



**CLEAN AIR
PARTNERS**

**Marketing and Media Outreach Update
April 2021**

2021: RESPONSIVE APPROACH

- Current conditions require a **Responsive Plan**, working with marketing committee
- Continue focus on **virtual channels**, fine tuning successful tactics from 2020
- Emphasize **quality engagements** on social media
- Leverage **media relations** to expand reach
- **Expand partnership network** in breadth and depth and approach fundraising prudently
- Constantly **monitor and assess** public health, news, social media, political, economic, fundraising landscapes to gauge effectiveness, re-evaluate goals, check tone, identify opportunities, and adjust tactics

Social/Digital Outreach

AIR QUALITY AWARENESS WEEK: 5/3-7

- Landing Page on CleanAirPartners.net
- Dedicated campaign hashtag: #CAPairweek
- Content Calendar: Posting on Facebook and Twitter
 - Promote the week of activities ahead of Air Quality Awareness Week
 - Prompt the social media audience to take part in our Air Quality Awareness Week activities
 - Share related content from board member organizations and partners
 - Boost content with paid amplification on Twitter
- Daily Social Media Challenge: easy prompts for photos that users are likely to already have on their phones.
- Create a toolkit for board member organizations and partners to encourage #CAPairweek messages optimally in their own social media voice.
- Monitor the dedicated hashtag and engage with community members who respond to the prompt by liking and positively commenting on their posts. Share particularly strong user generated content.



Social/Digital Outreach

AIR QUALITY AWARENESS WEEK

- Monday 5/3: PLANT CLEANER AIR
 - Trees and plants clean the air, mitigate climate change, and save energy. Share a picture of your favorite tree, garden or plant babies.
- Tuesday 5/4: WORLD ASTHMA DAY
 - Do you know someone with asthma or another respiratory condition? With their permission, tell us about a person in your life whose health is impacted by air quality. What can you do to keep them healthy?



Social/Digital Outreach

AIR QUALITY AWARENESS WEEK

- Wednesday 5/5: CITIZEN SCIENTISTS ♡ THE AQI
 - In order to make decisions based on the air quality around you and make a positive change, you need to know the Air Quality Index! Illustrate the AQI – get creative! You can use all kinds of materials, both digital and IRL.



Social/Digital Outreach

AIR QUALITY AWARENESS WEEK

- Thursday 5/6: HIKE AND BIKE
 - Gas-powered vehicles are the number one way that most people contribute to poor air quality. Thursday is all about how active transportation is good for air quality and good for your health. Share a photo of yourself walking or biking.
- Friday 5/7: THE AIR IS WHAT YOU EAT
 - The things we eat can have a big impact on the air around us – what we choose to eat, where it comes from, and how we cook it all play a role. show us what you're eating for better air quality, whether it's locally sourced, home-grown, or cooked with the air in mind – using an electric or gas grill instead of charcoal.



Social/Digital Outreach

AIR QUALITY AWARENESS WEEK

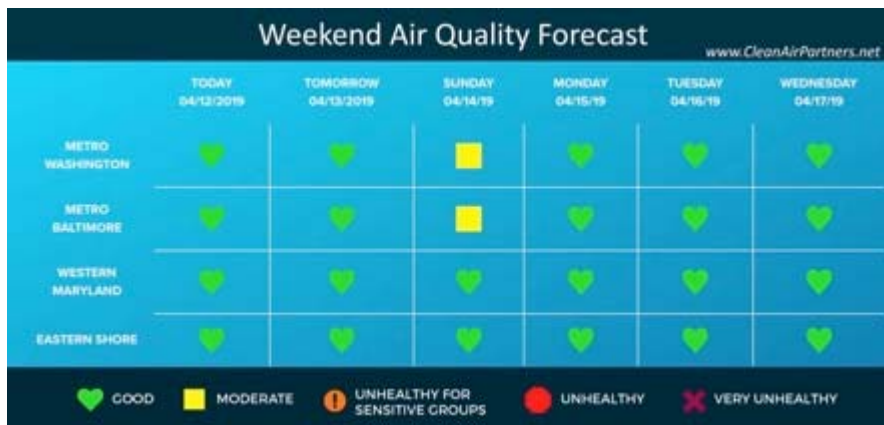
Digital Ambassadors

- Identify 7 – 10 DC and Baltimore area digital “micro 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 during Air Quality Awareness Week
- 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 and any actions, words and phrases to avoid
- Prompt the influencers to illustrate a clean air tip that they and their family are undertaking this Air Quality Awareness Week and include a call to action to check out additional tips and activities on Clean Air Partners’ website and social channels
- Collaborate with the influencers to post approved content to their channels during Air Quality Awareness Week; share from Clean Air Partners social channels as desired



Meteorologists – Summer Ozone Season

- Engage meteorologists from our existing list using key learnings from past outreach to optimally promote Air Quality Awareness Week
- Weekend Air Quality Forecast
- Code Orange Alerts/Pitching
- Record the results of the outreach in our meteorologist data to maintain a data-backed understanding of the best approach to engage this audience



Media Relations: Summer Ozone Season

- Earth Day (4/22): Announce the winner of the student poster contest on social media.
- Air Quality Awareness Week (5/3 to 5/7):
 - News release distributed on PR newswire
 - Media tour pitching interviews for campaign spokespeople
 - Pre-recorded video soundbites featuring public health angle messaging
- All Summer: Pitch on-air meteorologists, traffic and news reporters
- Ozone Action Month (August): Pitch campaign spokespeople on a variety of topics.
- May through August: Track/value all activities & coverage

Partnerships/Fundraising

PARTNERSHIP DEVELOPMENT

- Partner cultivation for virtual participation in summer campaign
- Air Quality Awareness Week social toolkit & outreach

POTENTIAL SPONSORSHIPS

- Commuter Connections
- SMECO
- Washington Gas
- Electrify America