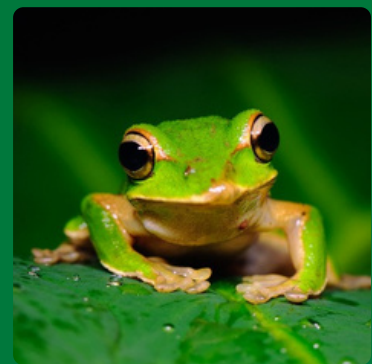
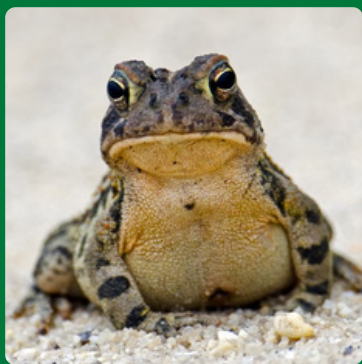


Partners in Amphibian and Reptile Conservation

AMPHIBIAN WEEK SOCIAL MEDIA TOOLKIT



2026



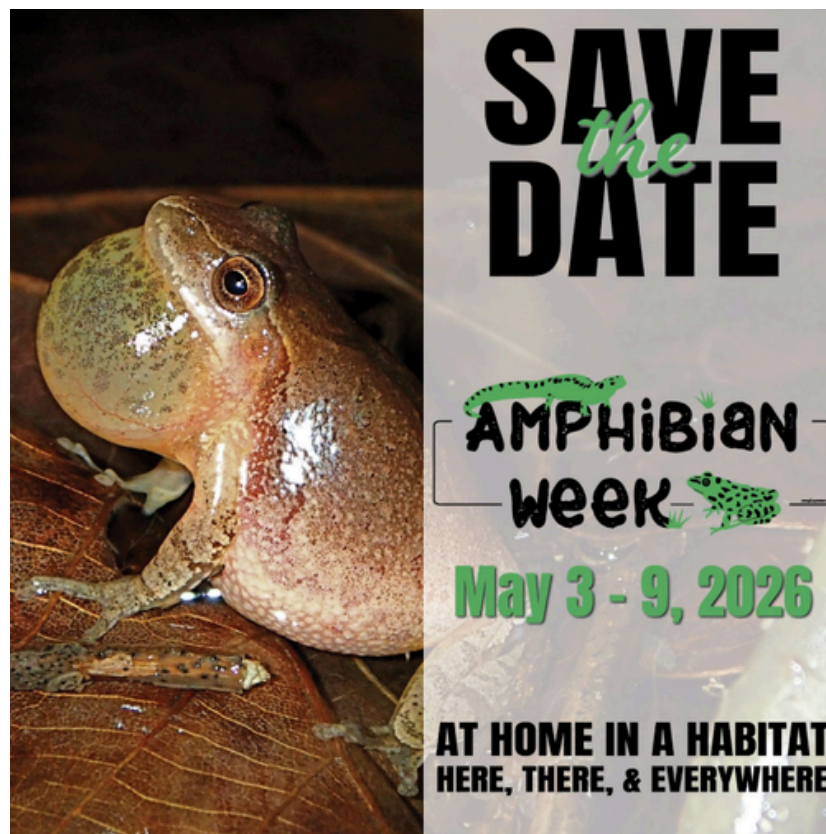
GET SOCIAL DURING #AMPHIBIANWEEK 2026!

Join the movement on Facebook and Instagram May 3-9, 2026. All week, we'll be highlighting amazing amphibians from around the world!

Always use #AmphibianWeek, #AmphibianWeek2026, #AtHomeinaHabitat
For daily themed posting use #StreamySunday, #MuckyMonday,
#AroundTownTuesday, #WetlandWednesday, #TerrestrialThursday,
#FarOutFriday, and #SandySaturday.

Other fun hashtags we'll use include #AmphibianAlly, #LeaveTheLeaves,
#AmphibianArt, #SalamanderScience, #FantasticFrogs, #FrogFacts,
#WetlandsForWildlife.

