

Chapter Support
Great Backyard Bird Count
Presented to Karen Fernandez

Below is an email to be distributed to Chapter leaders to have them coordinate on the Great Backyard Bird Count efforts.

Dear Chapter Leaders and members,

It is time for the 17th Great Backyard Bird Count! North Carolina is always a leading participant in this citizen-science event, and we expect to have great results again this year, with your help!

On Wednesday, February 5, Audubon North Carolina will issue a state-wide press release about the GBBC, and will also spread the word via social media. Interested participants will be asked to count birds in their area and submit sightings to www.BirdCount.org. Please watch for emails and phone calls to the email address listed on the ANC website under the Centers and Chapters tab. You might want to give your email contact a heads up, as you might see an uptick in emails and phone calls for people looking for a local count or guidance with submitting sightings to the website.

WE NEED PHOTOS: Is your chapter hosting a local GBBC event or field-trip? Once you conduct your local count, please send us photos of the volunteers participating. Bird photos are nice too, but we would like to get as many participant photos as we can. Let us know if you see anything unusual or fun, too. We'll use these photos in our publications throughout the year. You can send photos to Dawn (our communications consultant) at dawn@bcdideas.com.

We have also worked with NAS to modify some sample social media messages for you to use on your chapter Facebook pages and Twitter accounts. As always, feel free to adjust for your audiences.

If you have any questions, feel free to contact me or Karen Fernandez, Director of Development and Communications - kfernandez@audubon.org. Thank you and happy counting!

Curtis

ANC Media Release (Feel free to repost) – <http://nc.audubon.org/newsroom/press-releases/2014/national-audubon-holds-17th-annual-great-backyard-bird-count>

Facebook Posts

- The Great Backyard Bird Count is right around the corner, and it is as easy as 1...2...3! Choose a birding spot, count the birds you see for at least 15 minutes, and submit your sightings for all to see. Happy counting! <http://ow.ly/t7qRE>
- We love birds in North Carolina. How about you? This Valentine's Weekend, join us in the Great Backyard Bird Count to show your love for a feathered friend. #NCGBBC [viral image]
- Last year's Great Backyard Bird Count broke records when participants recorded 1/3 of all known species across the globe. Learn how you can be apart of this year's # NCGBBC. <http://ow.ly/t7qRE>
- The family that birds together stays together, and the Great Backyard Bird Count has you covered this weekend! # NCGBBC <http://www.birdsource.org/gbbc/kids>

Twitter Tweets

- 15 min. That's all you need! Find out how you can be part of the 17th Great Backyard Bird Count. #NCGBBC <http://ow.ly/t7qRE>
- Great Backyard Bird Count is breaking records. Last year 1/3 of all bird species counted globally. #NCGBBC <http://ow.ly/t7qRE>
- We heart birds and you will too! Join the #NCGBBC this weekend to share the love. <http://ow.ly/t7qRE>
- The family that birds together stays together. Great Backyard Bird Count has you covered this weekend! #NCGBBC <http://ow.ly/t4TN5>

Other Goodies to Share:

- Birding activities for kids: <http://www.birdsource.org/gbbc/kids>
- Results Summary- 2013 Great Backyard Bird Count: <http://www.birdsource.org/gbbc/science-stories/2013summary>
- Local events: <http://www.birdsource.org/gbbc/local-events>