



# Clark County Air Quality Social Media

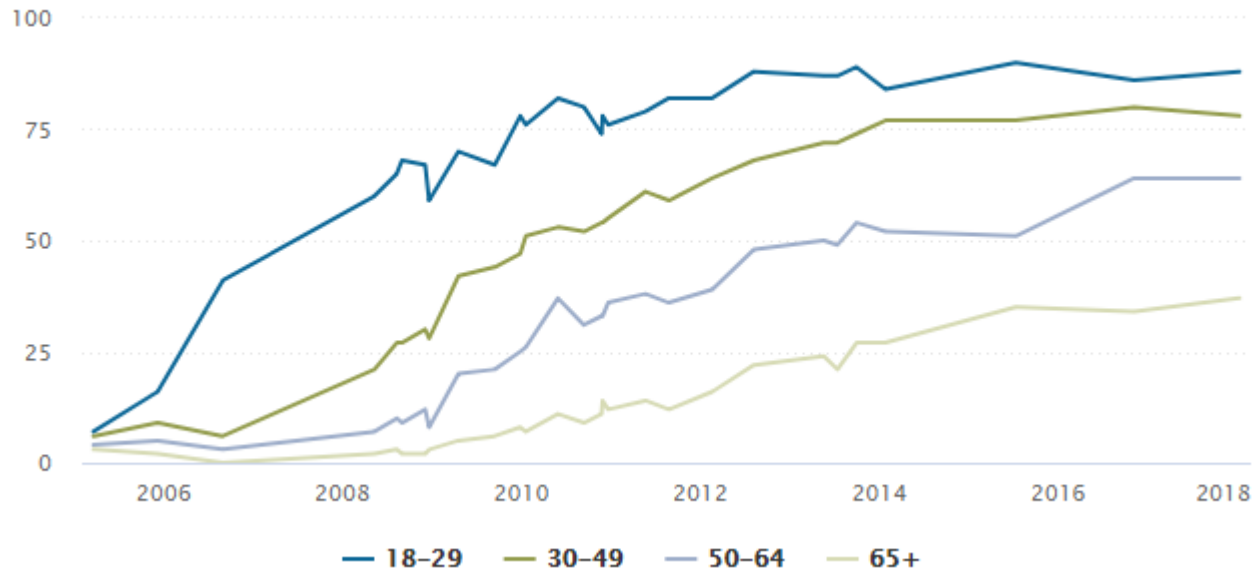
Mike Sword, Air Quality Planning Manager  
Kevin J MacDonald, Public Information Administrator

NACAA 2019 Spring Member Meeting  
Kansas City, MO

# Social Media Users


- ▶ About 79 percent of Americans have a social media profile. (Source: Statista)
- ▶ Worldwide social media use is expected to grow to nearly 3 billion people by 2020. (Source: Statista)
- ▶ Every age group has adopted social media:

*% of U.S. adults who use at least one social media site, by age*



Source: Pew Research Center

# How We Use Social Media



## News Release

County Commission:  
Marilyn Kirkpatrick, Chairman  
Lawrence Weekly, Vice Chairman  
Larry Brown  
James B. Gibson  
Justin Jones  
Michael Naitt  
Tick Segerblom  
[Yolanda King, County Manager](#)

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**For Immediate Release** **Tuesday, April 23, 2019**

### Air Quality Wants You to “Check the AQI & Get Outside”

National Air Quality Awareness Week is Monday, April 29 – Friday, May 3 and the Clark County Department of Air Quality will be active in the community and on social media under the national theme, **Check the AQI and Get Outside.**

“We all breathe the same air,” said Air Quality Assistant Director Jodi Bechtel. “Air Quality Awareness Week provides us a great opportunity to specifically highlight the importance of clean air and how it impacts every facet of life in our community.”

The [Air Quality Index \(AQI\)](#) is a measurement for reporting daily air quality and is color-coded to indicate how clean or polluted the air is and what associated health effects may be a concern. The AQI focuses on health effects people may experience within a few hours or days after breathing polluted air.