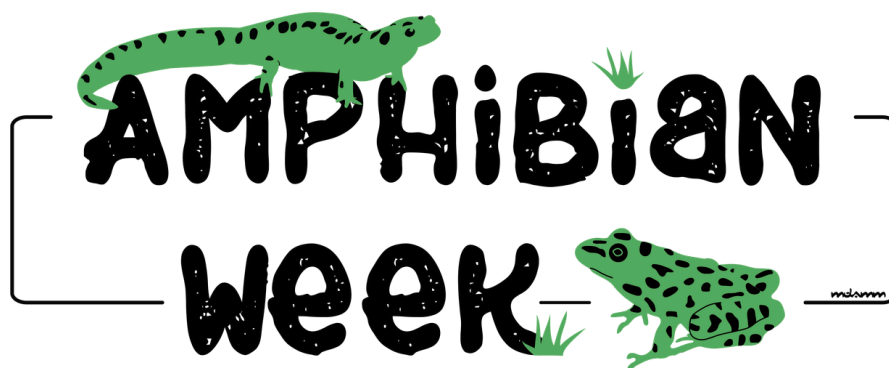
All of our PARC-generated graphics and text in this social media kit are free for use and can be copied and pasted or edited to fit your needs.





Visit the websites below for Amphibian Week information and content:

- PARC [Amphibian Week 2026 webpage](#) Keep an eye on, join, and promote local and online events at the Event Page
- PARC's main [Amphibian Week homepage](#) (with links to previous years evergreen content and Education and Outreach Resource pages)
- Check out the [Amphibian Week 2026 Resource Folder](#)
- [USGS ARMI Amphibian Week homepage](#)
- [Amphibian Survival Alliance Amphibian webpage](#)
- [Amphibian Week National Park Service Page](#)
- Amphibian Week [U.S. Fish and Wildlife Service Page](#)
- Smithsonian National Museum of Natural History [Amphibian Week Kickoff Celebration](#)
- Smithsonian National Zoo and Conservation Center to learn about [Discovering Amphibians in the Classroom](#).



Add our Amphibian Week logo to your website!
[Click here to access the file.](#)





ACCOUNTS TO FOLLOW

Follow partners throughout the week:

- PARC - [Facebook](#), [Instagram](#)
- NEPARC - [Facebook](#), [X](#), [Instagram](#)
- SEPARC - [Facebook](#), [X](#), [Instagram](#)
- MWPARC - [Facebook](#), [X](#), [Instagram](#)
- Amphibian Survival Alliance - [Facebook](#), [X](#), [Instagram](#)
- Amphibian Foundation - [Facebook](#), [X](#), [Instagram](#)
- Amphibian and Reptile Conservancy (ARCProtects) - [Facebook](#), [X](#), [Instagram](#)
- Association of Fish and Wildlife Agencies - [Facebook](#), [X](#)
- Foundation for the Conservation of Salamanders - [Facebook](#), [X](#)
- Amphibian Specialist Group - [X](#)
- USGS - [USGS Wild Facebook](#), [USGS Wild Instagram](#); [USGS Facebook](#), [X](#), [Instagram-USGS](#)
- Smithsonian National Zoo - [Facebook](#), [X](#), [Instagram](#), [YouTube](#)
- Smithsonian National Museum of Natural History - [Facebook](#), [X](#), [Instagram](#), [YouTube](#)





Introducing your 2026 theme:

AT HOME IN A HABITAT - HERE, THERE, AND EVERYWHERE

DAILY THEMES

- **Sunday, May 3:** Streamy Sunday
- **Monday, May 4:** Mucky Monday
- **Tuesday, May 5:** Around Town Tuesday
- **Wednesday, May 6:** Wetland Wednesday
- **Thursday, May 7:** Terrestrial Thursday
- **Friday, May 8:** Far Out Friday
- **Saturday, May 9:** Sandy Saturday

Additional Resources

Free Photos and Videos For Use:

- The [USGS ARMI Gallery](#) contains mostly species of the Americas.
- [USGS Multimedia Gallery](#)
- [AmphibiaWeb/Cal Photos](#) has pictures for use, but you must follow the usage guidelines provided with each image.
- **iNaturalist Observations (CCO Filter)** offers images for free use.
- [Flickr](#) has images for use, but you must follow the usage guidelines provided with each image. Many National Park Service accounts upload photos that have no copyright restrictions.
- [Amphibian Week Videos](#) are available from the Partners in Amphibian and Reptile Conservation (PARC).
- DoD PARC has species profile videos on the [Spring Peeper](#) and the [Southern Two-lined Salamander](#) on their YouTube Channel.
- Social media graphics can be downloaded from [this Google Folder](#) and are free to use.





