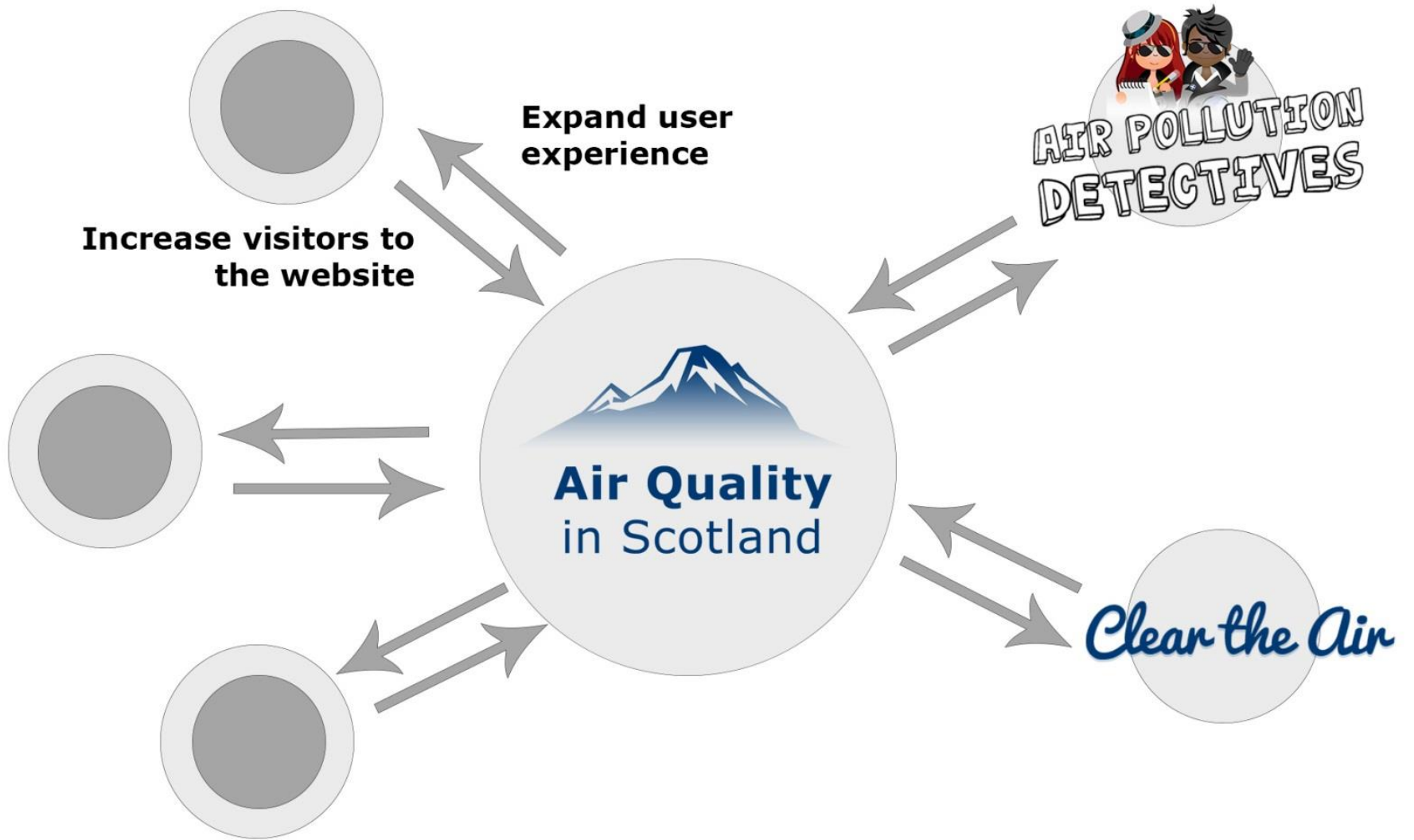


## **Media Developments**

**Social media and user engagement**

**Alistair Dorman-Smith**





YouTube Channel



Twitter Account



App for  
iPhone & Android



YouTube Channel



Twitter Account



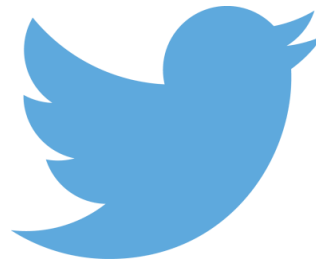
App for  
iPhone & Android

- Already hosting LSO videos on YouTube
- Expand the YouTube channel – visible in public search
- Range of videos produced by the project team
- Expand the reach of the brand, expand the reach of social media
- New users
- Hosting videos for watching on YouTube or embed into the website





YouTube Channel



Twitter Account



App for  
iPhone & Android



## Air Quality Scotland

@scotairquality

Official feed for Air Quality in Scotland from the Scottish Gov. Latest info on air pollution & health advice. Email [info@scottishairquality.co.uk](mailto:info@scottishairquality.co.uk) or visit <http://www.scottishairquality.co.uk>

TWEETS  
10

FOLLOWING  
3

FOLLOWERS  
3

Edit profile

### Tweets



**Air Quality Scotland** @scotairquality · 2h

Forecast Sun: Low air pollution predicted across Scotland [bit.ly/1ev98VO](http://bit.ly/1ev98VO)

#scotair

Expand

Reply Delete Favorite



**Air Quality Scotland** @scotairquality · 4h

Latest Sat 10am: Low air pollution measured across Scotland. [bit.ly/NnLgcb](http://bit.ly/NnLgcb)

#scotair

Expand

Reply Delete Favorite



**Air Quality Scotland** @scotairquality · 21h

Latest Fri 5pm: Moderate pollution measured in Fife, other areas Low.



