



Birdability Week 2025 Social Media Toolkit



Birdability Week is a vital celebration of inclusion, accessibility, and the transformative power of nature and birds for people with disabilities and other health concerns. It highlights the importance of ensuring everyone can enjoy birding and the mental and physical health benefits that come with it. This week-long event fosters a sense of community among birders of all abilities, amplifies the voices and experiences of disabled birders, and brings attention to the need for accessible outdoor spaces. By offering virtual events, workshops, and discussions, Birdability Week ensures that birding can be enjoyed by anyone, regardless of physical, mental, or sensory challenges. This week builds on the

efforts of many to create more #OutdoorEquity and is an annual commemoration during the 3rd full week each October, drawing inspiration from other inclusive celebrations such as [#BlackBirdersWeek](#), [Latino Conservation Week](#) and [Let's Go Birding Together](#).

This year's theme, **YOU BELONG HERE**, centers belonging as both a right and a practice. Through virtual events, community outings, workshops, and storytelling, Birdability Week 2025 (October 20–26) continues to build a culture of access, welcome, and connection.

We invite you to spread the word, engage your audience, and help make birding accessible for all.

This year's logo is original linocut artwork donated by artist [Jenny Gringer](#) to celebrate the fact that YOU BELONG HERE!

Key Dates

- **October 20–26, 2025:** Birdability Week 2025
- **Virtual Events:** All week long (see below)
- **Bird(ability) Your Way! Weekend:** October 25–26, 2025
- **Birdability's Offbeat Photo and Video Contest:** Open 8/1/25 to 9/15/25

Key Messages

- Birding is for everybody and EVERY body and mind
- Accessible outdoor spaces foster inclusion and community
- Everyone deserves the mental and physical health benefits of birding
- Disabled birders' voices and experiences must be amplified
- Belonging is the difference between being invited and being expected
- Birdability works to remove barriers so that all people can experience bird joy

Online Access Considerations

We hope that you will familiarize yourself with [Birdability's Social Media Access Considerations](#) for any Birdability Week posts that you create. A few key points are to use CamelCase hashtags (capitalize each word), provide image descriptions/alt text, avoid text-only graphics, and ensure color contrast is high for legibility.

Hashtags

Birdability encourages folks to use CamelCase hashtags, where you capitalize each word in a hashtag, to increase legibility and allow screen readers to distinguish each word.

- #BirdabilityWeek2025
- #BirdabilityWeek
- #Birdability
- #BirdingForAll
- #AccessibleBirding
- #OutdoorEquity
- #NatureForAll
- #InclusiveBirding
- #BirdabilityYourWay
- #YouBelongHere
- #BirdingForEverybody

Platform-Specific Posts

September Save the Date Posts

#1 (September 2025)

- **Twitter/X:** "Mark your calendars: #BirdabilityWeek2025 is October 20–26! A week of accessible birding events, panels, and Bird(ability) Your Way! Weekend. Join the movement: www.birdability.org/birdability-week."
- **Facebook:** "Birdability Week 2025 is coming up October 20–26. This year's theme is YOU BELONG HERE. We'll celebrate birders with disabilities, host virtual events, and encourage everyone to bird their way. Details at www.birdability.org/birdability-week."
- **Instagram:** "#BirdabilityWeek2025 runs October 20–26. Expect a week of panels, workshops, and Bird(ability) Your Way! Weekend. YOU BELONG HERE. More info at the link in bio."
- **LinkedIn:** "October 20–26, 2025 is #BirdabilityWeek2025. This national celebration uplifts disabled birders, highlights accessibility in the outdoors, and builds community. Learn more and plan to participate: www.birdability.org/birdability-week."

Join Us! (Mid-September)

- **Twitter/X:** "It's official—#BirdabilityWeek2025 is October 20–26. Join us for panels, workshops, and Bird(ability) Your Way! Weekend. Full details and registration at www.birdability.org/birdability-week."
- **Facebook:** "Birdability Week 2025 is October 20–26. A national celebration of accessible and inclusive birding, this year's theme is YOU BELONG HERE. Join us! www.birdability.org/birdability-week."

- **Instagram:** "YOU BELONG HERE. Birdability Week 2025 is October 20–26. We can't wait for a week of accessible and inclusive birding. More info at the link in bio."
 - **LinkedIn:** "Birdability Week 2025 is October 20–26. Join us for a celebration of accessible birding, inclusive communities, and the joy of belonging in nature. Schedule and registration: www.birdability.org/birdability-week."
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Schedule Is Out (September 8, 2025 or after)

- **Twitter/X:** "The #BirdabilityWeek2025 schedule is LIVE! Join us Oct 20–26 for virtual events, workshops, panels, and Bird(ability) Your Way! Weekend. Explore the schedule + register now: www.birdability.org/birdability-week."
- **Facebook:** "The schedule for Birdability Week 2025 is out now! From October 20–26, join us for a week of virtual events, including panels, workshops, Bird(ability) Your Way! Weekend, and our Photo/Video Contest celebration. YOU BELONG HERE. Schedule + registration: www.birdability.org/birdability-week."
- **Instagram:** "The #BirdabilityWeek2025 schedule is here! Mark your calendars for October 20–26 and join us for a week of virtual events, panels, workshops, and Bird(ability) Your Way! Weekend. YOU BELONG HERE. Check the link in bio to register."
- **LinkedIn:** "We're excited to share that the #BirdabilityWeek2025 schedule is live! From October 20–26, join us for a national celebration of accessible birding, featuring virtual panels, workshops, and Bird(ability) Your Way! Weekend. Explore the schedule and register here: www.birdability.org/birdability-week."