Free Infographics:

- [Infographics created for Amphibian Week](#) in **English, Spanish, Portuguese, and French** are FREE to use and download.
- [USGS Amphibian Coloring Sheets](#)

General Ideas for Social Media Events:

- Host a Facebook Live event from your backyard with calling frogs.
- Repurpose existing amphibian content, such as premiering a video on Facebook.
- Create Instagram stories with questions, polls, and quizzes.
- Host a Q&A with a biologist.
- Create 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. Please use [the event form](#) to fill out information so we can post on our page



SUNDAY, MAY 3RD: STREAMY SUNDAY



On Sunday, it's time to celebrate our wet and wild amphibian friends! At home in streams, or maybe even in the slow moving parts of rivers, amphibians have amazing adaptations that help them survive in water. So slip into the stream and check out some ideas for Streamy Sunday!
#AmphibianFacts #StreamySunday

Ideas For Posts

- Did you know that tailed-frog tadpoles have ventral sucker mouth parts? That means that they have very strong sucking discs as part of their mouth that allows the tadpoles to cling tightly to rocks even in fast-moving streams without losing contact and being swept downstream.
- Want to watch a salamander adventure? Wiggle on over to watch [Wild Kratts Salamander Streaming](#) episode.
- Or do you want a good book? Check out this kid's book about salamanders in the Smokey Mountains at a fancy dress ball [The Great Smoky Mountain Salamander Ball | Smokies Life](#)
- The Colorado River Toad lives primarily in the desert despite its name. This very large toad (it can be more than 7 inches long!) is the largest native toad in the U.S. The Colorado River Toad is also called the Sonoran Desert Toad. To find out what these big toads eat and other fascinating facts, visit [Arizona Sonoran Desert Museum](#).



MONDAY, MAY 4TH: MUCKY MONDAY



Even in the muck, amphibians enjoy that homey feeling! Some tadpoles have to hurry up their development as ponds dry and the mucky pond bottom reminds them that they need legs! Other amphibians, like leopard frogs, hibernate under mud and muck at the bottom of ponds.

#MuckyMonday

Ideas For Posts

- Mudflats are often the first place a metamorphosing frog puts its new feet. Mudflats provide a nice moist surface for a recent metamorph but can also be dangerous. Many shorebirds like to hang around mudflats to catch the “metamorphosis buffet” of tiny, vulnerable amphibians.
- Although mudpuppy is a name applied to several large salamanders, it is the official common name of only the genus *Necturus* which occurs widely across the mid and eastern U.S.
- Sometimes you can get lucky and find frog tracks in mud, or even wet tracks as a frog moves from the water to a rock. These scientists found the oldest known frog tracks, just last year, in South Korea.
- Muck can be a perfect place for fossils to form. Mud, or muck, can act as a protective, anaerobic (without oxygen) environment that prevents or slows decay and scavenging. An early relative of caecilians (legless amphibians) was preserved in such waterlogged mud and silt and has helped scientists understand the origins of the Lissamphibia (the taxonomic group that includes modern amphibians).



TUESDAY, MAY 5TH: AROUND THE TOWN TUESDAY



Urban areas constitute over 4% of the earth's surface. Habitat loss, fragmentation, and habitat isolation related to urban expansion and urban activities contribute to amphibian decline. While amphibians might prefer to live in the wild, some, like generalist species, have become adapted to city life and can thrive in urban habitats.

Understanding the challenges that urban amphibians face can help us take steps to mitigate those challenges. One example is artificial lighting that can disrupt calling behavior and breeding, and affect movements. The National Park Service has suggestions for some quick fixes are putting lights on a timer, and using warmer toned bulbs with lower intensity (pick ones with lower lumens).

