WMBD SOCIAL MEDIA PACKET

INFO@ENVIRONMENTAMERICAS.ORG

TAGS
@EFTA_BirdDay
@WMBD
@BonnConvention

HASHTAGS
#BirdDay
#EFTA_BirdDay
#WMBD #WMBD2018

FACEBOOK POSTS

1. This day highlights the need to conserve migratory birds and protect their habitats. (After 25 years, the name of this event has shifted from International World Migratory Bird Day to World Migratory Bird Day!) Celebrate WMBD in your area! #WMBD #YearoftheBird
http://www.worldmigratorybirdday.org/events-map

2. WORLD MIGRATORY BIRD DAY!
"2018 is an important transition year in the history of World Migratory Bird Day - unifying the planet’s major migratory bird corridors, or flyways: the African-Eurasian flyway, the East Asian-Australasian flyway, and the Americas flyways. WMBD aims to reach out to a broader audience and amplify its message for bird conservation." #BirdDay #EFTA_BirdDay
https://www.migratorybirdday.org/

3. Celebrate World Migratory Bird Day!
Migratory Bird Day is a perfect time for teachers and youth leaders to teach the next generation about bird migration. Start with the twelve bird species featured on the World Migratory Bird Day poster. Download poster and other activities: http://ow.ly/Oele30jZGUe

4. World Migratory Bird Day celebrates Year of the Bird and actions you can take to help birds, 365 days of the year. Wondering what you can do to help? Visit the WMBD conservation calculator daily for a new action you can do at home to contribute to bird conservation. #EFTA #BirdDay #WMBD
https://www.migratorybirdday.org/calendar/

TWITTER POSTS

1. It’s World Migratory Bird Day! Come learn all about migratory birds and conservation at our event on (insert date and time here) at (insert location). #BirdDay #Efta_BirdDay #WMBD

2. Get ready to celebrate WMBD! View downloadable content you can use at home and for your events! http://ow.ly/Oele30jZGUE #WMBD2018 #BirdDay #Efta_BirdDay @WMBD

3. World Migratory Bird Day is around the corner! Get out and support bird conservation near you. #BirdDay #YearoftheBird @EFTA_BirdDay @WMBD

4. Migratory Bird Day is fast approaching. The best way to conserve birds is by connection people. Come to our Bird Day event! (Insert link to event here) #BirdDay #YearoftheBird #WMBD
The North American Breeding Bird Survey estimated a 26% decline in Dickcissel populations from 1996 to 2014. It is a Partner’s in Flight priority grassland species.

Take Action
Support the USDA’s Conservation Reserve Program (www.fsa.usda.gov), which protects the grasslands where this species nests.

Dickcissel
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day
of the Year Bird

The American Redstart is common and represents the need to follow Partner in Flight’s call to “Keep Common Birds Common.” The goal is to work to maintain its populations so that it never appears on any species lists of concern.

Take Action
Join Partners in Flight in its work to “Keep Common Birds Common.” Learn more at partnersinflight.org

American Redstart
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Populations have declined by over 60% since the 1960s because of loss of forests in Central America and Venezuela.

Take Action
Support protected areas where this bird overwinters.

Golden-winged Warbler
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Rufous Hummingbird

This tiny dynamo feeds mostly on nectar. Populations are declining by 2% each year.

Take Action
Plant native flowers that bloom throughout the season.

Rufous Hummingbird
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Black Tern

Numbers of this tern have declined across the continent and it is recognized in some states as Endangered or a species of high concern. One cause is likely loss of wetlands, where this bird nests.

Take Action
Support the protection of wetlands by contributing to conservation organizations and promoting wetland protection in your community.

Black Tern
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Little Blue Heron

Little Blue Herons spend less time foraging when humans are around. This heron will flush from distances as far away as 45 to 108 meters (147 feet to 354 feet).

Take Action
Visit the Sagebrush Habitat Conservation Fund site to help with efforts to protect saguaro habitat.

Little Blue Heron
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Northern Goshawk

Loss of old-growth forests they prefer and human disturbance affecting nesting success of this raptor.

Take Action
Keep your distance! Some studies show that goshawks need a 0.25 mile buffer around their nests. Restricting human activity helps this species nest and raise young successfully.

Northern Goshawk
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day

Northern Pintail

Since the 1970’s, Northern Pintail numbers have dropped by at least half on Canada’s prairies. A likely cause is that the croplands where some pintails nest were once fallow in summer, but are now used each year, reducing habitat for nesting ducks.

Take Action
Help Ducks Unlimited Canada (ducks.ca) work with farmers to manage their lands for both ducks and crops.

Northern Pintail
www.migratorybirdday.org #BIRDDAY

World Migratory Bird Day
More Media Resources:

**Posters:**
- WMBD 2018 English
- WMBD 2018 Spanish
- WMBD 2018 French

**Facebook Banner:**
- 2018 Banner English
- 2018 Banner Spanish

**Coloring Pages:**
- 2018 Coloring Page English
- 2018 Coloring Book English
- 2018 Coloring Page Spanish
- 2018 Coloring Book Spanish

**Educational Materials:**
- 2018 Bird Factsheets English
- 2018 Bird Factsheets Spanish

**Facebook Frames:**
- Facebook Frame 1 English
- Facebook Frame 2 English
- Facebook Frame 1 Spanish
- Facebook Frame 2 Spanish

**Logos:**
- WMBD 2018 Logo English
- WMBD 2018 Logo Spanish

**Social Media Resources:**
- 2018 Photos for Media
- 2018 WMBD Bird Graphics
- 2018 Bird Infographics
- 2018 WMBD Logos and Banners

**Press Releases:**
- 2018 Press Release English
- 2018 Press Release Spanish

**Species Infographics:**
- Species Infographics English
- Species Infographics Spanish