



## Social Media Toolkit 2020

This pack contains a guide to how you can get involved in promoting Clean Air Day on social media, along with things to share and suggested posts, tweets and memes.

Let's get trending! #CleanAirDay 

Clean Air Day is happening on 8 October 2020. We have seen great social media support for the campaign in previous years, with **#CleanAirDay** trending on UK Twitter on Clean Air Day in 2017, 2018 and 2019. Let's do it again by sharing important clean air facts and information far and wide and showcasing all the inspiring clean air action taking place around the country.

It's easy to get involved – just use some of the ready-made copy below, or our downloadable graphics to schedule into your posts. We'd love to hear about your plans for the Day, so make sure you share them with us by tagging **@cleanairdayUK** and **@epscotland** – you can boost your event in this way and make sure you ask people who come along to post too. If you create a Facebook event for your event, make us co-host and we will share it with our network.

We're working mostly with Twitter, Facebook, Instagram and LinkedIn. However, if you love Tik Tok, or you or your organisation are active on Yammer, then please go for it on these platforms as well.

**Twitter:** @EPScotland

**Facebook:** ENV.PROT.SCOTLAND

**Instagram:** @EPScotland

**Linkedin:** Environmental Protection Scotland

Our **Clean Air Public Insight Tracker** survey revealed that **65% of adults don't know who to turn to for advice on air pollution**, so any fact sharing that you can do about air pollution on Clean Air Day will help your followers protect their health.

### Resources included with this guide

In the folder with this PDF are lots of lovely graphics and memes purpose-built for social media. Please ensure you always do one of the following in each post to amplify your reach:

- Tag #CleanAirDay 
- Link to the Clean Air Day website [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- Link to the Facebook page: <https://www.facebook.com/CleanAirDayUK>





**Environmental  
Protection  
Scotland**

Environmental Protection Scotland is a Scottish Charitable Incorporated Organisation (SCIO) Scottish Charity No. SC008028



**Scottish Government**  
Riaghaltas na h-Alba  
gov.scot

### **Make a pledge**

People are pledging to act on air pollution for Clean Air Day. This is key content for you to use on social media. Your organisation can make the pledge if you wish.

### **The pledges people are making are:**

- I pledge to give my car a day off on 8 October Clean Air Day
- I pledge to walk or cycle to school / work on 8 October Clean Air Day
- I pledge to use quieter routes on 8 October Clean Air Day
- I pledge to work from home on 8 October Clean Air Day
- I pledge to travel electric on 8 October Clean Air Day
- I pledge to switch off my engine on 8 October Clean Air Day
- I pledge to learn more about air pollution on 8 October Clean Air Day

You can always create your own pledge if you wish.

### **How to make a pledge:**

- 📷 Take a photograph of yourself holding one of the pledge cards included in this toolkit. Then post it on the Facebook page <https://www.facebook.com/CleanAirDayUK> or on Twitter or Instagram using the hashtag #CleanAirDay

### **Promote the website and the day as whole:**

Use the URL [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)

Use the following examples of suggested text.

Suggested text: We all have a part to play in keeping our air clean – together let's make October 8 the cleanest #CleanAirDay yet. [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)

Suggested text: Give your car a day off for #CleanAirDay on 8 October – it's one simple step we can all take to help wipe out air pollution. [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)

Suggested text: During the COVID-19 lockdown we experienced cleaner air and saw massive shifts in low pollution behaviours. Let's keep up the momentum and keep our air clean. We can create a new normal with clean air by continuing to make these positive changes and keep healthy [www.cleanairday.org.uk](http://www.cleanairday.org.uk)

Suggested text: Clean Air Day on 8 October is a chance to wise up about air pollution, share information with your friends and colleagues, and take action to make the air cleaner and healthier for everyone. #CleanAirDay [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)













## Twitter

Please follow, retweet and reply to the [@cleanairdayuk](#) and [@epscotland](#) Twitter account. Use the hashtag #CleanAirDay  in your tweets.

Keep an eye on other people using the hashtags; it will give you more material to share and ideas about activities planned in the rest of the country.

## Suggested tweets

- 🐦 To make 8 October the cleanest #CleanAirDay  yet we're trialling a #SchoolStreet at [insert location] Keeping students safe and pollution levels down at drop off and pick up. [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Ask your business to #WFH this #CleanAirDay  8 October. If we all play our part, we can have a cleaner air day. [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Give your car a day off on 8 October - reducing air pollution and protecting your health. #CleanAirDay  [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Clean Air Day on 8 October is a chance to wise up about air pollution, share information with your friends and colleagues, and take action to make the air cleaner and healthier for everyone. #CleanAirDay  [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Join in with #CleanAirDay  and take simple steps to wipe out air pollution. If we all play our part, we could have clean air. [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Simple steps can make a huge difference. If we all play our part we could have the cleanest #CleanAirDay  yet could have clean air [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)
- 🐦 Find out what the air quality is like where you live this #CleanAirDay  [www.scottishairquality.scot](http://www.scottishairquality.scot)
- 🐦 On 8 October people around the UK will play their part to take action on air pollution on #CleanAirDay . Join us: [www.cleanairday.org.uk/scotland](http://www.cleanairday.org.uk/scotland)

Thank you for helping us spread the word!

To get involved in Clean Air Day and learn more about the part you can play visit [cleanairday.org.uk/scotland](http://cleanairday.org.uk/scotland) or search #CleanAirDay. Due covid-19, please ensure that any activities you undertake meet with your government's guidelines.