



Case Study: Extending Social Media's Powerful Reach

Moms Clean Air Force has a mission: to stand strong against air pollution. The group seeks to unite US parents in defense of the Clean Air Act, and aims to strengthen current environmental regulations. The organization works tirelessly to keep its members educated and informed, utilizing social media, blogs and e-books. Moms Clean Air Force broadcasts approximately 150 tweets per month but only in English. The group knew that their message was also vital to the Spanish speaking population.

Shaun Dakin, Social Media Director explains, "Moms Clean Air Force is a powerful resource for all parents concerned about the air their children breathe. We knew there were a lot of Spanish-speaking parents out there that were equally concerned about air quality, but weren't able to reach them. We approached UNO Translations and Communications for help."

Moms Clean Air Force keeps its members current with important health facts, regulatory updates, and ways to get involved, broadcast via Twitter. UNO translates these tweets into Spanish and transmits them in a separate feed to Spanish-speaking followers.

Translating messages within Twitter's 140 character limit, is always a challenge, but UNO takes the time to ensure that the message is reflected clearly in each and every tweet. Brigitta S. Toruño, CEO of UNO states, "Good translation is never just a word-for-word exchange. With a message as strong as Moms Clean Air Force's, you must ensure that the message comes through as intended yet is culturally meaningful to the audience."

Extending their message to Spanish-speakers has been a priority for Moms Clean Air Force. Mr.



Dakin states, "UNO has done a wonderful job communicating our message to the Spanish-speaking population. The speed in which they translate and send each of our messages to our Spanish-speaking followers is vital in social media."

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