Air Quality Index (AQI) Values	Levels of Health Concern	Colors
<i>When the AQI is in this range:</i>	<i>...air quality conditions are:</i>	<i>...as symbolized by this color:</i>
0 – 50	Good	Green
51 – 100	Moderate	Yellow
101 – 150	Unhealthy for Sensitive Groups	Orange
151 – 200	Unhealthy	Red
201 – 300	Very Unhealthy	Purple
301 – 500	Hazardous	Maroon

Air Quality Awareness Week kicks off **2 p.m. Monday, April 29** at the Clark County Government Center Rotunda (500 S. Grand Central Pkwy.) when Commissioner Justin Jones will present an official proclamation to the Department of Air Quality.


-more-

Clark County news releases may be found at [www.ClarkCountyNV.gov](http://www.ClarkCountyNV.gov).  
You may also follow the County on more than 40 social media sites, including **Facebook, Twitter, Instagram, LinkedIn, NextDoor, Pinterest and YouTube.**

# How We Use Social Media

 **Clark County Air**  
@CCAirQuality

This week's #AirQuality forecast is turning into a Bill Murray movie...the same thing [every.single.day](#). But it means our AQ is GOOD across the board! We can't complain about that, right? Don't drive angry! For more: [bit.ly/2vrSuTv](http://bit.ly/2vrSuTv)



**Air Quality**  
Forecast for Thursday, February 7, 2019

<b>GOOD</b>	<b>GOOD</b>	<b>GOOD</b>
Ozone	PM <sub>10</sub>	PM <sub>2.5</sub>
PM = Particulate Matter (dust, smoke, inhalable particles)		

[ClarkCountyNV.gov/AirQuality](http://ClarkCountyNV.gov/AirQuality)

8:57 AM - 7 Feb 2019

2 Retweets

 **Clark County Air**  
@CCAirQuality

Thanks to elevated dust levels in the region, we have issued an #AirQuality #DustAdvisory today. Read more: [bit.ly/2u7Qpgr](http://bit.ly/2u7Qpgr)




1:13 PM - 9 Jul 2018

7 Retweets 3 Likes


2 Retweets



# How We Use Social Media

 **Clark County Air**  
@CCAirQuality

Having a great time at the [#CoxBacktoSchoolFair](#) at [@DTSummerlin](#). We might be recruiting these two for future “dust cop” duties. They’re ready to protect the air we share!



10:32 AM - 21 Jul 2018

1 Like

 **Clark County Air**  
@CCAirQuality


Our Street Team has another great day at [@GalleriaSunset](#) in Henderson for the [#CoxBacktoSchool](#) fair today. Always great to meet the families and talk about the air we share!




4:05 PM - 11 Aug 2018

3 Likes

# How We Use Social Media

 **Clark County Air**  
@CCAirQuality

Filling your gas tank after sunset is a great way to help reduce ground-level ozone. Our [#OzoneStreetTeam](#) will be at the 7-Eleven/Sinclair gas station at 971 S. Boulder Dr. (corner of Boulder Highway & College) tonight from 6 - 8 p.m. We're giving away free stuff! Don't miss it!



Protecting the air we share  
**Air Quality**  
CLARK COUNTY · DEPARTMENT OF AIR QUALITY  
clarkcountynv.gov

5:40 PM - 12 Sep 2018

1 Retweet 2 Likes

1 2

 **Clark County Air**  
@CCAirQuality

Hey, [#NorthLasVegas](#) people! Our [#OzoneStreetTeam](#) will be at the 7-Eleven/Sinclair gas station at 7009 Aliante Parkway tonight from 6 - 8 p.m., giving away free stuff and talking about how YOU can reduce ozone. See you there!



