



World Migratory Bird Day



WORLD MIGRATORY BIRD DAY 2018



UNIFYING OUR VOICES FOR BIRD CONSERVATION



www.worldmigratorybirdday.org

| 2018 |
YEAR
OF THE
BIRD

World Migratory Bird Day is an Annual Global Celebration

World Migratory Bird Day (WMBD) is an annual awareness-raising campaign highlighting the need for the conservation of migratory birds and their habitats. It has a global outreach and is an effective tool to help raise global awareness of the threats faced by migratory birds, their ecological importance, and the need for international cooperation to conserve them.

[Information about WMBD's background and 2018 theme](#)

Social Media Pack: World Migratory Bird Day 2018

This pack is a guide for sharing World Migratory Bird Day content on social media platforms. Please find below suggested posts for Facebook, Twitter and other platforms. The posts are meant as a guide and can be altered to meet the communication and messaging strategies of your own organization. Please also encourage your **Goodwill Ambassadors** to post and tweet personalized messages in support for World Migratory Bird Day 2018.



CAMPAIGN WEBSITE: <http://www.worldmigratorybirdday.org>



TWITTER: @WMBD, #WorldMigratoryBirdDay, #WMBD2018



FACEBOOK OFFICIAL PAGE: [fb.com/worldmigratorybirdday](https://www.facebook.com/worldmigratorybirdday)



YOUTUBE CHANNEL: [youtube.com/WMBDcampaign](https://www.youtube.com/WMBDcampaign)



INSTAGRAM: [instagram.com/worldmigratorybirdday](https://www.instagram.com/worldmigratorybirdday)



World Migratory Bird Day



UNEP AEW A

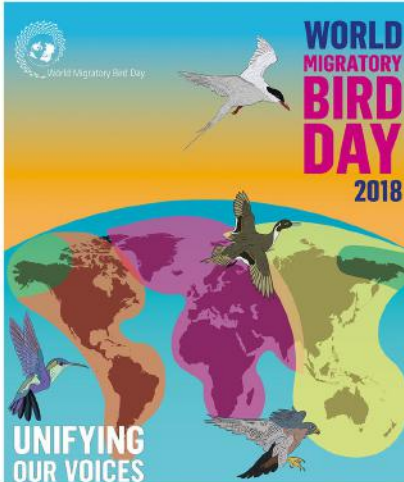
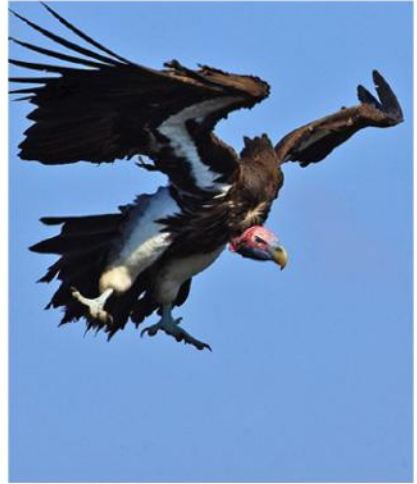


CMS




Environment
for the Americas

Various images are available:




Find them here: <https://goo.gl/PyMzv4>


Ideas for Twitter:




[#WorldMigratoryBirdDay](#) 2018 - Join the global celebration! Let's Unify our Voices for [#BirdConservation!](#) [#WMBD2018](#)
www.worldmigratorybirdday.org




[#WorldMigratoryBirdDay](#) - Let's celebrate the amazing journeys of our feathered friends by uniting our efforts for their protection!
[#WMBD2018](#) www.worldmigratorybirdday.org




[#WorldMigratoryBirdDay](#) celebrates international [#flyway](#) cooperation for [#bird](#) conservation this year! Find out more!
www.worldmigratorybirdday.org [#WMBD2018](#)




Happy [#WorldMigratoryBirdDay](#)! Let's take a moment to appreciate these amazing creatures and the colour they bring into our lives! [#WMBD2018](#)
www.worldmigratorybirdday.org




Happy WorldMigratoryBirdDay! Take a look at how [#birdlovers](#) celebrate around the world! <https://www.worldmigratorybirdday.org/events-map> [#WMBD2018](#)



Today is [#WorldMigratoryBirdDay](#)! A day on which we work together to connect countries and continents, for birds - and for people!
www.worldmigratorybirdday.org




[#DYK](#) that even familiar birds, like [#turtledove](#), are facing extinction? Help their protection by showing support on [#WorldMigratoryBirdDay](#)!
www.worldmigratorybirdday.org




[#DYK](#) that arctic tern travels from the Arctic to the Antarctic and back again every year? On [#WorldMigratoryBirdDay](#) we celebrate these inspiring journeys! [#WMBD2018](#) www.worldmigratorybirdday.org


Ideas for Facebook:




Today we are celebrating the breathtaking journeys of #migratorybirds. Their already challenging journeys are further hindered by man-made threats such as #intensiveagriculture, #coastaldevelopment and #climatechange. Raise your voice on #WorldMigratoryBirdDay if you want to keep enjoying their presence!



Nearly 40% of all #migratorybirds are facing global extinction! International action must be taken to stop this alarming trend! We're all involved: Show your support and raise awareness on #WorldMigratoryBirdDay! www.worldmigratorybirdday.org



Today is #WorldMigratoryBirdDay. When a feathered traveler embarks on its perilous journey, what it needs is safe stopovers to rest and refuel. What it runs into is, however: destroyed and disappearing sights, man-made obstacles such as wind turbines and electrical lines, traps and other forms of illegal hunting, leading to the birds' alarming decline. Let's unite our voices for bird conservation to raise awareness and call for action before it's too late!



Happy #WorldMigratoryBirdDay! Just as migratory birds connect lands and oceans, cultures and people around the world with their epic journeys, we need to connect our global efforts for their protection!

#DYK that extraordinary journeys of the Bar-tailed Godwit and Great Knot span more than 12,000 km each year? Yet their populations have fallen by more than half over the last decades. A change can only be achieved through global cooperation - and education! [#WorldMigratoryBirdDay](#)
[#Connect2Earth](#)



Today is [#WorldMigratoryBirdDay!](#) As indicators of the state of ecosystems, [#birds](#) are taking the pulse of the planet. Protecting them, it's protecting us. Their global decline must raise concern and inspire action around the world! www.worldmigratorybirdday.org



Are you as excited as we are for [#WorldMigratoryBirdDay?](#) Hundreds of events have already been registered around the world, join the global campaign by registering your events and raising awareness for their protection! Join us in celebrating these amazing creatures and their epic journeys! Today, and again on 13 October 2018!
www.worldmigratorybirdday.org





Images:

A series of social media images are available from [Google Drive: https://goo.gl/PyMzv4](https://drive.google.com/drive/folders/1PyMzv4). Please note that specific posts have been developed with specific images in mind and are noted where applicable.

For queries, please contact:

Florian Keil, Coordinator of the Common Information Management, Communication and Outreach Team of the UNEP/CMS and UNEP/AEWA Secretariats, Tel: +49 (0)228 815 2451, mobile: +49 (0)151 147 016 33, e-mail: florian.keil@unep-aewa.org

Marie Mévellec, WMBD Coordinator, Tel.: +49 (0)228 815 2456, e-mail: contact@worldmigratorybirdday.org