

Lights Out for Birds

Sample Language for Social Media



SAMPLE PARAGRAPH FOR EMPLOYEE/BUILDING NEWSLETTER

Lights Out for Birds

Save birds' lives during spring migration by turning out office lights at night! Migrating birds are drawn by bright urban lights and often die in building collisions. What you can do: Turn off building lights at night. And when you need to work late, draw the blinds or use task lighting instead of overhead lighting. Spring migration season lasts from February 15 through May 31, but turning off lights at night can save energy and money year-round. For more info, see <http://www.goldengateaudubon.org/lightsout>

(Modify for fall migration – dates are August 15 through November 30.)

SAMPLE FACEBOOK MESSAGES:

(1) It's (spring/fall) migration season! Turn out building lights at night to reduce bird-building collisions. And if you need to work late, draw the blinds or use task lighting instead of overhead lighting. The 200 species of birds that migrate through the Bay Area will thank you. <http://www.goldengateaudubon.org/lightsout>
#LightsOut

(2) I'm turning my #lightsout! Dimming home and office lights at night helps save birds' lives during migration season. Will you join me?
<http://www.goldengateaudubon.org/lightsout>

(3) Did you know that ONE downtown Chicago office building reduced bird deaths by 80 percent when it turned out its lights at night? Help reduce bird-building collisions by turning out lights at night. Or if you need to work late, draw the blinds and use task lighting. <http://www.goldengateaudubon.org/lightsout>

(4) Migrating Bird of the Week: **XXXXXXX (name of bird, with photo)** Protect this little guy and other Bay Area migrants by turning out building lights at night. Or if

you need to work late, draw the blinds and use task lighting to prevent bird-building collisions. More info at <http://www.goldengateaudubon.org/lightsout>

SAMPLE TWEETS

Spring migration is here! Save birds' lives with #LightsOut.
<http://www.goldengateaudubon.org/lightsout>

Fall migration is here! ! Save birds' lives with #LightsOut.
<http://www.goldengateaudubon.org/lightsout>

Saving birds' lives can also save energy and money.
<http://www.goldengateaudubon.org/lightsout>

Need to work late? Draw blinds, use task lighting to prevent bird-building collisions during migration season. #LightsOut
<http://www.goldengateaudubon.org/lightsout>

For more information on Lights Out for Birds, contact Golden Gate Audubon Society at ggas@goldengateaudubon.org.