

Social Media Content

Instructions

We're glad you're considering using our social media content toolkit! All suggested posts below have the goal of sharing information about the Spare The Air program, how air quality affects health, or encouraging people to make small changes in their everyday lives to reduce air pollution. Please feel free to simply copy-paste our sample posts and find the corresponding high-quality image 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: 347*

The Sacramento region's annual **#SpareTheAir** season runs May 1 through October 31. Help reduce the air pollution where you live! Some simple ways include choosing to take public transit, walk, bike, ride a scooter, carpool, or any alternative form of transportation that takes one more car off the road. For more information, visit SpareTheAir.com.



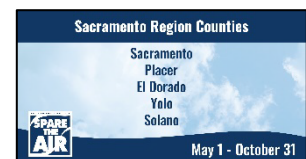
Follow Spare The Air on social media for news, events, and Spare The Air alerts



Sample Posts Continued

- *Character Count: 187*

Through October 31, residents of Sacramento, Placer, El Dorado, Yolo, and Solano counties are encouraged to help **#SpareTheAir** by finding ways to reduce car emissions – such as carpooling.



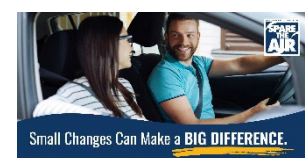
- *Character Count: 173*

Gas-powered car emissions are the primary source of air pollution, which is harmful to your health. For ways to reduce air pollution, check out SpareTheAir.com! **#SpareTheAir**



- *Character Count: 260*

The day-to-day choices we make can add up to a large community impact! Small actions such as taking transit, driving zero-emission cars, teleworking, or using alternative transportation during the **#SpareTheAir** season can make a big difference in reducing smog.



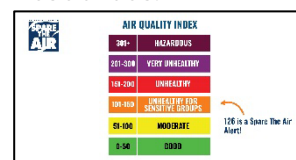
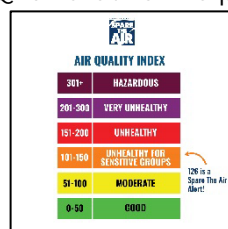
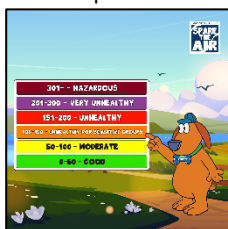
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Sample Posts Continued

- *Character Count: 246*

A Spare The Air alert is issued when the Air Quality Index (AQI) is forecast to be 126 or above. On alert days, be sure to drive less and take steps to protect your health. Visit SpareTheAir.com to find your local AQI and other helpful 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: 249*

Did you know that Scooter, the Spare The Air mascot dog, has his own website to help kids learn about air pollution? Scooter's World has fun, educational content, and activities that both parents and teachers can share:

AQMDScooter.com. **#SpareTheAir**



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