Activities

- Learn about marbled salamanders and their amazing migration as well as threats they face along the way by checking out the Marvelous Marbled Salamander Migration lesson plan that is written for Grades 3-8. Pictures to go along with the activity can be found in the picture pack and station print-outs are here.

Fun Jokes

Q: What are all the fashionable frogs wearing this season? A: Jumpsuits!

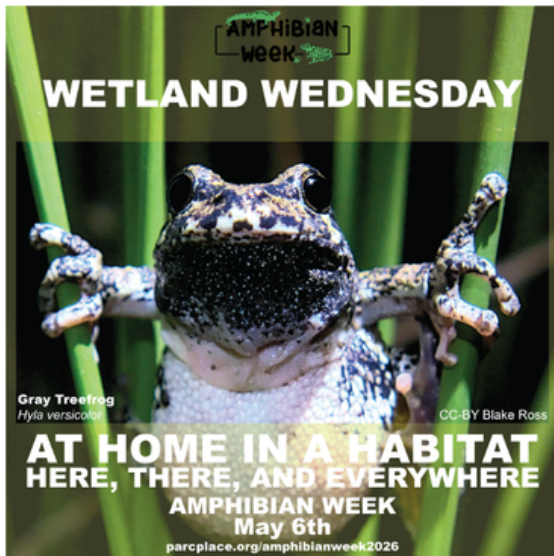
TUESDAY, MAY 5TH: AROUND THE TOWN TUESDAY

Ideas For Posts

- Even if you live in an urban area or city, there may be amphibians in your yard. Leaving clippings and leaves on the ground can provide habitat for amphibians, such as red backed salamanders or ensatina (a kind of salamander) - see the graphic below and [download a graphic "leave the leaves"](#).
- Tungara frog tadpoles from the city develop faster, but are smaller than their cousins in the country! [Living Small in a Big City | Smithsonian Tropical Research Institute](#)
- Did you know? Roads are dangerous for some amphibian species, in the city and on country roads too. However, people are helping migrating amphibians cross roadways! Here in the [US](#) - see [this video](#) or check out [biggest night](#) in Massachusetts. If you're in England, you can be a [Toad Patroller](#). Have a look at the cool graphic below about amphibian migration - sometimes they have to cross roads to get from places where they hibernate to breeding sites.
- Swimming pools in the city are great for humans, but chlorinated pools in the city, backyards, or parks can be harmful to amphibians. Chlorine causes damage and even death to amphibians! To help frogs, salamanders, and any other wildlife that might wiggle their way into your pool, consider purchasing a [FrogLog](#) or similar device!
- Don't FROG-get: Amphibians feast on mosquitos, keeping the itch at bay! Larval and adult mosquitos are fair game for an anuran's dinner. An amphibian-less ecosystem means more disease-carrying insect populations and fewer medical discoveries!



WEDNESDAY, MAY 6TH: WETLAND WEDNESDAY



Amphibians are effective ambassadors for wetland habitat. Amphibians produce the soundscape, take advantage of the many insects in a wetland, and provide food for bigger residents like snakes, birds and some mammals like raccoons. Wetlands give back to amphibians by providing a place to live, breed, and find food.

Let's spotlight the huge role that amphibians play in healthy wetlands!
#WetlandWednesday

Fun Jokes

Q: Why are frogs so well-versed in philosophy? A. Because they spend a lot of time pond-ering things!

Activities

Are you interested in building a pond for #amphibians and other wildlife but don't know where to start? If so, the Amphibian and Reptile Conservation in the United Kingdom has a page on [Frequently Asked Questions about Garden Ponds](#).



