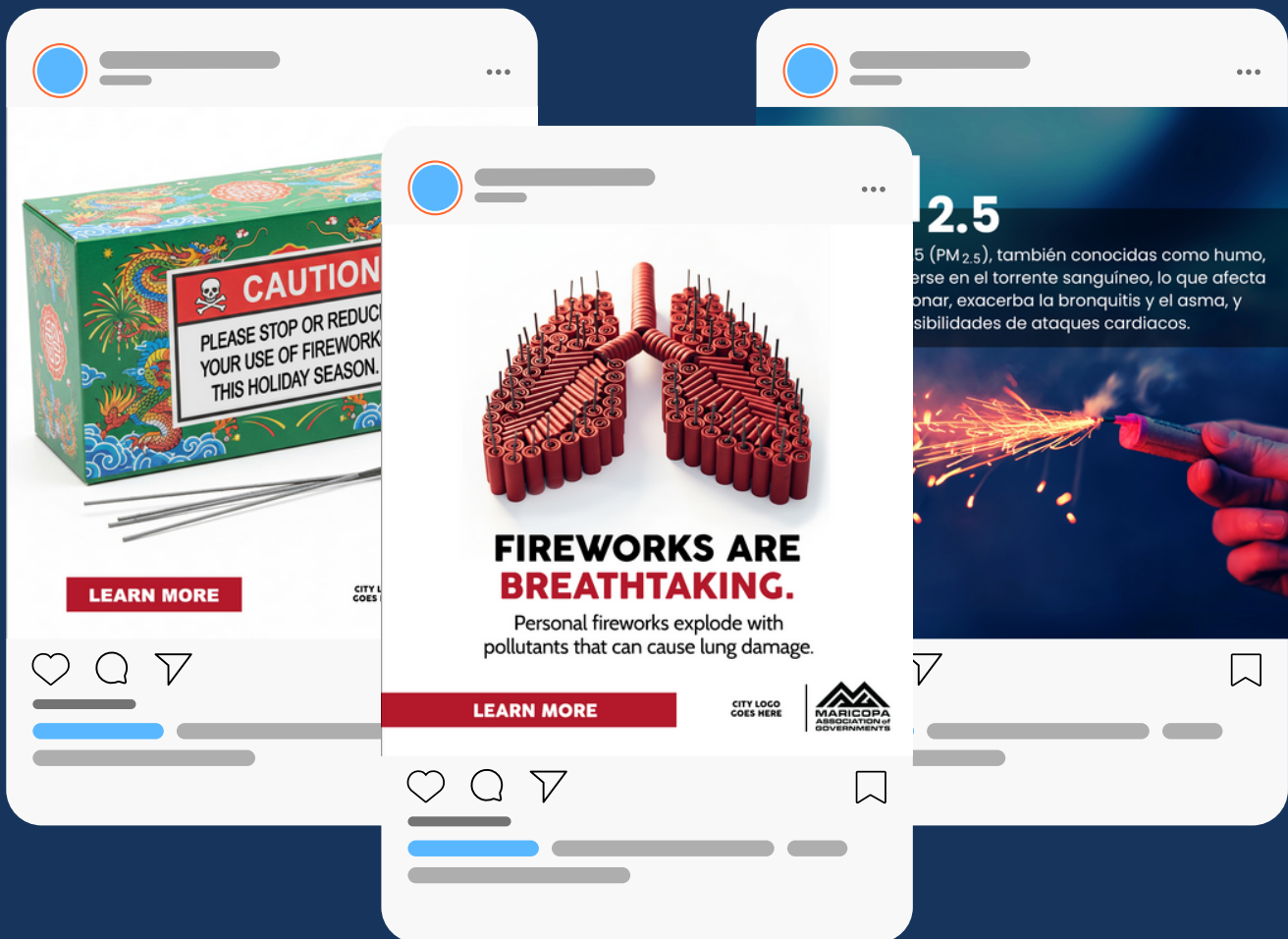


CONSUMER FIREWORKS AIR QUALITY IMPACT Social Media Toolkit





The Maricopa Association of Governments (MAG) was founded in the spirit of cooperation. MAG members believe that by uniting, they can solve common problems, take an active role in long range regional issues, and address concerns that affect communities in the greater Phoenix region.

