

Migratory Bird Treaty Centennial Social Media Plan

Band Together for Birds

August 15-20

#birdyear

#birdyearpics

#thenext100years

#birdfacts

#birdyearpics

Social Media's Goals

- **Explain the importance of the Migratory Bird Treaty and relevance to today.**
- **Highlight resources for people to use**
- **Engage people to take key actions to help birds and share on social media**
- **Have partners leverage Centennial messages in their own way**
- **Amplify and extend the reach of the event using multimedia, images, graphics**

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Before the Centennial

We'll take an active approach at communicating issues. We'll use the information in the communications strategy to influence images and creative. We'll communicate with nonprofit partners and the larger community. We want to encourage talking about the Treaty and we'll continue collecting content that will be relevant to tweet during the event.

We will leverage participation in the North American Ornithological Conference from August 15-20 to spread the Centennial message using #NAOC2016

Major Actions

Campaign encouraging people to “band together for birds” by doing the following:

- Share pictures of you birding with a friend, or making your home or yard bird friendly. You can upload photos through Facebook here:
https://www.facebook.com/usfws/migratorybirds/app/451684954848385/?ref=page_internal
Or by posting a photo on Twitter or Facebook and tagging the post with #birdyearpics.
- Share a picture of your favorite bird or a #birdfact
- Take our online pledge. Those who complete the pledge will get a link to a special Bird Band Twibbon for their social media profiles. (Tentative- details to be worked out)
- Share something you can do to help birds (a list of some key actions to be provided).
- Use of #birdyear in all related posts

Other social media efforts include:

- Highlighting the significance of the Treaty with a series of posts
- Daily posts about bird friendly practices, and bird facts connected back to material on our website
- A blog post by Director or AD on the Centennial date
- Live tweets from NAOC using #NAOC2016
- Encouraging partners to share what they will be doing for birds and bird habitat in the #next100years, or their role in the last century of bird conservation.

Other possibilities:

- A Snapchat story with several regions or field stations
- Pinterest pins about bird friendly practices or other birdy topics of interest:
<https://www.pinterest.com/usfws/birds/>
- Photo sharing on Instagram

Social Media on Communication Materials:

Online toolkit at www.fws.gov/birds/MBTreaty100/

- Posters, infographics, postcards, educational activities, timeline, video, narrative, webinars, and presentations available for free download.
- Birdyear Flickr group www.flickr.com/groups/birdyear/
- Centennial Listserv: migratorybirdtreatycentennial@lists.fws.gov
- USFWS pictures on Flickr
- Blog post from Dan Ashe for Huffington Post and/or Open Spaces

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Content and Key Messages:

The treaty and wildlife conservation were the result of people coming together to help birds at home and abroad. This year offers another opportunity to “band together for birds.”

Migratory birds connect people to nature and provide significant benefits – ecological, economic, aesthetic and recreational – to humans and the natural environment. This year, we celebrate the centennial of the signing of the most important document to aid in their protection.

National and international cooperation under the four migratory bird treaties is essential for conserving and protecting the world’s migratory birds. Flying over long distances involves crossing many international borders and entering different political areas with varying environmental policies and conservation measures. International cooperation among governments, NGOs and other stakeholders is required along the entire flyway and throughout the entire lifecycle of a species to share knowledge and to coordinate conservation efforts.

Anyone help protect and conserve birds and their habitats with one or two simple actions.

By pledging to take action, you are playing a role in bird conservation and in keeping common birds common – in your backyard, at a park or at a national wildlife refuge.

Many organizations, agencies and individuals are involved in bird conservation – we can’t do it alone

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Key Partners:

North American Bird Conservation Initiative (NABCI) partners
Federal partners, especially DOI and Council for the Conservation of Migratory Birds partner agencies
Regions, programs and field stations
State Department

We will reach out to key partners through phone, email and webinar

We will share partner posts as appropriate

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Content Ideas

Bird friendly practices

- 1) Participate in a citizen science project such as Christmas Bird Count, eBird, Great Backyard Bird Count <https://www.fws.gov/birds/get-involved/citizen-science.php>
- 2) Keep cats indoors
- 3) Buy bird friendly products like shade grown coffee or chocolate.

- 4) Support conservation by buying a Duck Stamp or Junior Duck Stamp.
<https://www.fws.gov/birds/get-involved/duck-stamp.php>
- 5) Help reduce bird collisions with windows by decorating your windows with decals or using screens, leaving blinds or curtains partially open during the day and moving house plants away from windows.
<https://www.fws.gov/birds/bird-enthusiasts/threats-to-birds/collisions/buildings-and-glass.php>
http://abcbirds.org/wp-content/uploads/2015/05/collisions_flyer.pdf
<http://www.birdsafeglassfoundation.org/contact-us/resources/>
- 6) If you feed birds keep the feeders less than 3 feet OR greater than 30 feet from any window or reflective surface to reduce collision risk <https://www.fws.gov/birds/bird-enthusiasts/backyard/songbird-conservation.php>
- 7) Share the love--take a friend or family member bird watching! Or, find a local bird group in your area.
<https://www.fws.gov/birds/bird-enthusiasts/bird-watching.php>
<https://www.fws.gov/birds/bird-enthusiasts/bird-watching/finding-birds.php>
- 8) Add bird-friendly landscaping to your yard. <https://www.fws.gov/birds/bird-enthusiasts/backyard/songbird-conservation.php>

Bird Facts

Birds such as turkey vultures can throw up on attackers if threatened.

Many birds can see in the UV spectrum, so as colorful as they are, there are more colors we can't see!

Hummingbirds can beat their wings up to 50 times a second.

Peregrine falcons can dive at up to 200 mph.

A single barn swallow can eat 60 insects in an hour, up to 850 per day.

Wintering yellow warblers control harmful insects that attack coffee plantations, increasing yield up to \$310 per acre.

A Baltimore oriole can eat 17 hairy caterpillars in a minute.

A house wren can feed 500 spiders and caterpillars to its chicks in a day.

The poorwill is the only bird that fully hibernates.

Canyon wrens build stone paths or "patios" in front of their nests.

Some seabirds such as jaegers or frigatebirds harass other birds until they regurgitate their food.

Anhingas eat fish but their feathers aren't waterproof, so they have to stop occasionally and spread their wings to dry them.

Bar-headed geese have been tracked up to about 24,000 feet in migration.

There are several bird species that have learned to use tools, such as Darwin's finches.

The Clark's nutcracker can bury 30,000 seeds and remember where 90% of them are. In the process it also helps disperse the seeds, since some of the remainder will grow up to be new trees. <http://www.unh.edu/unhtoday/2012/01/birds-feather-memory-and-clarks-nutcracker>

The Blackpoll warbler weighs as much as a AA battery but flies 1,500 miles nonstop across the Atlantic Ocean in two to three days during migration.

The California condor has a wingspan of 9 feet.

The wandering albatross has a nearly 12 foot wingspan.

Birds don't sweat, so some of them pant to cool off. (Birdnote)

Some bald eagle nests can weigh over two tons.

The Arctic tern migrates 22,000 miles round-trip each year from Arctic to the Antarctic and back.

The tundra swan has around 25,000 feathers. (San Diego Zoo)

In the 1980s, the California condor population was down to 22 birds. (Cornell Lab)
Now there are over 200 in the wild. (FWS).

Hummingbird eggs are the size of a jellybean.

A hummingbird's heart rate can get as high as 1,200 beats a minute. An average human adult's heart rate is under 100.

Woodcocks are also known as timberdoodles.