@scotairquality

RICARDO-AEA

Forecast Sun: Low air pollution  
predicted across Scotland  
<http://bit.ly/1ev98VO> #scotair



Latest Fri 5pm: Moderate pollution  
measured in Fife, other areas Low.  
<http://bit.ly/NnLgcb> #scotair



Health Advice: Find out the  
health advice associated with  
the UK air pollution bands at  
<http://bit.ly/wrzDYM> #scotair







@scotairquality

- Mostly automated, some manual
- Updates of latest measured levels
- Forecast for tomorrow
- Health advice tweets
- Reports / News when required
- Channel into the website
- Spreads awareness



YouTube Channel



Twitter Account



App for  
iPhone & Android



## Air Quality in Scotland App

RICARDO-AEA

- Brand new
- Available for iPhone and Android
- Designed to give you access to the most important information from the website - quickly
- Latest summary at each site, plus 7 day summary chart
- Forecasts
- Health advice
- Advice for when pollution is high
- Links back to the main website
- Push alerts for forecasts – through Know & Respond

# 15:12

Thursday 13 February



**AQ Scotland** now

The air pollution forecast for  
Edinburgh, Glasgow is High

[slide to view](#)



**AQ Scotland** now

The air pollution forecast for  
Borders, North East Scotland,  
Central is Moderate

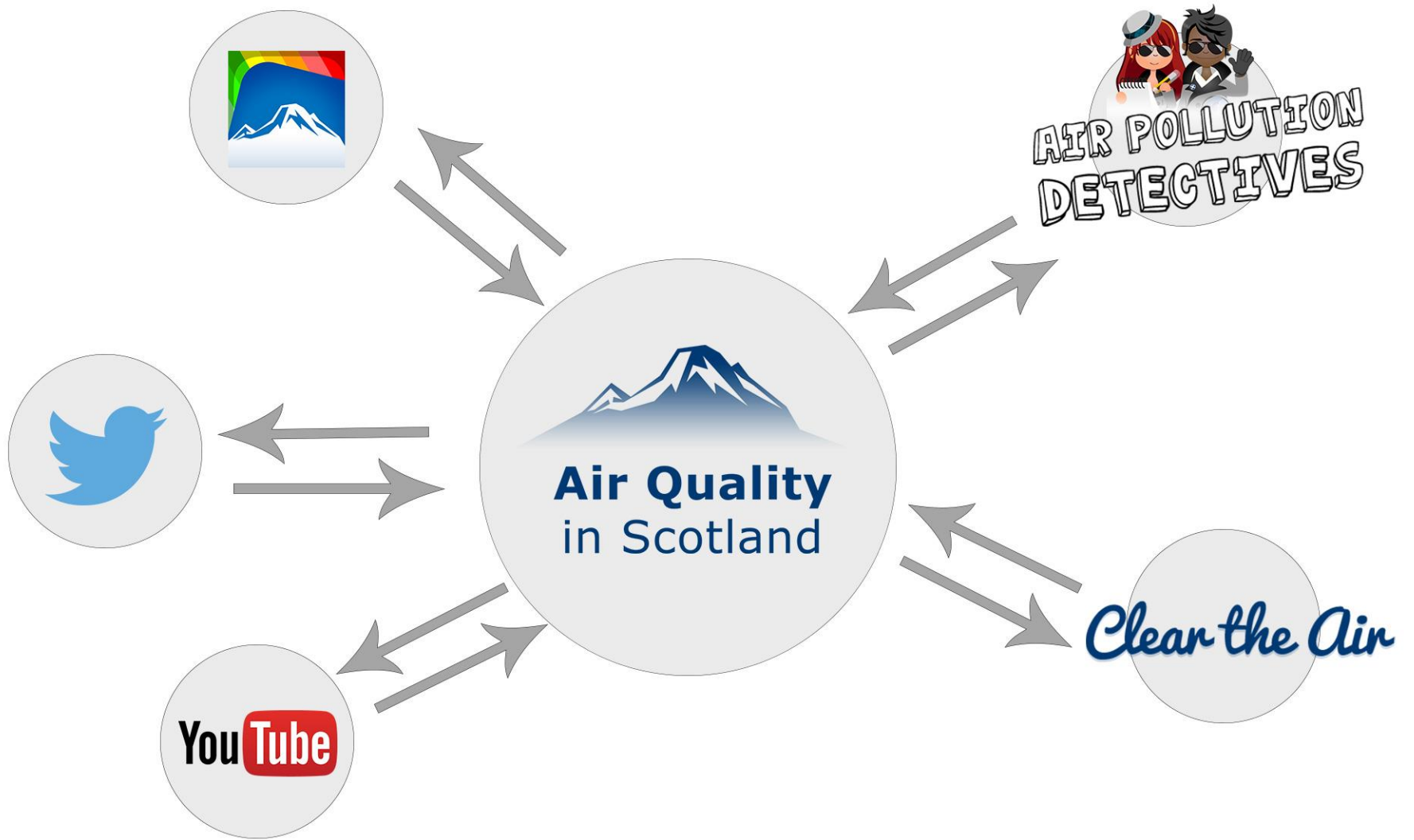


**AQ Scotland** 1m ago

The air pollution forecast for  
Borders is Very High

> slide to unlock





## Links

- [youtube.com/user/AirQualityScotland](https://youtube.com/user/AirQualityScotland)
  - [twitter.com/scotairquality](https://twitter.com/scotairquality)
  - [scottishairquality.co.uk/stay-informed/apps](https://scottishairquality.co.uk/stay-informed/apps)
- 
- All links on the website
  - [www.scottishairquality.co.uk](https://www.scottishairquality.co.uk)

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