

# Clear The Air Challenge: Social Media Examples

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The Clear the Air Challenge communications campaign incorporated social media on a daily basis as a way of engaging participants and the community at large.

# Clear The Air Challenge: Promoted Social Post Examples

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2



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The images above were used as images to accompany promoted social posts. Here is an example of one of those posts:

“Help improve air quality in Utah by driving less and driving smarter.  
#ShowUCAIR by taking the Clear the Air Challenge.  
Sign up your team before July 1st.”