Spanning 10,600 miles in central Arizona, MAG's regional planning area and member agencies include 27 cities and towns, three Native nations, the Arizona Department of Transportation, all of Maricopa County, and parts of Pinal County. Our primary focus areas include transportation planning, including the implementation of Proposition 479, environmental and air quality planning, and human services planning. MAG member agencies work collaboratively to shape the future of the region and serve approximately 5 million people -- nearly 70 percent of the state's population.

THE PURPOSE OF THE CAMPAIGN



THE ISSUE

On January 1, 2025, the MAG region registered the worst air quality in the country and the third worst air quality in the world according to [Air Now](#). Air pollution rates were nearly 30 times above the annual standard set by the Environmental Protection Agency, and more than 7 times higher than the daily EPA standard of 35 $\mu\text{g}/\text{m}^3$.

Analysis of the air quality has shown the extreme levels of air pollution were caused by consumer fireworks.

Local news media covered the issue extensively, and anyone outside that day saw, and in some cases, felt the pollution.

- [New year, new smog? Health expert explains why Phoenix suffers from bad air quality on the 1st day of 2025](#) (Fox 10)
- [Poor air quality reported around Phoenix area after night of fireworks](#) (AZ Family)
- ['Hazardous' air quality in the Valley to start the new year](#) (ABC 15)

CALL TO ACTION

The mayors and agency leaders who make up the Maricopa Association of Government Regional Council have requested a strategic public awareness campaign to inform the public of the consequences of using consumer fireworks during the winter months, specifically on New Year's Eve.

CONTACT INFORMATION

For more information about the effects of consumer fireworks on air quality, visit azmag.gov/fireworks

for information or support using this toolkit, contact communications@azmag.gov

SOCIAL MEDIA STRATEGY

The purpose of this social media campaign is to educate the public on the effects of consumer fireworks, specifically on air quality so consumers users of fireworks make an informed choice on when and where to use fireworks, if at all.

This toolkit is designed to equip member agencies with a variety of tools to conduct their own campaigns as they see fit.

The role of hashtags in social media algorithms have changed. Used strategically, hashtags act more as keywords for the algorithm to pick up your posts in a search. For more on hashtags, [see this article](#) by Meet Edgar. For this campaign, consider #airquality #pollution #fireworks

Sample social media posts have been created for Facebook, Instagram and LinkedIn.

Member agencies can coordinate messaging with other agencies to comment, like and share social media posts with the goal of amplifying messaging and reaching the maximum number of residents. A coordination calendar has been set up and will be active through December 31, 2025.

COORDINATION CALENDAR

SOCIAL MEDIA COLLATERAL

All images associated with the following sample social media posts are available for download. Agencies are encouraged to brand or co-brand images by editing images in Adobe Illustrator, Adobe Acrobat Pro, Canva or other image editing software.

For support with editing images, contact communications@azmag.gov.

[DOWNLOAD IMAGES](#)

FACEBOOK

Facebook enables including links in posts which allow for a call to action to get more information. Posts can include a CTA to azmag.gov/fireworks or any URL where the Facebook user can learn more. The following sample posts were created by MAG and Maricopa County Air Quality.



THIRD WORST AIR QUALITY IN THE WORLD!

January 1, 2025, the sky wasn't the only thing lighting up —our air was, too. On January 1, the West Phoenix air monitor recorded the worst PM-2.5 pollution in the entire nation and third worst in the world, mostly due to consumer fireworks.

Learn how fireworks impact our air at azmag.gov/fireworks



A Celebration with Consequences

The New Year's celebration left a mark on more than just our memories. Air pollution levels in West Phoenix soared nearly 30 times higher than the EPA's annual health standard. Fireworks may seem harmless fun, but they're a major cause of winter air pollution in the Valley.