BOGO

Air Quality

4:43 PM - 20 Sep 2018

3 Retweets 3 Likes

3 3



# How We Use Social Media

## Air Quality


### **HELPFUL TIPS TO REDUCE OZONE**

Because cars, trucks and other vehicles are major contributors to ozone, people can follow these helpful, everyday tips to reduce ozone:

- Reduce driving – combine errands into one trip.
- Don't idle your car engine unnecessarily.
- Use mass transit or carpool.
- Fill up your gas tank after sunset. Try not to spill gasoline when filling up and don't top off your tank.
- Keep your car well maintained.
- Consider landscaping that uses less water and gas-powered equipment to maintain.
- Turn off lights and electronics when not in use. Less fuel burned at power plants means cleaner air.

[ClarkCountyNV.gov/AirQuality](http://ClarkCountyNV.gov/AirQuality)

# How We Use Social Media

 **Clark County Air**  
@CCAirQuality


"Hey, what's our current AQI?"

"You can find out here: [bit.ly/2GfqN5g](http://bit.ly/2GfqN5g)"


"Great. Thanks! Hey, wait...what's an AQI?"

"What's an AQI? Why it's...[bit.ly/2w6hG47](http://bit.ly/2w6hG47)"

"Thanks, @AIRNow!"



2:43 PM - 20 Aug 2018

2 Likes 

   2 

 **Clark County Air**  
@CCAirQuality

What's today's [#AirQuality](https://www.airnow.gov) Index (AQI)? What **\*\*is\*\*** AQI? Go to [AirNow.gov](https://www.airnow.gov) to get all the latest AQ updates for the region. You can also download the AirNOW app to your smartphone. Again...AirNOW.gov anytime, anywhere.



1:31 PM - 25 Mar 2019

2 Likes 

   2 



# How We Use Social Media

 **Clark County Air**  
@CCAirQuality

Seems our pal and co-worker @MojaveMax isn't missing too many opportunities to hit the buffet since his emergence. Good to see you again, Max, but you might want to mix in a little cardio to keep your beach bod. 😊

 **Mojave Max** @MojaveMax  
Just enjoying some grape leaves that my caretakers at @SpringsPreserve are kind enough to get for me. #spoiled

9:17 AM - 4 Apr 2019

1 Retweet 1 Like

1 1 1

 Add another Tweet

 **Mojave Max** @MojaveMax · 4h  
Replying to @CCAirQuality

My caretakers weighed me the other day and I'm just under 5 lbs. Remember, I haven't eaten in four months...so I've got lots of catching up to do. Oh, and as far as cardio goes...I have this awesome 15 acre habitat to roam around in. #lifeisgood 😊

1 8

 **Clark County Air**  
@CCAirQuality

When it comes to the air we share, #AirQuality is important to our furry friends (and non-furry friends...@MojaveMax!). In recognition of #NationalPetDay 🐾, here's an article about protecting your dog from poor AQ conditions.

 **Protecting Your Dog from Wildfire Smoke and Poor Air Qua...**  
Residents across the West have been experiencing poor air quality due to wildfire smoke, from...  
rover.com

10:55 AM - 20 Feb 2019

6 Likes

1 6

# How We Use Social Media


 **Clark County Air**  
@CCAirQuality

Because it's Friday, we thought we'd share our [#FridayFive](#): [#AirQuality](#)'s Five Favorite Songs:

5. That Smell – Lynyrd Skynyrd
4. The Air That I Breathe – the Hollies
3. Smoke Gets in Your Eyes – The Platters
2. Ozone Baby – Led Zeppelin
1. Dust in the Wind – Kansas



1:00 PM - 2 Nov 2018

2 Likes 

   2 

 **Clark County Air**  
@CCAirQuality

Curling up with a good book this weekend? A few favorites from the [#AirQuality](#) Reading Room:

The Winds of War, by Herman Wouk  
A Handful of Dust, by Evelyn Waugh  
Up in the Air, by Walter Kim  
O-Zone, by Paul Theroux  
Breathing Lessons, Anne Tyler

Enjoy the weekend, [@ClarkCountyNV!](#)



3:04 PM - 16 Nov 2018

1 Retweet 6 Likes 

  1  6 

# Even When We Share Good News...

 **Clark County Air**  
@CCAirQuality

The air we share is improving in @ClarkCountyNV! Ground-level ozone is trending downward in #Vegas. #AirQuality #EarthDay 🌍

[bit.ly/2DsA4HI](https://bit.ly/2DsA4HI)



**NOx + VOC + Heat & Sunlight = Ozone**  
Ground-level or "bad" ozone is not emitted directly into the air, but is created by chemical reactions between NOx and VOCs in the presence of heat & sunlight.

