



American White Pelicans.
Photo: Candice Head/Audubon Photography Awards.



Audubon

From Birding to Conservation

AUDUBON FLORIDA ASSEMBLY
2023

Your Session Guides

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Session Outline

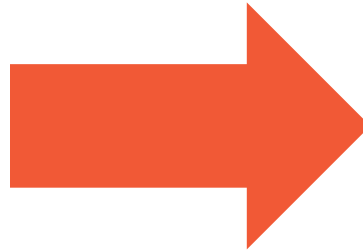
Covid-19 pandemic launches new birders.



Using social media for conservation.

Conservation and chapter activities.

Individual action steps for conservation objectives.



**Protecting birds
and the places
they need.**



Purple Martins.
Photo: Keith Kingdon/Audubon Photography Awards.

Birding amidst
the pandemic:
the data

By the Numbers

Birdseed and/or bird feeder sales up 45-50%

Wikipedia: Visits to Blue Jay page jump from 44,000 in May 2019 to 85,000 in 2020 and 73,000 in 2021

According to Panacea Products Corps, sales of birding gear/merch go up 10-15%

New record for Global Big Day participation.



Red-bellied Woodpecker.
Photo: Mark Eden/Great Backyard Bird Count

Click to hear National Audubon Society's John Mahoney explain how the Audubon Bird Guide App became popular during the pandemic and continued to engage birders in the years since.

<https://youtu.be/lro5L6JaaSc>

A person with long, wavy blonde hair is shown from the back, wearing a dark jacket. They are holding a white smartphone in both hands, positioned to take a photograph of a pair of green and black binoculars mounted on a tripod. The binoculars are the central focus of the person's camera. The background is a soft, out-of-focus landscape, possibly a beach or coastal area. A semi-transparent dark grey box is overlaid on the lower-left portion of the image, containing the text "Social media for conservation".

Social media for conservation

Facebook Instagram LinkedIn	Facebook	Instagram	LinkedIn
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%
More than \$75K	70%	47%	50%
High school or less	64%	30%	10%
Some college	71%	44%	28%
College graduate	73%	49%	51%
Urban	70%	45%	30%
Suburban	70%	41%	33%
Rural	67%	25%	15%

	TikTok	Nextdoor
Total	21%	13%
Men	17%	10%
Women	24%	16%
Ages 18-29	48%	5%
30-49	22%	17%
50-64	14%	16%
65+	4%	8%
White	18%	15%
Black	30%	10%
Hispanic	31%	8%
Less than \$30K	22%	6%
\$30K-\$49,999	29%	11%
\$50K-\$74,999	20%	12%
More than \$75K	20%	20%
High school or less	21%	4%
Some college	24%	12%
College graduate	19%	24%
Urban	24%	17%
Suburban	20%	14%
Rural	16%	2%

Source: Pew Research Center

Photo: Joshua Pelta Heller/Audubon Photography Awards.



Florida Scrub-Jay Advocates

Defend Restoration Plans

in Brevard County

Introduce Birders to Conservation Issues

People come for the bird photos, leave with new ideas.

Keep accounts active (Facebook reaches different audience compared to Instagram).

Feature the work of your members/volunteers.

Include conservation messaging on photos themselves or in caption.

Free tool: [Canva.com](https://www.canva.com)

DID YOU KNOW?

In fall, Blackpoll Warblers fly nonstop for 3 days across the Atlantic Ocean to return to their wintering grounds in South America

[BirdMigrationExplorer.org](https://www.birdmigrationexplorer.org)



Blackpoll Warbler. Photo: Mick Thompson



audubonsociety On #WorldMigratoryBirdDay, where might you spot Blackpoll Warblers making their remarkable fall migration journeys as they travel down south?

Starting from their breeding grounds in eastern Canada or the northeastern United States, most will make the tremendous feat of often flying nonstop for more than 72 hours over the Atlantic Ocean until they reach northern South America. 🌍

You can follow their entire migration journey—and find out when and where you might be able to spot other migratory birds this fall—with the Bird Migration Explorer by tapping the link in our bio!

1w



clovergirl_photography Birds are amazing! ❤️ It's incredible that something so small can travel the distances they do!

1w 1 like Reply



stephenbwildlife One of the reasons why Blackpoll Warbler is one of the most frequent neararctic passerines to turn up in Ireland during autumn migration

5d Reply



exploring_with_eric That's crazy

1w Reply



wolfsnowphotos I saw a few yesterday in Nova Scotia, good luck little buddies!

1w 1 like Reply



Come for the photos, leave with new ideas.

Audubon Florida @AudubonFL · 21m

It's Monday! What was the first bird you spotted this week? Was it a Common Grackle?

Photo: Matthew Filosa/Audubon Photography Awards.