WEDNESDAY, MAY 6TH: WETLAND WEDNESDAY

Ideas For Posts

- May is American Wetlands Month! [American Wetlands Month | US EPA](#)
- Want to listen to some cool “swampy” music? Slither over to [Romp in the Swamp - an album by Billy B.](#) Billy B. also wrote a [special song just for Amphibian Week](#) check it out and sing along!
- The [Prairie Potholes](#) are a region in the upper midwest of the US. These shallow wetlands are formed in depressions left by glaciers - some are permanent and some are ephemeral (ephemeral means fleeting, or lasting only a short time). These wetlands recharge groundwater; act as natural sponges - often containing floodwaters; and provide habitat for waterfowl, insects, reptiles, and amphibians!
- Vernal pool wetlands are special habitats where many [charismatic amphibians](#) live. Vernal pools are shallow, and typically small, without a permanent inlet or outlet (this means that water does not always enter or exit the pool). These pools fill with water in the fall or spring, but hold water for only part of the year. Amphibians that live in these habitats have to “pay attention” to drying so that tadpoles don’t get stuck with no water (and no legs). However, [some studies](#) suggest that tadpole development can’t always keep up with drying conditions.
- Amphibians make use of almost all the features of a wetland! They may hibernate under nearby logs or tree roots, attach their eggs to wetland vegetation and males climb up reeds or grass to better send calls out to females. There are so many connections between amphibians and a healthy wetland, can you think of others?
- Loss of wetlands because of drought or changes in how water gets to the ground (snow versus rain) is important to keeping amphibians on our landscape. Scientists in the [western US](#) and in the [eastern US](#) are studying wetlands to better understand how they work.

THURSDAY, MAY 7TH: TERRESTRIAL THURSDAY



You might think about amphibians as being tied to water. But most amphibians use terrestrial habitats and some amphibians lead completely terrestrial lives. It might seem odd to picture an amphibian in the desert, or high up in the tree tops, but that is where some of them live! Amphibians have adapted to a wonderful variety of habitats that seem unusual to us, but where they are very much at home.

Let's think outside the box (pond) and see where some amphibians live.
#TerrestrialThursday

Fun Jokes

Q. Why did the frog ride the bus to work? A. Because his car was toad!

Activities

See how farmers are keeping soil on the land to give amphibians a chance at survival by reading [Conservation Solutions Prevent Further Erosion of Hellbender Habitat.](#)



THURSDAY, MAY 7TH: TERRESTRIAL THURSDAY

Ideas For Posts

- Salamanders might seem like a tiny component of any terrestrial system compared to big animals like elk, deer, or bears. But, scientists have found that based on biomass (the total quantity of organisms [in this case vertebrates] living in an area), salamanders, and amphibians in general, are a huge and out-sized part of terrestrial vertebrate communities in temperate ecosystems. In fact, scientists estimated that in only 2.5 acres, there were 1,950 to 34,300 salamanders!
- The Arizona tree frog (Hyla wrightorum) lives in mountainous (over 5,000 feet) wetland areas. While typically found in wetland meadows, these aptly named tree frogs are capable of climbing high into trees, often in the rainy season.
- Frogs were the first land animals with vocal cords. Many male frogs have vocal sacs—pouches of skin that fill with air like a balloon to enable them to call. These sacs resonate sounds like a megaphone, and some frog sounds can be heard from a mile away.
- Salamanders in the family Plethodontidae lay their eggs on land and the young emerge as fully formed miniature adults (this is called direct development), so they don't need a watery tadpole stage!
- You might not expect to find a frog in the Australian outback, where scorchingly hot and dry conditions mean that it can be stuck in its terrestrial burrow environment for months or even years at a time. Cyclorana platycephala, the waterholding frog shows us how it manages to survive this harsh environment. Their adaptations are truly amazing! These frogs secrete a waxy cocoon that forms a hard shell around their body, effectively waterproofing it - and preventing moisture loss - while it is underground. This frog, and others that live in deserts typically reproduce only in response to significant rainfall where tadpoles must develop and metamorphose before the temporary ponds dry up.



FRIDAY, MAY 8TH: FAR OUT FRIDAY



Even though there are so many fun, fascinating, far out, and “freaky” things about amphibians, they are the most threatened class of vertebrates in the world, with 40.7% of species globally at risk of extinction. “Far out” characteristics, like looking like a balloon, or being able to make your own cocoon, may just be “Gee-Whiz” trivia to us, but these interesting characteristics help amphibians survive and thrive in their diverse habitats.

