

## PROMOTING YOUR EVENT

The birding community is BIG and growing each year — promoting your event and WMBD well will only work to increase your audience and engage them in exciting and meaningful ways. Here are some considerations and tips.

### THE MESSAGE

Cultivate people's love for migratory birds meaningfully by connecting the importance in protecting them and the community's well-being.

### KEYS TO SUCCESS

What does success look like; list-building, increase engagement or converting your audience (petitions, letters-to-target, etc.)?

### KNOW YOUR AUDIENCE

Know who to reach out to in your community and create a profile in order to craft meaningful messaging

### KNOW YOUR PARTNERS

How do you work together to achieve the measures of success? What resources can you share and promote?

### USEFUL TOOLS

- Blog posts, press releases, splash pages — hosted on your page
- Theme posts, paid advertising — hosted on social media
- Internal promotion — share your content and plans with your organization, encourage them to share
- Traditional media — prepare and share media releases to print, radio and television outlets
- New Media — share sample posts, images and goals with blogs, podcasts and social media influencers.



## SOCIAL MEDIA TIPS

The pandemic laid bare the benefits of social media channels as a free and effective way to reach your core audience as well as a wider breadth of Canadians.

### LEADING UP TO YOUR EVENT

Depending on your activity, give yourself and your audience enough time to engage and follow along. A week is usually the minimum length of time.

### PEAK PERIODS

Research your social media peak-periods — time windows where your audience is more likely to engage, broadcast primetime standards are usually a safe bet (ex. 9-10am, 12-2pm, 6-7pm).

### ON THE DAY OF YOUR EVENT

Make sure you're posting more frequently on the day of your event, leading up to it. This will serve as both reminder and promotional material for your audience. Ensure all your links are correct and live.

### PICTURES

Posts that include images and videos are ten times more likely to get engagement.

### HASHTAGS

This year #WorldMigratoryBirdDay will be used across our network. While Twitter gives you the ability to use as many hashtags as you'd like; best practices would recommend you limit it to two. For wider reach, use trending hashtags (ex. #Nature, #Birds, #City).

## SOCIAL MEDIA POST TEMPLATES

Use Tag Sponsor on Facebook and add Nature Canada as a partner so we can promote your posts!

### LEADING UP TO YOUR EVENT:

- As birds return to Canada, take a moment to sign a petition urging the federal gov't to protect birds and reduce the impact of light pollution [insert link to birdday.ca petition page] #BirdDay
- One more week until we'll be flocking to [Website] to share photos and stories to celebrate the return of migratory birds in Canada! If you haven't yet made plans, click here to RSVP for our online event. [link to google form]

### ON THE DAY OF YOUR EVENT:

- Today is the day! We will be live on [video platform] From X:XX to X:XX. For those who RSVP'd: Check your email for any important updates #BirdDay
- A great group of bird lovers are gathering online on [video platform] to celebrate #WorldMigratoryBirdDay with us! [screenshot of video conference call]

### AFTER YOUR EVENT:

- Thank you to everyone that participated in our first online photo sharing event! We had a great time meeting you, seeing your photos and hearing your stories! Happy World Migratory Bird Day everyone! Let's all Dim The Lights for Birds at Night!
- What a great #WorldMigratoryBirdDay it was! We were joined by an inspiring group of bird-lovers who all agree--Canada needs to defend migratory birds and their habitats! Add your name if you do, too [link to birdday.ca defend page]

## TIPS FOR SENDING A MEDIA RELEASE

**Few people actually download and open attachments.** For maximum readership, copy and paste the media release into the body of your email;

**Customize your email to journalists.** Many newspapers have a “contact us” page where you can find the newsroom email address. Don’t be afraid to address the journalist by name, or send a quick custom message alongside this media release;

**Give journalists a few days to pick up your event.** We suggest sending this media release 2-3 business days before your event.

**Be ready when journalists call.** Know who will be the Bird Day spokesperson from your event, and think about what other stories journalists may want to hear (i.e. is there a renowned birder in your network who could share some information? Someone with a great bird story? Journalists love it when you can suggest other sources with good stories!) During this time of physical distancing, your virtual bird day event will be the good news story that reporters are looking to cover!

**Think about photos.** Any photos or videos you can share could be useful for journalists. There’s no need to send these alongside a media release, but it’s something to keep in mind.

## MEDIA RELEASE TEMPLATE

Insert the details of your organization and event into the blue highlighted words

CITY, Prov/Terr, (Date of Media Release Send-out) - Nature groups across the country are bringing their communities together [virtually or in-person] to celebrate World Migratory Bird Day.

Many are hosting online photo sharing sessions that will help nature lovers to discover, defend, and restore migratory bird populations and the natural places they call home. Hundreds of bird species are on the move this spring, many returning to Canada from as far away as South America.

In [name of your community], residents can celebrate World Migratory Bird Day online at [website] from [time of event]. Hosted by [name of your group], events will include [insert some details about your plans].

[Optional quote from your organization or a local birder about how people can celebrate the day while still complying with physical distancing guidelines, or from the comfort of their home]

The report from BirdLife International, State of the World’s Birds 2018, concludes that birds are in trouble. Forty percent of the world’s 11,000 bird species are in decline, and one in eight bird species is threatened with global extinction. In 2019 we learned that North America had lost three billion birds over 50 years - about one quarter of the total number.

Conservation investments in Canada have helped recover waterfowl and birds of prey populations, but actions are needed now to protect declining populations of seabirds, shorebirds, and grassland birds as well as the species that migrate through or live in our urban areas. Major threats to birds include habitat loss, climate change, chemical use, predation by domestic pets, and window collisions. Conservation efforts focused on valuable ecosystems such as Canadian grasslands, oceans, and forests can make a difference. See our Bird Friendly City program to learn how to make your community a [Bird Friendly City](#).

Groups across the country have listed their online events on our virtual map and are encouraging supporters to sign a petition calling for federal action to protect birds and bird habitat, as part of an initiative led by Nature Canada. You can also follow the discussion online using #WMBD2023.

For more information about [insert name of your event] visit [website/social media page].

For more information contact: [Name, Phone number, Email]