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Audubon Florida @AudubonFL · Sep 6

Trying to catch a glimpse of the flamingos that blew in with the hurricane? Be sure to give them plenty of space—these birds are trying to survive in a new environment and disturbance expends valuable energy. Binoculars or a zoom on your camera will give you a closer look!



Example Facebook Post

Cute baby eagles ✓

Conservation messaging in the caption ✓

Link to more information ✓



Audubon Florida

Published by Karina Jiménez · September 9 · 🌐



The population in Osceola County is growing—that's true whether you're referring to eagles or humans. As one of the state's fastest growing counties, Osceola is under constant pressure to keep up with the housing needs of the population. At the same time, eagles in the county are nesting closer to each other, with fewer resources to split among them. Learn what the success of Bald Eagle nests in Osceola County tells us about eagle conservation statewide.



FL.AUDUBON.ORG

Osceola County Provides Window into Bald Eagle Nesting in Florida and Importance of EagleWatch and Raptor Clinic

[See insights and ads](#)

[Boost post](#)

Hear from Aisha Yousuf, an explorer, life-long student, and data scientist, who explains how she made the jump to conservation in her social media posts.

<https://youtu.be/dSW2pe0t7Tg>



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White Ibis.
Photo: Edward Munoz/Audubon Photography Awards.

Conservation
and chapter
activities



“Can't I just be a birder?”

- **Birds – and other wildlife – need everyone to understand their plight and support their conservation.**
- **Birders should support conservation efforts to keep the birds they love – and the places they bird – in existence!**





Of the ~10 million acres of land managed for conservation in Florida, more than 2.5 million were purchased under the Florida Forever and P2000 programs

Princess Place Preserve, Flagler County (P2000+local funds).

State of the Birds at a Glance

The trends for our nation's birds reveal a vital message. Birds are declining overall in every habitat except in wetlands, where decades of investment have resulted in dramatic gains.

Conservation works when we give birds and a chance. Let's do more to save our nation's and benefit people in every state.

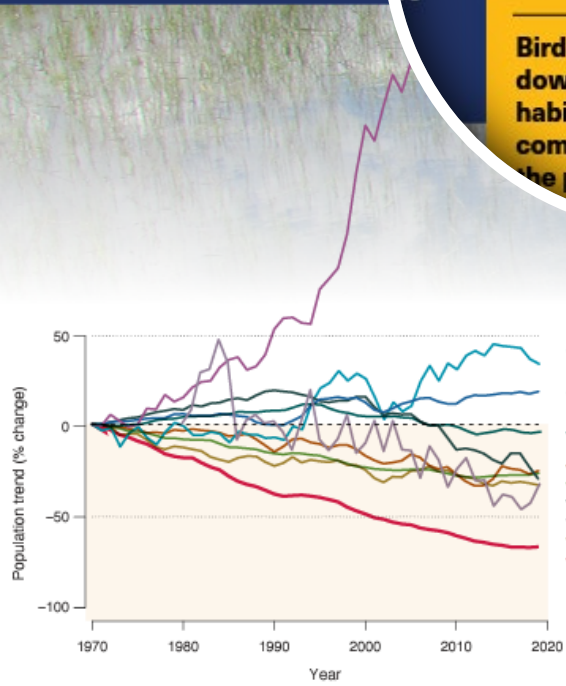
Three billion birds lost

1 in 4 breeding birds have been lost from the United States and Canada in the past 50 years.

70 Tipping Point bird species in the United States

These 70 species have lost two-thirds of their populations in the past 50 years, and are on track to lose another 50% in the next 50 years.

Birds across the U.S. show downward trends in every habitat except in wetlands, where comebacks of waterfowl show the power of funding and investments.



Trends for breeding bird species by group or by habitat during 1970–2019, except for the shorebirds trend, which begins in 1980. For details, see pages 8–13.



Vision for Our Shared Future

Birds are telling us that the health of our nation is at stake. But the way forward is clear. When we help birds thrive, we sustain the essential lands and waters needed for abundant wildlife, resources, and well-being.

Scale up conservation to bring birds back and benefit people.

Four decades of wetlands conservation have generated spectacular comebacks of ducks and geese—and improved water quality for people. Applying this winning formula in more habitats will help our nation's birds and natural resources rebound.

Restore habitats, improve quality of life.

- **Biodiversity:** Helping birds improves the outlook for wildlife throughout restored habitats—supporting recreation, economic opportunities, and well-being for people.
- **Environmental Justice:** Bird conservation is a multiplier that benefits the health of our communities and addresses environmental inequities.
- **Climate Resilience:** Investing in bird habitats can sequester carbon, improve water security, and protect people from climate disasters.

