

Young Birders Network

Background

Together with the Black Swamp Bird Observatory (BSBO), the goal of the Young Birders Network (YBN) is to bring together young birders globally through social media (Facebook and Instagram) and a website to share knowledge and opportunities (clubs, camps, career paths) and to have fun by providing things such as bird ID quizzes and young birder stories as well as activities geared towards beginning birders like feeder and ID tips. Other aspects and opportunities we plan to incorporate in the future are a podcast, a Young Birders Big Day, a newsletter/blog, and more.

We need your help spreading the word! We've created this Social Media Toolkit with some ideas for promoting the YBN on your website, in your newsletter, and on your social media channels. Please feel free to adapt this information as appropriate and share this toolkit with anyone else you think could help promote the network.

Thanks in advance!

HASHTAGS

#youngbirders
#youngbirdersnetwork
#youngbirdersclub

FACEBOOK

Facebook pages for linking (at a minimum please tag the Young Birders Network so we can track things):

[Young Birders Network](#)
[Black Swamp Bird Observatory](#)

Please Tag

@bsbo
@youngbirdersnetwork

Sample Facebook Post

Black Swamp Bird Observatory's new @YoungBirdersNetwork program has just launched! If you are a young birder or want to support young birders you will want to check this new program out as it is bringing young birders from across the world together like never before. You can learn more about the Young Birders Network at <https://www.youngbirdersnetwork.org/> And you can follow them on Facebook and Instagram for young birder content!

INSTAGRAM

Instagram pages for linking (at a minimum please tag the Young Birders Network so we can track things):

[Young Birders Network](#)
[Black Swamp Bird Observatory](#)

Please Tag

@bsbobird

@youngbirdersnetwork

Sample Instagram Post

Black Swamp Bird Observatory's new @youngbirdersnetwork program has just launched! If you are a young birder or want to support young birders you will want to check this new program out as it is bringing young birders from across the world together like never before. You can learn more about the Young Birders Network at <https://www.youngbirdersnetwork.org/> And you can follow them on Facebook and Instagram for young birder content!

GRAPHICS

Please use any of the graphics provided!

FOR MORE INFORMATION

Visit our website at: www.youngbirdersnetwork.org

If you have specific questions, email us at: info@youngbirdersnetwork.org