Check out how cool they are! #FarOutFriday #ConservationMatters

Fun Jokes

Q: What did the quiet salamander say to the talkative salamander? A: You sure Axolotl questions!



FRIDAY, MAY 8TH: FAR OUT FRIDAY

Ideas For Posts

- The Lake Titicaca Frog has extra folds of skin to help it absorb oxygen from its aquatic habitat high in the Andes. This frog lives in Lake Titicaca (elevation 12,507') on the border of Peru and Bolivia.
AmphibiaWeb - Telmatobius culeus
- Purple Frogs emerge from their burrows deep in the mud for only 2-3 weeks per year - during the monsoons (the rainy season) - to breed. They have tiny eyes and very pointed snouts and look a little like jello.
- Some ranid frogs (like leopard frogs or bullfrogs) can be a startling blue color. This is because these frogs' xanthophores (a pigment containing cell in the skin that produces a yellow color) are either not there, or lack the yellow color. This means that only blue light is reflected and the frog looks blue to us. To understand this, think about what happens when you mix blue and yellow paint - you get green!. This situation in a frog can be due to lots of things and might be linked to degraded habitats. There is a worldwide project using community science to understand blue frogs.
- Caecilian mothers feed their sloughed skin to their young and produce "milk". It is not really milk, like in mammals, but a secretion that comes from the mothers' cloaca (the cloaca is a chamber that receives anything coming out of the intestinal, urinary and reproductive canals in birds, reptiles and amphibians). By ingesting this secretion, young caecilians receive microbes from their mother, the first known case of this in amphibians! By the way, young caecilians also eat their mother's skin.
- Who needs lungs? Not the lungless salamander! Salamanders in the family Plethodontidae include over 500 species and are incredibly diverse. Instead of lungs, these animals absorb all the oxygen they need through their moist skin.



SATURDAY, MAY 9TH: SANDY SATURDAY



When we imagine amphibian habitats, we don't always think of sandy beaches or desert dunes. But some amphibians surprise us again by being completely at home in these gritty and bare places. So hop on over to the beach (or some beach-like habitat) and see what the amphibians are doing.

Fun Jokes

Hey! I just got my frog some open-toad sandals for the beach!

Activities:

- Create a poster, video, and/or social media post on how to help amphibians in your neighborhood.
- Make an 'Amphibian Ally' t-shirt! Check out the directions and supply list on the 2021 Amphibian Week page.



SATURDAY, MAY 9TH: SANDY SATURDAY

Ideas For Posts

- Spadefoots are a kind of toad that is typically found in sandy or loose soil habitats. A spadefoot is recognizable by its vertical pupil (like a goat's) and the "spade" on its hind feet. The "spade" is a hard, keratinous (like hair or fingernails), dark colored structure. The spadefoot uses this specialized "spade" to dig deep into loose soils. Similar to other amphibians in dry areas, spadefoots spend a lot of time underground.
- The arroyo toad is an endangered species that is now absent from ~75% of its range in California. This toad lays eggmasses in shallow, sandy pools in slow moving, often ephemeral creeks. Habitat next to these creeks and pools is typically sandy rocky terraces formed by the flash floods that can be characteristic of these river systems.
- Amphibians living in the desert have options. Instead of burrowing and staying underground for long periods of time, some species are particular about their choice of microhabitat (small sections of habitat that differ from the surrounding habitat). For example, the Chiricahua leopard frog (*Lithobates chiricahuensis*) can be found in a variety of typically dry habitats at elevations from about 3,280 - 8,600', but they are always found near permanent or semi-permanent water sources. Often, in microhabitats formed by springs or cienegas (a cienega is a special kind of wetland associated with the American desert southwest and northern Mexico). Ciénegas are freshwater wet meadows with saturated soils that occur in otherwise arid landscapes. Chiricahua leopard frog tadpoles can take more than a year to metamorphose into adult frogs!
- Remember how diverse amphibian habitat use is! They can be at home in the sand or the forest or the stream. Conserving amphibians goes beyond protecting wetlands!