Learn how fireworks impact our air at azmag.gov/fireworks



Personal fireworks contribute to air pollution by emitting PM2.5 (smoke) that lingers near the surface, where it can be breathed in by humans and pets.

Please help spread awareness among family, friends, and neighbors about the polluting consequences of personal fireworks and the importance of choosing more sustainable methods of celebration to protect the air we breathe. Learn more at azmag.gov/fireworks

INSTAGRAM

Instagram is a great platform to deepen your relationship with your followers. It is intended to be very visual, but does not enable links in captions. Using the tactic of, “see link in bio” can be effective if a user is highly motivated to learn more, but should be used sparingly. Compelling images are the key to “stopping the scroll.”



DANGEROUS AIR POLLUTION ALERT!

Consumer fireworks release fine particles that get trapped in our air during winter weather inversions, posing health risks for everyone. Last New Year’s Day, our region had the worst air quality in the country, and third worst IN THE WORLD due to consumer fireworks on New Year’s Eve.

Celebrate smarter this year!



Love the sparkle but not the smoke?

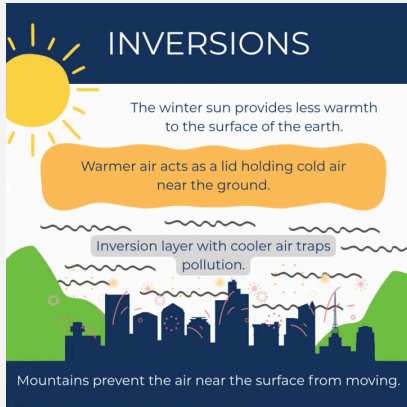
Most fireworks only last a few seconds, but PM2.5 (smoke) can linger in the air for days or even weeks and pose a serious health risk. Protect your loved ones and neighbors by celebrating New Year’s Eve without fireworks.



(Reel)

Consumer fireworks cause air pollution levels to rise in Maricopa County during winter months. Help improve air quality during the holidays by leaving the fireworks to the professionals.

The LinkedIn algorithm loves thoughtful leadership, human stories, community action and data. And the fireworks campaign checks all of these boxes. LinkedIn is also long-form friendly, so this is a great place for blog posts, articles and human interest stories.

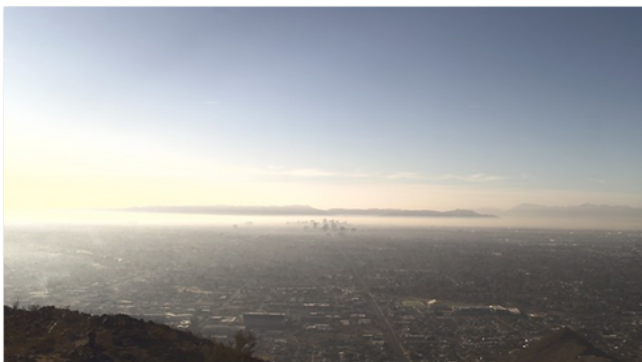


On January 1, 2025, the Maricopa region had the worst air quality in the country and the third worst in the entire world!

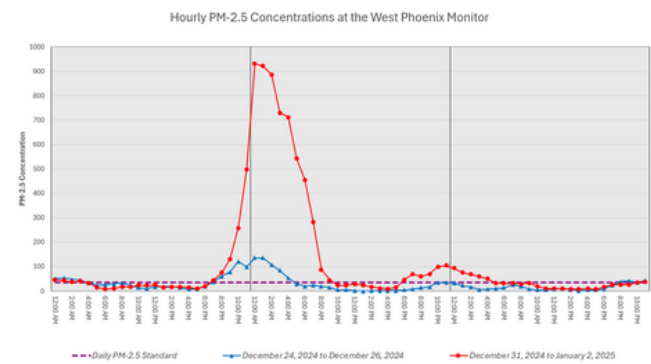
The combination of consumer fireworks and the region's weather inversion was to blame.

