

Get Social During #AmphibianWeek!

Join the movement on Facebook, Twitter, and Instagram **May 2-8, 2021**. 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 **#AmphibianArt**.

For federal agencies that can't share websites or social media accounts that have donate buttons: Include a disclaimer that you are sharing a website that is not affiliated with your agency.

<https://parcplace.org/species/amphibian-week-2021/>

<https://www.amphibians.org/amphibianweek/>

Accounts to Follow

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

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

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

MWPARC – [Facebook](#), [Twitter](#)

HerpetALLogy - [Twitter](#)

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

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

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

Foundation for the Conservation of Salamanders – [Facebook](#), [Twitter](#)

Amphibian Specialist Group: https://twitter.com/ASG_IUCN

Free Photos for use

DoD PARC for photos ([Shutterfly](#)) – ask for authorization to download

USGS ARMI Gallery - <https://armi.usgs.gov/gallery/> (mostly species of the americas)

AmphibiaWeb/Cal Photos - <https://calphotos.berkeley.edu/> ** Must follow the [usage guidelines provided with each image](#)

Daily Themes

Sunday, May 2: What are Amphibians?

Monday, May 3: The Secret Lives of Amphibians

Tuesday, May 4: Amazing Amphibian Facts

Wednesday, May 5: Threats to Amphibians

Thursday, May 6: Amphibian Tweets from the Field

Friday, May 7: Partnering for Amphibian Conservation

Saturday, May 8: 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

Sunday, May 2: What Are Amphibians?

(1) 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!)

Did you know that there are the three major types of amphibians? (frogs, salamanders, and caecilians (toads are a type of frog, and newts are a type of salamander))

Include infographic created by Nina McDonnell, high resolution file can be downloaded here:

<https://www.amphibians.org/amphibian-week-infographics/>

Monday, May 3: The Secret Lives of Amphibians

(1) Did you know that Eastern newts have a juvenile life stage that wanders the woods of the eastern US for 7-10 years!

(2) Did you know that the Mexican spadefoot toad spends 8-10 months of the year inactive in an underground burrow?

(3) Did you know that some amphibians live in treetops?

Include infographic created by Sydney Horan, high resolution file can be downloaded here:

<https://www.amphibians.org/amphibian-week-infographics/>

Tuesday, May 4th: Amazing Amphibian Facts

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

Wednesday, May 5th: Threats to Amphibians

Amphibians are the most threatened vertebrate group.

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Thursday, May 6th: Amphibian Tweets from the Field

(1) [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](#)

(2) A pair of boots, a net, a headlamp and some disinfectant and you're ready to be a field herpetologist.

Include infographic created by Mikeala Oles, high resolution file can be downloaded here:

<https://www.amphibians.org/amphibian-week-infographics/>

(3) Share this video about what herpetologists do: https://www.usgs.gov/mission-areas/ecosystems/science/i-am-a-herpetologist?qt-science_center_objects=0#qt-science_center_objects

(4) Share a video about disinfecting your field gear to protect amphibians:

<https://parcplace.org/resources/herpetofaunal-disease-resources/>

Friday, May 7: 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!

Saturday, May 8: Actions for Amphibians

#LeaveTheLeaves, #AmphibianAlly



📷 NPS photo

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.

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

In parks or natural areas: 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.

(2) #LeaveTheLeaves and give moisture, habitat and safety to amphibians

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