Emissions from industrial facilities and electric utilities, motor vehicle exhaust, gasoline vapors, and chemical solvents are some of the major sources of oxides of nitrogen (NOx) and volatile organic compounds (VOC).

3:51 PM - 22 Apr 2019

3 Retweets 9 Likes



  3  9 

...someone politely disagrees.

 **Dik**  
@MyNerdGasm Follow

Oh Bullsh—!! Stop Lying To Us!!!

 **Clark County Air @CCAirQuality**  
The air we share is improving in @ClarkCountyNV! Ground-level ozone is trending downward in #Vegas. #AirQuality #EarthDay   
[bit.ly/2DsA4HI](https://bit.ly/2DsA4HI)

4:00 PM - 22 Apr 2019





# Tracking Social Media w/ #Hashtags

## Trends for you · [Change](#)

### #GeminiMan

Who'll save you from yourself

 Promoted by Gemini Man

### Knights

44.2K Tweets

### Eakin

10.2K Tweets

### Sharks

NHL player hits 4 points in 4 minutes of crucial playoff game

### Pavelski

NHL player hits 4 points in 4 minutes of crucial playoff game

### Stastny

2,495 Tweets

### #VGKTalk

Bark-André Furry is Tweeting about this

### Dame

Damian Lillard drops the series-winner for the Blazers on the buzzer

### Saints

18.6K Tweets

### #WednesdayWisdom

54.6K Tweets

## #AirQuality

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**Dustysattic** @Nativesmoke · 10m

Join me and @LungAssociation and help protect our nation's #airquality! via 20th annual #StateOfTheAir report >>> [bit.ly/2PkjsXA](https://bit.ly/2PkjsXA)



**State Impact Center** @StateImpactCntr · 12m

To learn more about the numerous actions that state AGs around the country are taking to enforce #airquality laws and protect #publichealth, visit the #CleanAir section of our website: [bit.ly/CleanAir-State...](https://bit.ly/CleanAir-State...) #StateOfTheAir



[Show this thread](#)



**State Impact Center** @StateImpactCntr · 12m

In the absence of strong federal enforcement of #airquality regulations, state attorneys general are stepping up to protect their states' residents. #StateOfTheAir



