



Shorebird Wings:

#WeAreAllShorebirds

#Todossomosavesplayeras

#Tousdesoiseauxderivage

Background

The goal of the shorebird wings is to raise the profile of shorebirds by providing an engagement tool and a shared message for bringing shorebird supporters together. The project also has the secondary benefit of building partnerships across South America and North America. There are currently 59 partners across the Western Hemisphere and even a few beyond our boundaries.

These shorebird wings started at the San Antonio Bay during the Annual Shorebird Festival, organized by Inalafquen Foundation. The illustration was created by Manuel Sosa. Idea and design is by Rocio Landivar. All the logos on the sign must be included with any production of the sign.

Using the Shorebird Wings

You can hang the wings at festival events, in a nature center, or take them with you to presentations or educational activities. People are invited to take their photos with the wings. They can then post to their own social media accounts using the hashtag- #WeAreAllShorebirds, #Todossomosavesplayeras, and/or #Tousdesoiseauxderivage.

If permission is obtained, partner organizations can also post pictures to their own organization's social media accounts. **Please follow your existing photo release policy for your organization, particularly regarding youth. DO NOT post any pictures that you do not have permission to be sharing.**

It is highly recommended to include a poster with your wings, especially when it will not be possible to interact with each person. A sample poster is below, but you can also make your own sign with your own messages and themes. One final tip— Hang the wings at an average height, but have a small stool available to help smaller children reach the center of the wings.

Sample Language

The following language is meant to just give you an idea of educational language that could be used if you need ideas. This is flexible and should be tailored to fit your needs. Please use any existing messages and themes from your own work.

- Do you know what a shorebird is?
- Each spring, shorebirds, like Red Knots and Semipalmated Sandpipers, fly from far away in South America to the Arctic to nest. They make several stops to rest and refuel including here. By taking your photo with these wings you can join people all across the shorebird's path in showing your support for these birds.
- These wings are being used by partners across the Western Hemisphere and we will be compiling the photos to show all the people who are joining our flock, connecting people across the Hemisphere.

- *For Social Media post-*
 - Shorebirds travel from Pole to Pole, relying on many sites along the way and touching the lives of many as they travel. Here at <your site>, we have joined our partners from across the Hemisphere to connect the people at each of these places to the shorebirds AND to the people at each site. #WeAreAllShorebirds #Todossomosavesplayeras #Tousdesoiseauxderivage
 - Stay tuned here as we add to our flock and to learn more about how you can help protect habitat for shorebirds. If you see the wings, be sure to join the flock.
 - To find more in the flock (tag orgs): Centro Bahia Lomas, Fundacion Inalafquen, WHSRN, Celebrate Delaware Bay, Terra Peninsular, USFS, Bird Studies Canada, Nature Conservancy Canada, and many more.

What next?

After the photos are posted on your website and/or social media outlets; they can also be shared with other partners. In the long-term, it would be interesting to work on creating a large collage with the photos from all sites, which would better illustrate the connections between shorebirds, sites, and people across the Western Hemisphere.

Evaluation

This project should be used to support educational and social media objectives. Educational objectives can be achieved through informal conversation while taking the photo. A focus on the migration of birds and their reliance on stopover sites will likely be a component at most sites. There are other conservation discussions that could be included as fit with your own objectives.

As this is primarily a tool for transforming in-person engagement into social media engagement, the metrics to measure results should be focused on increasing followers, increasing newsletter subscribers, more engagement with posts, etc. It will be difficult to track higher level change (behavior change or actions conducted) with this tool.