



PARTNER SOCIAL MEDIA TOOLKIT – MAY 2022

Thank you for partnering with Clean Air Partners to reach the Baltimore-Washington community with simple, everyday actions that we can all take to keep the air clean. We're excited to continue to provide social media content -- complete with text and graphics for multiple platforms -- for your use.

Air Quality Awareness Week (AQAW) is in May 2 – 6. We've provided AQAW content below. Additionally, we have our standard set of eight clean air posts to help fill your social content pipeline for the month.

Air Quality Awareness Week

For AQAW, we've created a series of questions and challenges which your audience can respond to by either sharing a photo or tagging relevant accounts. In the link below, you'll find the **date to post** as well as caption copy and links to the images optimized for Facebook, Twitter, and Instagram:

- [Air Quality Awareness Week Posts](#)

In addition, we'll be using **#CAPAirWeek** as a way of aggregating all the posts related to AQAW and would appreciate if you could **monitor, amplify, and engage with** content using the hashtag. You can browse the #CAPAirWeek hashtag on Facebook, Instagram and Twitter and then retweet, share or like content from community members and influencers who participate in the challenge or promote the #CAPAirWeek message.

We also have an updated **AQAW website** which you can direct your audiences to for additional information about clean air. You can find the site [here](#).

Clean Air Content

The posts below are evergreen and can be posted anytime during the month. To ensure that you can easily access the content most relevant to **your** channels and **your** social audiences, we've continued to divide the content into categories:

- [Home Efficiency Tips](#)
- [Lawn and Garden Tips](#)
- [Transportation Tips](#)
- [Food and Lifestyle Tips](#)

Feel free to use all of the content or pick and choose content that appeals to you most or categories that are most relevant to you. The links above provide content with links to accompanying graphics in various sizes for each post. If preferred, you can download all of the graphics [here](#). As always, feel free to tailor our materials to your voice and we look forward to engaging with your posts!

Additional Resources:

Social Channels: Clean Air Partners will be posting similar content throughout the month. You can view and share our content on:

- Facebook: <https://www.facebook.com/cleanairpartner>
- Twitter: <https://twitter.com/CleanAirPartner>
- Instagram (NEW!): <https://www.instagram.com/cleanairpartner/>

If you post content, we'd love if you tagged us: **@CleanAirPartner**.