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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 help conserve 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 scientists to track their migration and answer questions about how best to conserve this species. It’s an awesome #citizenscience activity for the whole family! [Link]

Photo by: ...

Hashtags: #wimonarchs #citizenscience

* **TWITTER**:

Want to get outside & help conserve #monarchs? Join a tagging event! You’ll learn how to safely place ID tags on migrating #monarchs, which allows scientists to track them & answer questions about how to conserve this species. [Link] #wimonarchs

Pic by: …

* **INSTAGRAM:**

Looking for a fun way to #getoutside and help conserve #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 scientists to track their movement and answer questions about how to best conserve this species. It’s an awesome #citizenscience 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. This massive citizen science project helps build a better understanding of the monarch's fall migration. Tagging was originally used to help locate the monarchs’ mysterious overwintering site in Mexico, but there’s so much more to learn to help conserve this species, such as the timing and pace of the migration, mortality during the migration, and changes in geographic distribution. 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 #citizenscience project helps answer important questions that will help conserve this species. #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. This massive #citizenscience project helps build a better understanding of the monarch's fall migration. Tagging was originally used to help locate the monarchs’ mysterious overwintering site in Mexico, but there’s so much more to learn to help conserve this species, such as the timing and pace of the migration, mortality during the migration, and changes in geographic distribution. You can help! Look for a monarch tagging event near you.

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