quality.
- Engaged meteorologists to promote AQAW and Ozone Action Month.

Meteorologist Outreach

Ava Marie @AvaWBAL · Jul 21
you can find this data through @CleanAirPartner:



AIR QUALITY INDEX

0-50 GOOD	51-100 MODERATE	101-150 UNHEALTHY FOR SENSITIVE GROUPS	151-200 UNHEALTHY	201-300 VERY UNHEALTHY
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Historical Air Quality
Your source for historical air quality information across the Washington region.
cleanairpartners.net

Show this thread

Justin Berk @JustinWeather · Jul 20
Cold RED and ORANGE Air Quality just north of Baltimore this afternoon.
Smoke from the Canada Wildfires has really increased today.
It sure looks it! Are you feeling it?
@AIRNow
@CleanAirPartner



3 PM TUE JULY 20
Air Quality Reports from AirNow

Unhealthy for Sensitive Groups

HEALTHY

Moderate

Baltimore

Washington

Atlantic City

Philadelphia

New York

Elkton

Westminster

27

Joseph Martínez T44 @JMartinezDC · Jul 19
La presencia de particulado proveniente de incendios forestales al oeste del país ha deteriorado la calidad del aire en el área de DC y continuará moderada de acuerdo a @CleanAirPartner. Personas sensibles a la contaminación deben reducir su actividad al exterior @Telemundo44



LA AUTORIDAD EN EL TIEMPO

PRONÓSTICO CALIDAD DEL AIRE WASHINGTON, D.C.

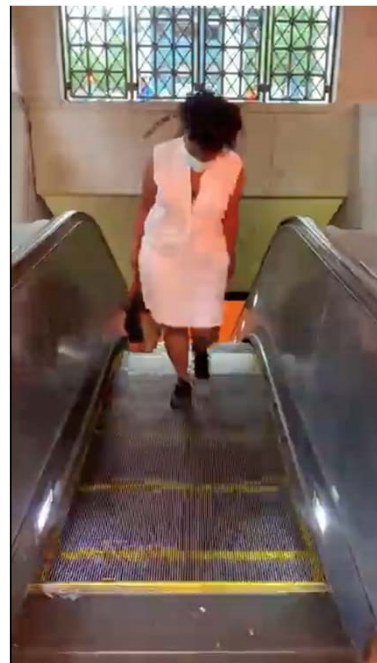
CLEAN AIR PARTNERS

MARTES	MODERADA
MIÉRCOLES	MODERADA
JUEVES	MODERADA

1 3

Car Free Day

- September 22nd
- Sponsorship with Commuter Connections
- Social Media and Digital Ambassadors



Ongoing Partner Outreach Monthly Toolkits

- Create a monthly partner content toolkit with up to 8 posts each month, 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
 - Ensure graphic options optimized for all social platforms.
 - Tie content to upcoming timely moments if available.
- 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
- Virtual outreach (DM / Email)
- Monitor for posting, engage and amplify.

Emissions Demonstration Exhibit Planning

- The Clean Air Partners Emissions Demonstration concept was previously approved by the Clean Air Partners Board in January 2020, but implementation was postponed due to the pandemic.
- Given all that's changed in the world since then, we've updated the approach to this innovative activation to easily align with current health guidelines.



Emissions Demonstration Exhibit Planning

- The Clean Air Partners Emissions Demonstration is an eye-catching display exhibit that builds on highly successful eco-driving emissions demonstration events conducted for Drive Clean Texas which engaged thousands of participants and generated additional media coverage as well. It's been adapted to operate without any face-to-face interaction.
- Marketing Committee approved moving forward with planning and development for future implementation.





CLEAN AIR
PARTNERS

THANK YOU