

# Get Social During #AmphibianWeek!

Join the movement on Facebook, Twitter, and Instagram June 1-7, 2020. All week we'll be sharing information about amphibians, how important they are, the threats they face, and how you can help them. Always use **#AmphibianWeek**, and other fun hashtags like **#AmphibianAlly**, **#LeaveTheLeaves**, or **#AlsForAmphibians**.

## Accounts to Follow

PARC - [Facebook](#), [Twitter](#)

NEPARC - [Facebook](#), [Twitter](#), [Instagram](#)

SEPARC - [Facebook](#), [Twitter](#)

HerpetALlogy - [Twitter](#)

Amphibian Survival Alliance - [Facebook](#), [Twitter](#), [Instagram](#)

Amphibian Foundation - [Facebook](#), [Twitter](#), [Instagram](#)

Amphibian and Reptile Conservancy ARC - [Facebook](#), [Twitter](#),

## Daily Themes

**Monday, June 1:** What are Amphibians?

**Tuesday, June 2:** The Secret Lives of Amphibians

**Wednesday, June 3:** Amazing Amphibian Facts

**Thursday, June 4:** Threats to Amphibians

**Friday, June 5:** Amphibian Tweets from the Field

**Saturday, June 6:** Partnering for Amphibian Conservation

**Sunday, June 7:** Actions for Amphibians

## Suggested Events

Use all the tools in your social media toolbox to create fun, interactive events for your followers.

Some ideas:

1. Facebook Live event from your backyard of calling frogs
2. Repurpose existing amphibian content, such as premiering a video on Facebook
3. Instagram stories with questions
4. Twitter Quiz
5. Q&A with a biologist
6. Live art with amphibian topics - be sure to tag **#AmphibianArt**.

Whatever you do, have fun, and let us know when/where your events are so we can help spread the word. **#AmphibianWeek**

## Sample Posts

### Monday, June 1: What Are Amphibians?

Amphibians rock, but they're kinda mysterious. Did you know amphibians



Need water to survive



Include frogs, toads, newts, salamanders, and caecilians



Are ectothermic, meaning they rely on external sources for their body temperature

Check out <https://parcplace.org/> to learn more about these fabulous amphibians! What's your favorite amphibian fun fact? #AmphibianWeek

**(Be sure to include your favorite amphibian photo!)**

### Tuesday, June 2: The Secret Lives of Amphibians

From frozen anurans to truncated caudates, many amphibians have developed seemingly supernatural adaptations to survive and thrive in their environments. Today's #AmphibianWeek theme celebrates these superpowers!

[Here's a list of suggested topics to research and post about]

- "Antifreeze blood" in frogs
- Salamander limb regrowth
- Caecilian parental care (eating mother's skin)
- Male African bullfrog guarding tadpoles
- Male hellbender guarding young/eggs ("den masters")
- Gastric-brooding frog
- *Pipa pipa* (embedded egg rearing)
- Sticky feet
- Sticky tongues
- "Eye swallowing"
- Seat patch water uptake (they don't drink water!)
- Neoteny in *Ambystoma* species

## Friday, June 5: Amphibian Tweets from the Field

[below is an example of how researchers can present pictures from fieldwork and why they do what they do]



📷 NPS photo

The [@NatIParkService](#) monitors amphibian populations because they are good indicators of wider ecosystem change. Here's a squirrel treefrog inside a PVC pipe at Gulf Islands National Seashore & a green treefrog at a pilot study at San Antonio Missions NHP. [#AmphibianWeek](#)

## Saturday, June 6: Partnering for Amphibian Conservation

### **#AmphibianAlly**

It takes more than a village to conserve amphibians--it takes all of us! How has your organization helped bring people together to do so? Here are some ideas for post topics:

-Ask people for testimonials! Has a grad student met their future advisor at an annual meeting?

Have mentorships blossomed from internships?

-How have the collaborations within your organization provided measurable, positive outcomes for amphibian conservation? This is a great time to highlight your products!

-Or just show off a paper/product created through collaboration that your organization is proud of!

## Sunday, June 7: Actions for Amphibians



📷 NPS photo

**#LeaveTheLeaves #AmphibianAlly** Nearly half of frog species are in danger of extinction. Amphibians need our help, and luckily there are things all of us can do...anywhere...to help these little vertebrates! **#AmphibianWeek**

Learn about amphibians at [parcplace.org](http://parcplace.org).

At home: build a frog pond, avoid pesticides, and leave natural vegetation

In parks: don't move rocks (there may be eggs underneath!), don't stack rocks

<or>

Submit a blog post highlighting on the ground conservation projects to recover imperiled species  
USFWS Medium blog: <https://medium.com/@USFWS>. And share a link on social media.