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**September 2019 Social Snippet**

The monthly social snippets offer one call to action and one informational piece. Feel welcome to post one early in the first half of the month and another in the second -- set a reminder on your calendar for each!

Most text can simply be copied and pasted. Anything that is highlighted yellow is something that you will have to adjust or delete yourself before you post (such as the name of the photographer of the photo you choose).

**Call to Action Snippet: Join a tagging event near you.**

**Photo suggestions: “Monarch Tagging” is a good section of** [**photo library**](https://madisonaudubon.org/social-photos?rq=social%20photo%20library) **to choose from.**

* **FACEBOOK**:

Looking for a fun way to get outside and learn about monarchs? Join a monarch tagging event near you. At a tagging event, you’ll learn how to safely net a monarch and carefully place an ID tag on a certain part of its wing. The tag is nearly weightless and the location for its placement must be precise so it won’t affect the butterfly’s flight. This tag has a unique number, which means when tagged monarchs are recovered elsewhere, we know where they came from. It’s an awesome activity for the whole family! [Link]

Photo by: ...

Hashtags: #wimonarchs

* **TWITTER**:

Want to get outside & learn about #monarchs? Join a tagging event! You’ll learn how to safely place ID tags on migrating #monarchs, which allows you to track where they are seen again. [Link] #wimonarchs

Pic by: …

* **INSTAGRAM:**

Looking for a fun way to #getoutside and learn about #monarchs? Join a #monarch tagging event near you. At a tagging event, you’ll learn how to safely net a monarch and carefully place an ID tag on a certain part of its #wing. The tag is nearly weightless and the location for its placement must be precise so it won’t affect the butterfly’s flight. This tag has a unique number, which allows you to track their movement It’s an awesome activity for the whole family! [Link]

Photo by: ...

Hashtags: #wimonarchs

**Informative Social Snippet:**

**Monarch tagging: Why it matters and why this generation of butterflies**

**Photo suggestions: “Monarch Tagging” is a good section of** [**photo library**](https://madisonaudubon.org/social-photos?rq=social%20photo%20library) **to choose from.**

* **FACEBOOK**:

What is monarch tagging? Every year during monarch migration, thousands of volunteers “tag” monarch butterflies with identification stickers, and sightings of these individuals are recorded as they make their way to Mexico. When applied as directed, the tags do not interfere with flight or otherwise harm the butterflies. Tagging was originally used to help locate the monarchs’ mysterious overwintering site in Mexico, and now it’s a fun way to find out where monarchs in your area end up. You can help! Look for a monarch tagging event near you.

Photo by: ...

Hashtags: #wimonarchs #citizenscience

* **TWITTER**:

During their #migration, volunteers tag monarch butterflies with ID stickers and record sightings of them as they make their way to #Mexico. This is a fun way to learn about monarchs. #wimonarchs

Pic by: ...

* **INSTAGRAM:**

What is #monarch tagging? Every year during monarch #migration, thousands of volunteers “tag” monarch butterflies with identification stickers, and sightings of these individuals are recorded as they make their way to Mexico. When applied as directed, the tags do not interfere with flight or otherwise harm the butterflies. Tagging was originally used to help locate the monarchs’ mysterious overwintering site in Mexico, and now it’s a fun way to find out where monarchs in your area end up. You can help! Look for a monarch tagging event near you.

Photo by: ...

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