

Social Media Content

Instructions

Thank you for considering our social media content toolkit! The suggested posts below aim to share information about the Spare The Air program, highlight the impact of air quality on health, and encourage simple actions to help reduce air pollution. Feel free to simply copy and paste our sample posts and find the corresponding high-quality images in the zip file.

Follow or Tag us on Facebook, Instagram, or X (Formerly Twitter)

Instagram: @sparetheair_scooter

Facebook: @scootersparetheairdog

X: @AQMD

Sample Posts

- *Character Count: 256*

The Sacramento region's annual **#SpareTheAir** season runs May 1 through October 31. Help reduce the air pollution by choosing public transit, walking, biking, scootering, or carpooling – every small action counts. For more information, visit SpareTheAir.com.



Follow Spare The Air on social media for news, events, and Spare The Air alerts



Sample Posts Continued

- *Character Count: 213*

Hey, Sacramento, Placer, El Dorado, Yolo, and Solano counties! 🌍 Join us in reducing car emissions through October 31. Carpooling is a great way to start! Let's work together to make our air cleaner for everyone.



- *Character Count: 206*

Stay on top of local air quality with Air Alert! Make healthier choices for you and your family by signing up for free Spare the Air alerts and daily AQI forecasts.

📧 Sign up now: www.SpareTheAir.com/signup



- *Character Count: 223*

Every action counts! 🚌❤️ Whether it's taking public transit, driving a zero-emission vehicle, teleworking, or using alternative transportation during **#SpareTheAir** season, we can all help reduce smog and keep our air clean!



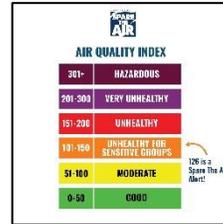
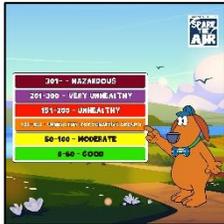
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Sample Posts Continued

- *Character Count: 230*

A Spare The Air alert is issued when the Air Quality Index (AQI) is forecast to reach 126 or higher. On alert days, reduce driving and take steps to protect your health. Visit SpareTheAir.com for your local AQI and more resources.



- *Character Count: 146*

Long-term exposure to air pollution can lead to health complications like **#asthma**. Learn more about how to protect your health at SpareTheAir.com.



- *Character Count: 221*

Did you know that Scooter, the **#SpareTheAir** mascot, has his own website to help kids learn about air pollution? It's packed with fun activities that parents, teachers, and community educators can share at AQMDScooter.com.



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