



AirCheck Texas “Drive a Clean Machine” Program: Social Media Goals

- To communicate plans, program updates and messages to customers through Social Media platforms.
- To offer customers a quality, real-time service, engaging with people through Social Media outreach.
- To drive traffic to Dealership websites and the AirCheck Texas website (www.aircheckhouston.com / www.fundstofix.com) where customers can find information and download program applications.

Recommended Hashtags

Hashtags are keyword search terms used to organize content around a theme (*Not Case-Sensitive*). Hashtags will be used for tracking and measurement purposes.

- #AirCheck #AirCheckTexas #FundsToFix #CleanAirHouston #CleanAirTexas

Copy/Paste the AirCheckTexas Facebook & Twitter Posts Below

AirCheck Texas Program

1. **Facebook:** Is your car 10 years old or older? You may qualify for vehicle replacement financial assistance through the #AirCheckTexas program: www.aircheckhouston.com
2. **Twitter:** Looking to replace a 10+ year old vehicle? You may qualify for financial assistance through #AirCheckTexas: www.aircheckhouston.com
3. **Facebook:** Good morning, #Houston! Applying for #AirCheckTexas financial assistance? AirCheck has #FundstoFix or replace your older vehicle, and we want to help you today. www.aircheckhouston.com
4. **Twitter:** #AirCheckTexas is devoted to helping folks repair/replace older cars. Do YOU qualify for \$\$\$ assistance? Visit www.aircheckhouston.com now!

Clean Air Information

1. **Facebook:** #AirCheck advocates improving air quality in the Houston-Galveston area by providing financial assistance to repair/replace older, polluting vehicles. Get up to \$600 towards repairs that will allow vehicles to pass emissions tests and up to \$3,500 to purchase newer, cleaner cars and trucks! www.aircheckhouston.com
2. **Twitter:** #AirCheckTexas is committed to Clean Air! Do you qualify for vehicle repair/replacement financial assistance? www.aircheckhouston.com

Spanish Language Social Media Posts

1. **Facebook:** AirCheck Gulf Coast tiene #FundstoFix o reemplazar su vehículo antiguo! ¿Solicitar asistencia financiera #AirCheckTexas? Observe los requisitos del programa en www.aircheckhouston.com. Ustedes pueden calificar para \$3,500 hoy! Llámenos para obtener más información at 832-681-2527. www.aircheckhouston.com
2. **Twitter:** @AirCheckTexas tiene #FundstoFix o reemplazar su vehículo! Observe las instrucciones y requisitos del programa en www.aircheckhouston.com!