Due to the region's climate and geography, the cooler months are prone to temperature inversions, a meteorological phenomenon in which warmer air pushes down on colder air near the ground, acting like a lid and preventing it from rising higher into the atmosphere. This traps pollutants near the ground, resulting in poor air quality. Consumer fireworks that explode below this invisible lid prevent the emissions released from firework explosions from dissipating.

Learn more at azmag.org/fireworks



Credit: Arizona Department of Environmental Quality South Mountain Visibility Camera, 9:30 a.m., January 1, 2025



Also available as an animated GIF

ALL SAMPLE POSTS FROM MARICOPA COUNTY AIR QUALITY

Most fireworks only last a few seconds, but PM2.5 (smoke) can linger in the air for days or even weeks and pose a serious health risk. Protect your loved ones and neighbors by celebrating [insert holiday] year without fireworks.

Fireworks cause air pollution levels to rise in Maricopa County during winter months. Help improve air quality during the holidays by leaving the fireworks to the professionals. To learn more, visit [Web page].

[Organization] invite you to protect our parks and our air by avoiding the use of fireworks this 4th of July. Fireworks increase the risk of wildfire and air quality concerns. For more information, visit [Web page].

This time of year, animal shelters see an increased number of lost pets in their animal shelters due to the sound of fireworks. Help keep our pets safe and reduce air pollution by avoiding the use of personal fireworks. For more information, visit: [Web page].

Personal fireworks contribute to air pollution by emitting PM2.5 (smoke) that lingers near the surface, where it can be breathed in by humans and pets. Your cooperation in spreading awareness among family, friends, and neighbors about the polluting consequences of personal fireworks and the importance of choosing more sustainable methods of celebration to protect the air we breathe. Learn more at [Web page].

Fireworks are fun to watch for a few minutes, but did you know that the particulates they create can remain in the air for days? Let's keep the air clean and opt for alternative activities that are fun for the family and environmentally friendly! [Web page].

PM 2.5 (Smoke) isn't just caused by fires. In fact, HALF of the smoke pollution on #NYE and New Years Day is from ground-level fireworks.

Please care for our air and celebrate the New Year without fireworks. For more information, visit [Web page].


ALL IMAGES



FIREWORKS ARE BREATHTAKING.
Personal fireworks explode with pollutants that can cause lung damage.

[LEARN MORE](#)

CITY LOGO GOES HERE



FIREWORKS ARE BREATHTAKING.
Personal fireworks explode with pollutants that can cause lung damage.

[LEARN MORE](#)

CITY LOGO GOES HERE



FIREWORKS ARE BREATHTAKING.
Personal fireworks explode with pollutants that can cause lung damage.

[LEARN MORE](#)


CITY LOGO GOES HERE



WARNING!
SOUND THE ALARM ABOUT THE OTHER DANGERS OF PERSONAL FIREWORKS

[LEARN MORE](#)


CITY LOGO GOES HERE



WARNING!
SOUND THE ALARM ABOUT THE OTHER DANGERS OF PERSONAL FIREWORKS

[LEARN MORE](#)

CITY LOGO GOES HERE



CAUTION!
PLEASE STOP OR REDUCE YOUR USE OF FIREWORKS THIS HOLIDAY SEASON.

[LEARN MORE](#)

CITY LOGO GOES HERE



PM_{2.5}
Particulate matter 2.5 (PM_{2.5}), also known as smoke, can be absorbed into the blood stream, impacting lung function, exacerbating bronchitis and asthma, and increasing chances for heart attacks.



PROTECT OUR PETS AND OUR AIR
Personal fireworks contribute to air pollution by emitting particulate matter 2.5 (smoke) that lingers near the surface where it can be breathed in by people and pets.



PROTECT OUR PARKS:
SKIP THE FIREWORKS



HELP ME STAY SAFE

PROTECT OUR PARKS AND OUR AIR
Fireworks increase the risk of wildfires and may cause air quality concerns and health effects.



PROTECT OUR PETS:
SKIP THE FIREWORKS



[DOWNLOAD IMAGES](#)