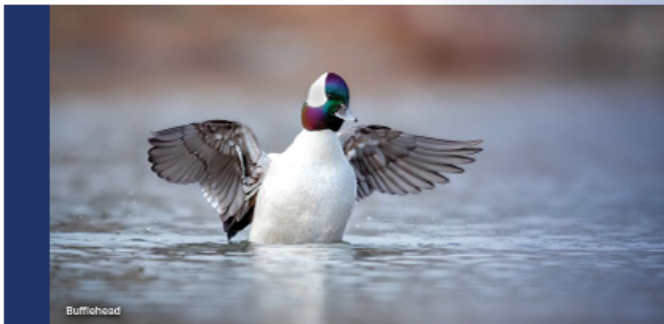
Support proactive, voluntary conservation.

Proactive bird conservation before a species requires Endangered Species Act protection is the fastest, most effective way to bring birds back. And it benefits everyone: birds, landowners, businesses, and communities in every state.

State of the Birds Report

USA

2022



Waterfowl have increased dramatically in the past 30 years with decades of investment by hunters, federal funding, and private-public partnerships to protect wetlands.

Start eZ with eBird!



Find more birds

Explore birds and hotspots near you and wherever you go, all based on the latest sightings from around the world.



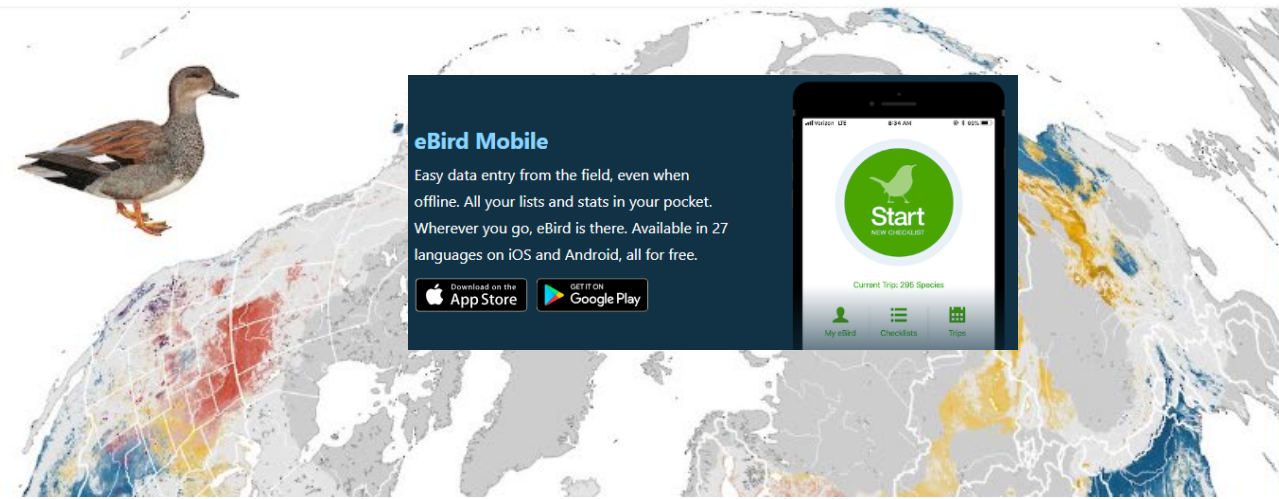
Share your sightings

Join the world's largest birding community. Every sighting matters. Contribute yours.



Track your lists

What's your latest life bird? What bird lists do you care about? eBird tallies them for you and archives your photos and sounds—all for free.



eBird Mobile

Easy data entry from the field, even when offline. All your lists and stats in your pocket. Wherever you go, eBird is there. Available in 27 languages on iOS and Android, all for free.



Advancing science and conservation

Your sightings contribute to hundreds of conservation decisions and peer-reviewed papers, thousands of student projects, and help inform bird research worldwide.



**Encourage birders
to "brag" about
their adventures to
park managers**

Date

Park Manager, County Park Administrator, etc.

Title

Address

Re: "Chapter Name" visit to "Location Name"

Dear "Contact Name",

Things you may want to include in your letter:

- Who you are, why you visited or used the park, approximate number of people involved
- How frequently you use their park or past experiences
- Maybe say something nice about the trip and the park.
- Mention that you collect bird information and if you submit the info to eBird (ebird.org).
- Suggest you can help introduce them to eBird and the resources it offers the park.
- If you can - offer to help update their park species lists or other bird info
- Mention you are interested in the future of the park and would like to be contacted when they update management plans or consider any other activity that should get stakeholder input
- Thank them for their important work

Sincerely,

Conservation messaging can go almost anywhere!



- **Bird walks – add conservation info to the introduction or scatter throughout walk.**
- **“Bird of the month” or other articles you share in newsletters can highlight conservation issues.**
- **Programming: ask speakers to weave in a few conservation-related details to their talk!**

Hear Birdnote's communications director Bibi Baksh-Pabion explain how the daily podcast engages birders of various skill levels.

<https://youtu.be/VaBS3Rs8TrU>



Black Skimmers.