Countdown

It's October (October 1–7, 2025)

- **Twitter/X:** "It's October, which means more than #SpookySeason—it's time for #BirdabilityWeek2025! From October 20–26, join us for a week of virtual events, workshops, and celebrations of accessible birding. Schedule + registration: www.birdability.org/birdability-week."
 - **Facebook:** "October is here, and that means the countdown to #BirdabilityWeek2025 is on! From October 20–26, we'll gather to celebrate birders with disabilities and advocate for inclusive birding spaces. Virtual events, panels, and more—see the schedule here: www.birdability.org/birdability-week."
 - **Instagram:** "It's October and that means it's not just #SpookySeason—it's time for #BirdabilityWeek2025! From October 20–26, we'll celebrate accessible birding with panels, workshops, and Bird(ability) Your Way! Weekend. Check the link in bio for the full schedule."
 - **LinkedIn:** "It's October, and we're just weeks away from #BirdabilityWeek2025 (October 20–26). Join us for a national celebration of accessible and inclusive birding, with virtual panels, workshops, and opportunities to bird your way. Details: www.birdability.org/birdability-week."
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Two Weeks Out (October 6–12, 2025)

- **Twitter/X:** "We're two weeks away from #BirdabilityWeek2025! Panels, workshops, and Bird(ability) Your Way! Weekend are waiting for you. Explore the schedule and save the dates: www.birdability.org/birdability-week."
- **Facebook:** "Only two weeks until #BirdabilityWeek2025! Join us October 20–26 for virtual panels, workshops, and the Bird(ability) Your Way!"

Weekend—celebrating birders with disabilities and creating more inclusive outdoor spaces. Schedule: www.birdability.org/birdability-week.”

- **Instagram:** “Two weeks until #BirdabilityWeek2025! Celebrate birders with disabilities and inclusive birding spaces with a week of panels, workshops, and events. Plus Bird(ability) Your Way! Weekend on Oct 25–26. Schedule in stories and link in bio.”
 - **LinkedIn:** “In just two weeks, #BirdabilityWeek2025 begins! From October 20–26, join us for a celebration of accessible birding and inclusive outdoor spaces. Virtual panels, workshops, and Bird(ability) Your Way! Weekend await. Schedule here: www.birdability.org/birdability-week.”
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Week of Birdability Week (October 20–26, 2025)

Kickoff Post (October 20)

“Today kicks off #BirdabilityWeek2025! Birders with disabilities and health concerns are at the center of this celebration. Join us for a week of events including ‘This is Your Brain on Birds’ (Oct 20), Accessibility in Conservation Panel (Oct 21), and much more. Full schedule: www.birdability.org/birdability-week.”

Bird(ability) Your Way! Weekend (October 25–26)

“Celebrate #BirdabilityYourWay during Birdability Week 2025! Whether you bird from home, join an outing, or explore an accessible trail, this weekend is about belonging. Share your story using #BirdabilityYourWay and show that #YouBelongHere.”

Closing Celebration (October 26)

“We’re closing #BirdabilityWeek2025 with community and joy. Join us for the Birdability Week Celebration + Photo/Video Contest Winners Announced (Oct 26, 4:00 PM ET). Celebrate belonging, bird joy, and the movement toward inclusive birding. Register: www.birdability.org/birdability-week.”

Engagement Tips

- Encourage your followers to share their birding experiences using #BirdabilityWeek2025 and #BirdabilityYourWay.
- Engage with your audience by asking questions like: “How do you make birding accessible?” or “What’s your favorite birding spot?”
- Send your followers to check out the [Birdability Map](#) and let them know they can contribute site reviews to help create more accessible and inclusive birding. Ask them what makes birding accessible for them.
- Share posts leading up to and throughout Birdability Week to maintain engagement and visibility.
- Remind folks that birdability.org has resources and guidance documents to help anyone make birding more inclusive and accessible.

Birdability Branding Details

If you plan to develop your own materials to promote Birdability Week, consider using the same fonts and text colors that Birdability uses.

Fonts:

- Title Font: Merriweather
- Body Font: Open Sans

Text Color Hex Codes:jni

- Dark Blue: #006195
- Light Blue: #28C5FF
- Dark Gray: #68829B
- Light Gray: #9C9C9F
- Black: #FFFFFF
- White: #000000

Find all of the marketing photos and additional information including image descriptions in [this folder](#).