

# Southern Wings

## Celebrating 15 Years of Impact

Social Media Toolkit

August 2024- November 2024



### BACKGROUND

- Southern Wings, a partnership of state fish and wildlife agencies, was created in 2009 by AFWA's Bird Conservation Committee and approved by the AFWA Business meeting to provide a mechanism for state wildlife agencies to partner in conservation projects for shared priority species with partners in Mexico, Central America, South America and the Caribbean.
- Southern Wings facilitates state fish and wildlife agency participation in the conservation of priority migratory birds across their annual lifecycle (breeding, migration, and nonbreeding sites). Birds are not aware of political borders, but their challenges transcend these boundaries and so must our planning and initiatives on their behalf.
- SOUTHERN WINGS:
  - offers an easy, transparent, and flexible process for states to effectively conserve their migratory bird species of greatest conservation need when they are not in the U.S.;
  - is a critical complement to in-state investment on migratory bird stop over and breeding habitats;
  - leverages limited state funds;
  - can provide non-federal match for State Wildlife Grants and Pittman-Robertson funds;
  - identifies strategic, biologically relevant projects with high quality partners that provide the most bang for your conservation buck;
  - helps keep species off the Endangered Species Act (ESA) by addressing annual life cycle conservation needs; and
  - provides an effective and efficient way to engage in successful conservation partnerships and the Neotropical Migratory Bird Conservation Act (NMBCA), the North American Wetlands Conservation Act (NAWCA) and other funding sources.

## SOCIAL MEDIA GUIDANCE

### Tags:

- Association of Fish & Wildlife Agencies:
  - @FishWildlife -Twitter/X
  - /FishWildlifeAgencies – Facebook

### Key Hashtags:

- #SouthernWings
- #SW15YrsImpact

### Sample Social Posts:

- Birds don't know about political lines, but the problems they face go beyond these lines. That's why we need to take action to help them. #SouthernWings
- Southern Wings supports partnerships aimed at conserving birds and reversing their declines. #SouthernWings
- Southern Wings = bird conservation investments that support clean air, clean water, healthy habitat, and human well-being. #SW15YrsImpact
- More than 200 species of birds in North America rely on habitats in at least two of its three countries— United States, Canada, and Mexico. #SW15YrsImpact
- #SouthernWings has leveraged over \$9M in partner funding. #SW15YrsImpact
- #SouthernWings has conserved, restored, or managed over 1.5M acres of habitat for birds. #SW15YrsImpact
- #SouthernWings has planted over 800,000 trees for bird conservation. #SW15YrsImpact
- Southern Wings provides Annual Life-Cycle Conservation.  
Migratory birds make amazing and inspiring journeys every year. During the warmer months they have young in one country and then begin a voyage south, stopping to rest and feed in other countries. These nesting, stopping, and wintering sites form a network of locations that play a fundamental role in the life of a bird. The connection between each site makes it critical to take actions in each location to be successful in conserving migratory species. #SouthernWings
- Southern Wings help keep migratory birds from being listed under the Endangered Species Act (ESA). #SouthernWings
- #SW15YrsImpact
- More than 81 priority species have benefited from #SouthernWings.
- A CALL TO ACTION: conserving bird species of greatest conservation need. #SouthernWings #SW15YrsImpact
- For 15 years, Southern Wings helps focus vital conservation funds for more than one-half of North America's breeding bird. #SW15YrsImpact

## SOCIAL MEDIA INFOGRAPHICS

- Southern Wings has developed [various infographics](#) highlighting the success, value, and impact of the Southern Wings program. A couple of examples are included below.

- Please post infographics throughout the months of August- December 2024, with the #SouthernWings or #SW15YrsImpact hashtag, to raise awareness and celebrate the 15-year Anniversary of Southern Wings.

[Link to all social media infographic files.](#)

*Example Infographics*