Photo: Jean Hall/Audubon Photography Awards.

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Action steps for
conservation
objectives.



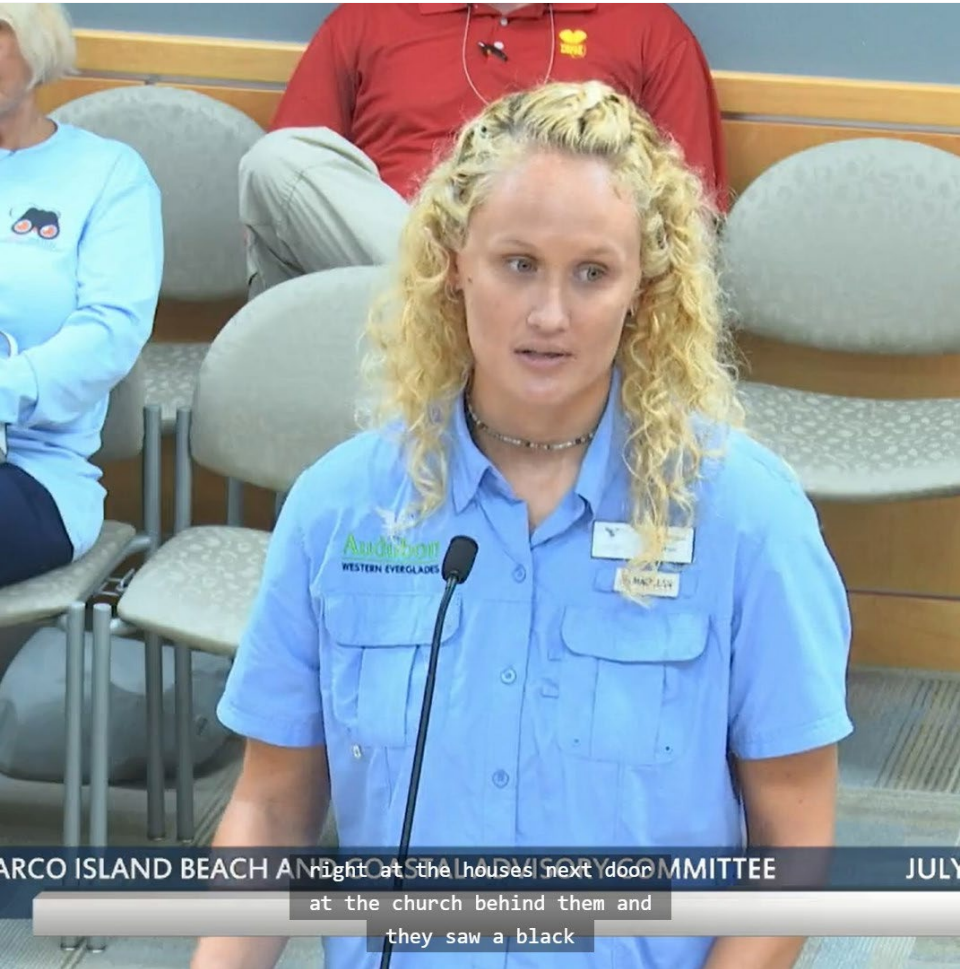
Step One: Choose Your Issues and Prioritize

- What is most vital to your chapter and you?
- What role can you play? (what do you bring to the issues' solutions?)



Step Two: Plan Your Strategy

- **Clear objective (passage of good policy or denial of bad project, etc).**
- **Timeline and resources**
- **Collaboration – don't go it alone if allies can be called in.**
- **Assignments – who does what. Use experience and expertise in your camp.**



Step Three: Execute Tools and Tips

- **Reconnaissance – find agendas and notices for permits and meetings/hearings.**
- **Alert your members, friends and media.**
- **Write letters: policymakers, LTE's and op-eds, regulatory comments on permits/rules.**
- **Public comments – show up and speak!**
- **Need good relations with staff and policymakers – start now.**



Wood Storks. Photo: Jean Hall

Communication Tips

- **Short and succinct.**
- **Main point or “ask” up front and at end.**
- **Use good sources for facts – avoid speculation.**
- **Avoid personal attacks of staff or policymakers.**
- **Keep a sense of humor and scale.**



Photo: Brittany Piersma

Alerts

- **Consider collaborating with Audubon Florida.**
- **Template for constructing alerts: headline; summary of issue; call to action; background resources if needed.**
- **Most effective are personal written emails or letters, calls, and hearing attendance. Other options: auto-generated, petitions.**



Letters

- **Comment letters on regulatory issues are very important.**
- **Keep to one or two pages.**
- **Like public comment: main point up front and conclusion, with succinct factual information in support.**
- **Avoid speculation – use good factual sources.**
- **Find permits and issues by good reconnaissance.**



Thank you!
Questions?