


#mowgreencit

This spring Mecklenburg County Air Quality launched its first social media campaign giving away **electric lawn equipment!** To enter **#MowGreenClt**, Charlotte region participants had to post on [Facebook](#), [Twitter](#), or [Instagram](#) and use the hashtag. There were weekly drawings for pieces of equipment such as a leaf blower, trimmer, and edger. The grand prize was selected based on *creativity* and *content* and the winner received an electric lawn mower. The main purpose of **#MowGreenClt** was to educate the community about pollution from lawn equipment and to encourage the use of electric lawn equipment.

Weekly prize winners make the case for #MowGreenClt!


Changed Choices posted: “Wonderful volunteers (like the ones pictured here from Ebenezer Baptist Church) help with yard work at our transitional home on a regular basis. Lately our mower has been unreliable, and we'd love to **#mowgreenCLT** with a new electric one!”



Congrats on your new trimmer!


Ken posted: “**#mowgreencit**
 Why I need an electric mower? A Poem:
 Why should I win a pollution free cutter?
 It will cut my grass like a hot knife through butter.
 The noise I hear now will cease to annoy,
 Every neighbor man, women, girl and boy.
 The polluted air that I once spewed,
 Will now be air that’s renewed.
 The neighbor’s jealousy,
 Over me mowing zealously.
 As the flowers I can now smellingly.”

Below is Ken with his new electric leaf blower!



Jessica posted:
 “**#mowgreencit** Just moved from Texas to Mecklenburg and was not able to pack our mower with us. This would be a great help!”

Jessica with her new leaf blower!



Grand Prize Winner shows insight to a GREEN Future!



Allison posted:

“My daddy has a yard full of grass to be cut.
He told me he would teach me to mow it just as soon as I grow up.

Wouldn't it be great if the mower we used was "green,"
So I could grow up in an environment that was nice and clean!

#mowgreencit
#ecoelectricmower
#littlemowerintraining”

Using social media to get the word out about green lawn care!

#MowGreenClt was promoted through LUESA and Mecklenburg County social media accounts. LUESA posted and tweeted multiple times per week, then Meck Co. would repost and retweet the LUESA content. Below is an example of a #MowGreenClt promotional post. Most campaign posts had a fun fact about lawn equipment in relation to air quality, and linked to the #MowGreenClt webpage where more information could be found. In conjunction with these posts and tweets, MCAQ employees “planted” tweets and posts to give an example when someone searched the mow green hashtag. In addition to social media, MCAQ handed out cards with #MowGreenClt and the website at Earth Day events.

#MowGreenClt outreach via social media generated significant citizen engagement, as outlined below:

- 10,000 views and 16 interactions (likes, shares, etc.) from Facebook post promotion
- 369 website clicks through Facebook and Twitter
- 19 #MowGreenClt contest entries
- 6th most visited Air Quality web page during the contest.

#MowGreenClt was a low cost campaign that reached over 10,000 people. Future social media campaigns may be able to reach a larger audience by partnering to promote the contest with local sustainability or special interested groups who have a strong social media presence. For green lawn care specifically, this might include homeowners associations and environmental groups.