1

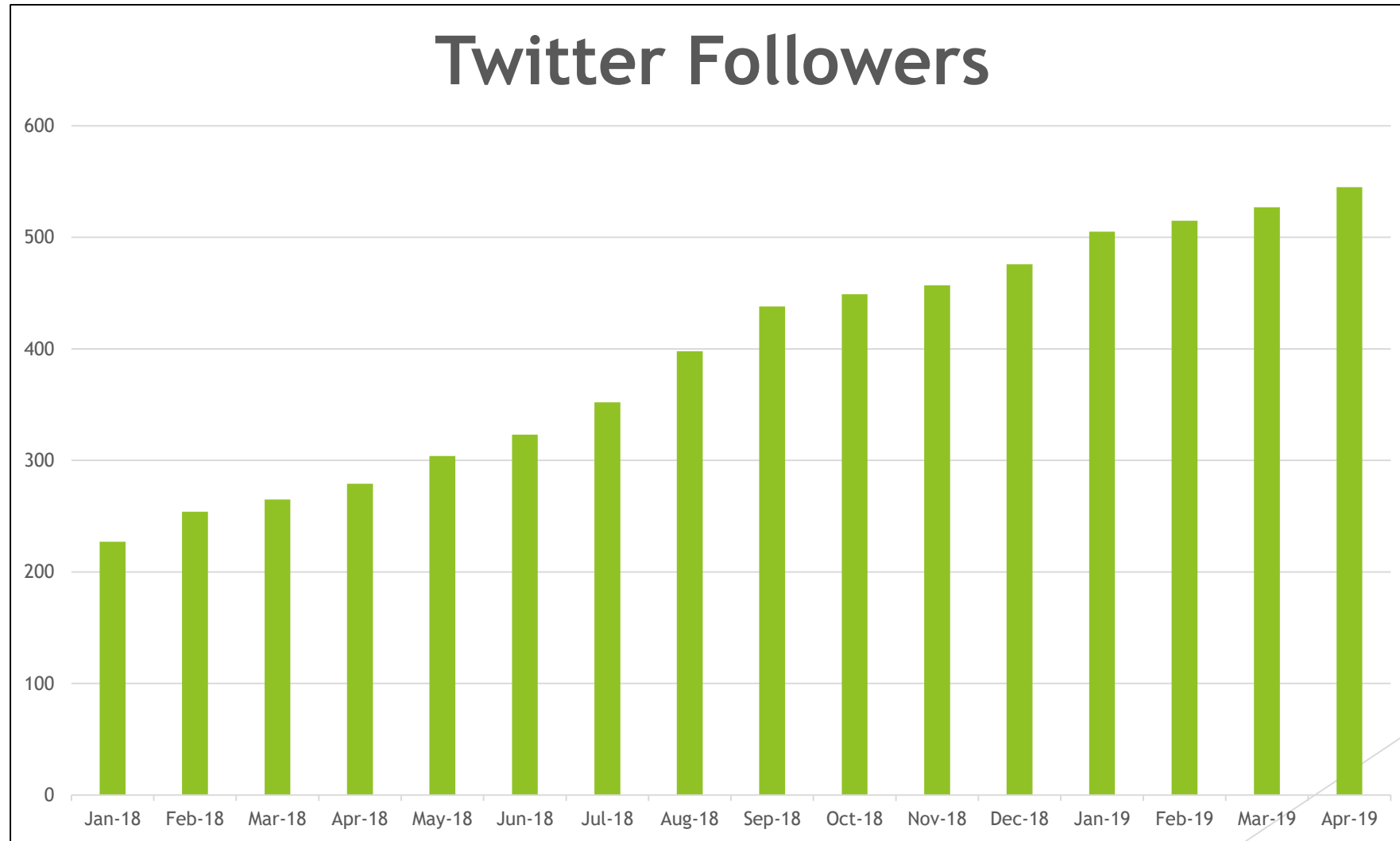


[Show this thread](#)

