**Fall 2020 BioBlitz Webinars Promotional Toolkit**

Looking for a way to bring outdoor exploration to your afterschool program? National Geographic and the Charles Stewart Mott Foundation are proud to partner on webinars this fall focusing on engaging learners in a safe, fun, and free way for youth to learn about local biodiversity through a BioBlitz—an activity to find and identify as many species as possible in a specific area over a short period of time.

Please share this opportunity with fellow educators! We’ve provided suggested key messages for your posts, and examples of social posts you can use to create your own tweet or status about the event. We encourage you to adapt the sample text to suit your needs and your/your organization’s voice.

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#### **Key Links / Registration Site**

[NatGeoEd.org/BioBlitz](https://www.nationalgeographic.org/projects/bioblitz/)

#### **Webinar Dates / Times**

* 9/16/2020 at 12 p.m. ET
* 9/22/2020 at 1 p.m. ET
* 9/28/2020 at 12 p.m. ET

#### **Hashtags**

#NatGeoBioBlitz

#### **Relevant Social Media Accounts**

##### *National Geographic Education*

* Facebook: @NatGeoEducation
* Twitter: @NatGeoEducation

##### *National Geographic Society*

* Instagram: @insidenatgeo
* Facebook: @insidenatgeo
* Twitter: @insidenatgeo

#### **Preferred Emojis**

🔍🔎

📷📸

🏠🏡

🌱🌿🌲🌳🌴🌵

🦇🐺🐝🐛🐌🐞🐜🦟🦗🕷

🦞🦀🐡🐠🐟🐊🐍🦎

🐓🦃🦚🦜🦢🕊

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#### **Key Messages**

* National Geographic and the Mott Foundation are offering a series of free webinars focusing on safe opportunities with citizen science this fall.

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#### **Tips**

* Tone should be casual, conversational and fun
* Use emojis freely!
* Try to keep your social copy brief.
* To protect yourself and others from COVID-19, please follow the regulations and guidance for your region, and follow the advice [here](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html).

#### **Shareable Information**

**Newsletter Copy (Under 150 Words)**

 *Webinar Series:*

Looking for a fun and safe way for youth to learn more about their area's biodiversity? BioBlitz is the learning experience for you! Join National Geographic staff and educators for a series of free webinars for out-of-school time professionals that share resources on exploring biodiversity from home and within your local communities. The webinar series is supported by the Charles Stewart Mott Foundation. Learn more and register at [NatGeoEd.org/BioBlitz](https://www.nationalgeographic.org/projects/bioblitz/)!

Specific Webinars:

**What Lives Here? Safe BioBlitz Approaches for Exploring Biodiversity with Youth in 2020**

*BioBlitz Webinar on September 16 at 12 p.m. ET*

Engage your afterschool learners with safe citizen science opportunities through a BioBlitz! Join National Geographic on **September 16 from 12-1 p.m. ET** for a free webinar for out-of-school time professionals. Learn helpful tips and receive resources for leading youth or families in citizen science educational activities either virtually or in person. The webinar series is supported by the Charles Stewart Mott Foundation. Learn more about the webinar and register at [NatGeoEd.org/BioBlitz](https://www.nationalgeographic.org/projects/bioblitz/).

**Noticing Nature - Observations, Techniques and Species Exploration Using the Seek App**

*BioBlitz Webinar on September 22 at 1 p.m. ET*

Connect your students to the outdoors through observation by conducting a BioBlitz activity! Join National Geographic on **September 22 from 1-2 p.m. ET** for a free BioBlitz webinar focused on observations and connecting youth to their environment with the Seek app by iNaturalist. Afterschool professionals will gain tips and resources on where to find species and how to incorporate tech-free activities into your nature exploration. The webinar series is supported by the Charles Stewart Mott Foundation. Learn more and register at [NatGeoEd.org/BioBlitz](https://www.nationalgeographic.org/projects/bioblitz/).

**Connecting Youth to Nature in 2020**

*BioBlitz Webinar on September 28 at 12 p.m. ET*

Engaging your afterschool learners with nature may look different this year. Try a BioBlitz activity! Join National Geographic on **September 28 from 12-1 p.m. ET** for a free BioBlitz webinar on ways to learn about biodiversity safely from homes and within your local communities. Dive deeper into resources like the iNaturalist app to spark curiosity in budding citizen scientists as they identify species and learn from the data. The webinar series is supported by the Charles Stewart Mott Foundation. Learn more and register at [NatGeoEd.org/BioBlitz](https://www.nationalgeographic.org/projects/bioblitz/).

#### **Sample Social Posts**

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##### **Sample Facebook Posts**

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| **Focus** | **Image** | **Copy** |
| Webinar series | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | Looking for a fun and safe way for youth to learn more about their area's biodiversity? Join @NatGeoEducation and @MottFoundation to bring #NatGeoBioBlitz to afterschool programs! Connect with experts in a series of free webinars to learn about tips to observe and collect data outdoors with your learners. Learn more and register: [NatGeoEd.org/Bioblitz](http://natgeoed.org/Bioblitz)  |
| September 16 webinar  | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | Invite youth in your program to discover nature in ways they’ve never noticed before! Join @NatGeoEducation and @MottFoundation for a webinar for out-of-school time professionals on September 16 at 12 PM ET to learn ways to explore & collect data during your next walk or through your window. Register: [NatGeoEd.org/Bioblitz](http://natgeoed.org/Bioblitz)  |
| September 22 webinar | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | There are so many elements in nature to identify! Don’t know where to start for your afterschool program? Join @NatGeoEducation and @MottFoundation on September 22 at 1 PM ET to learn about the Seek App & ways to find new species right in your neighborhood! Register: [NatGeoEd.org/Bioblitz](http://natgeoed.org/Bioblitz)  |
| September 28 webinar | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | Spark curiosity in budding citizen scientists in your afterschool program! Join @NatGeoEducation and @MottFoundation for a free webinar on September 28 (12 PM ET) to learn about biodiversity safely from homes and within local communities: [NatGeoEd.org/Bioblitz](http://natgeoed.org/Bioblitz)  |

##### **Sample Instagram Posts**

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| **Focus** | **Image** | **Copy** |
| Webinar series | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | Afterschool Educators, engage your learners with safe citizen science opportunities through a #NatGeoBioBlitz! Join a free webinar with Nat Geo Education and the Mott Foundation to learn about tips to observe and collect data while outdoors with your learners. Register via NatGeoEd.org/BioBlitz or link in bio.*Link for Instagram bio*: <https://www.nationalgeographic.org/projects/bioblitz/> |
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##### **Sample Twitter Posts**

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| **Focus** | **Image** | **Copy** |
| Webinar series | [Image selection](https://drive.google.com/drive/folders/1UbHAgm-fSWsl9q5qtN3ygm_2hrqzJH4D?usp=sharing) | Bring exploration to life through #NatGeoBioBlitz! Connect with @NatGeoEducation & @mottfoundation in a series of free webinars to learn about tips to observe and collect data outdoors with your learners. Learn more and register: [NatGeoEd.org/Bioblitz](http://natgeoed.org/Bioblitz)  |
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