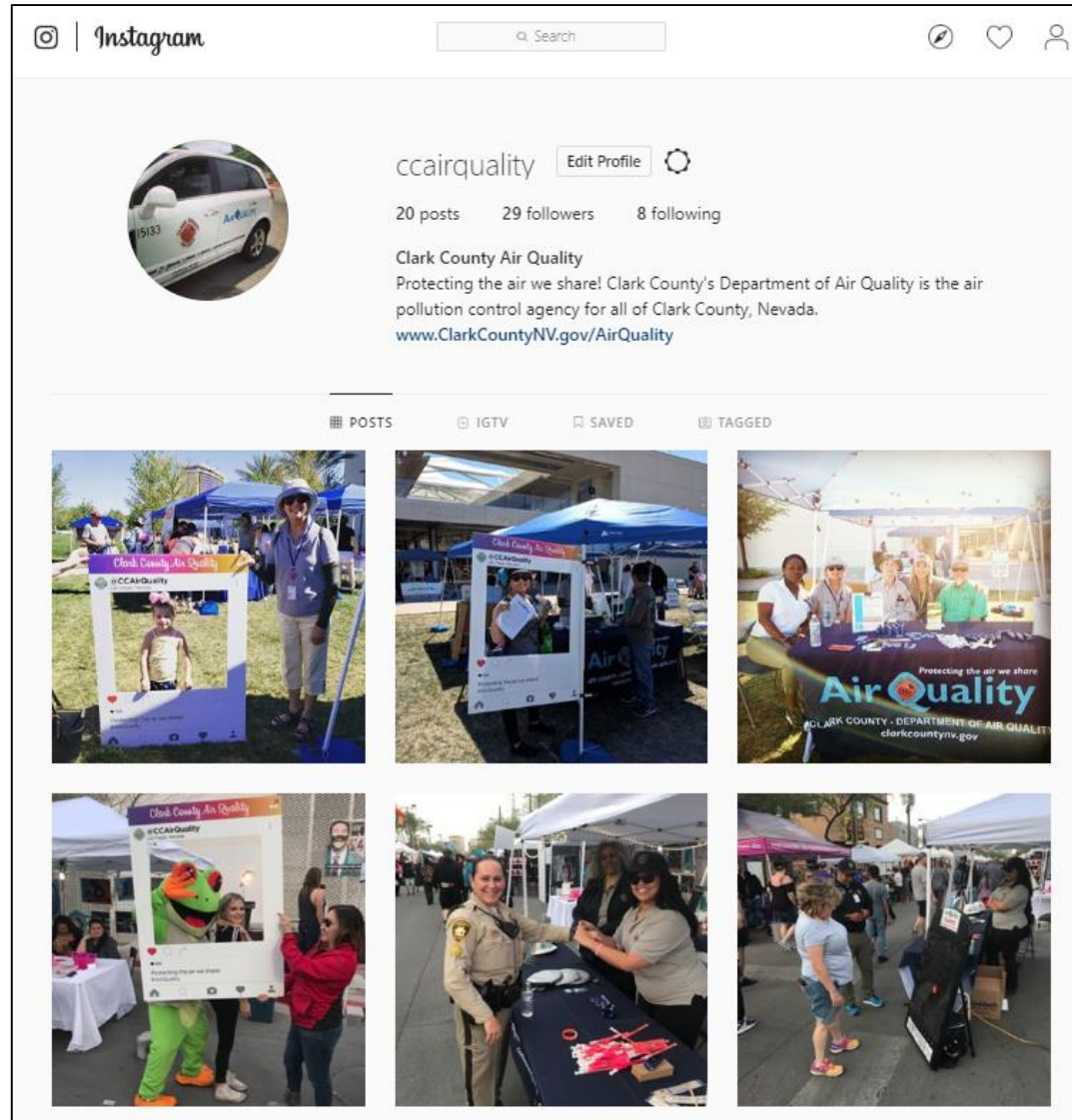


**Jacquelyn Lashawn** @PrincessTI ID · 12m

# How Have We Done?



# Where Do We Go Next?



# Don't Forget...

- ▶ Follow us on Twitter @CCAirQuality
- ▶ Like us on Facebook at Clark County Air Quality
- ▶ Follow us on Instagram @CCAirQuality



# But Most Importantly...

- ▶ Never cheer for the Washington Capitals
- ▶ Ever



hey, [@weare4cleanair](#)...the only person in america excited by pat sajak is ed grimley. buy a vowel d.c. [#nocaps](#) [#goknightsgo](#)



5:23 PM - 2 Jun 2018

1 Retweet 2 Likes



Fitting we do something scary on [#Fridaythe13th](#) & settle our [#StanleyCupFinal](#) bet w/ [@WeAre4CleanAir](#): [@CCAirQuality](#)'s director, Marci Henson—[#VegasBorn](#) & [@GoldenKnights](#) fan—wearing the UGLIEST hat we've ever seen! Congrats to our friends in D.C. & the [@Capitals](#). What a fun ride!



10:09 AM - 13 Jul 2018

2 Retweets 4 Likes

# Thank you!

- ▶ Mike Sword, [Sword@ClarkCountyNV.gov](mailto:Sword@ClarkCountyNV.gov)
- ▶ Kevin MacDonald, [kevmac@ClarkCountyNV.gov](mailto:kevmac@ClarkCountyNV.gov)

Air  Quality