



## Social Media Toolkit

### Social Media

- Find Project Phoenix on [Instagram](#) and [TikTok](#) @projectphoenix\_socal
- Connect with our community using the hashtag **#ProjectPhoenix**
- Check out our website at [www.projectphoenix.study](http://www.projectphoenix.study)

### Images

[Photos](#)

[Instagram Material](#)

[Flyers](#)

[Google Drive](#)

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### Instagram

## Sample Text 1

*For thousands of years, #wildfire has shaped the West Coast's diverse #ecosystems. From #redwood forests to #desert grasslands, fire forged the lands we love.*

*But fire is not what it used to be along the West Coast. Wildfires are larger and happen more frequently. And more fire means more #smoke.*

*Birds are highly sensitive to #airpollution, but we know very little about how wildfire smoke impacts birds. Join #ProjectPhoenix and help researchers at @ucla and @nhmla solve the mystery.*

*@projectphoenix\_socal is a community science monitoring project to study the effects of smoke on #birds in neighborhoods across California, Oregon, and Washington. By observing birds in your neighborhood for just \*\*10 minutes a week\*\*, you can help researchers learn more about bird responses to smoke. Data collection is ongoing, now through November 30th, and volunteers are accepted on a rolling basis – no previous birding experience required.*

*Sign up today at [projectphoenix.study](https://projectphoenix.study). Together, we can safeguard birds through ever-smokier summers.*

## Sample Text 2

*(Dear/Calling all Californians/Oregonians/Washingtonians) – the birds need your help!*

*Climate change is intensifying wildfire activity, and birds are increasingly exposed to hazardous smoke. How does wildfire smoke affect birds, and what can we do to help birds thrive during ever-smokier summers?*

*You can join #ProjectPhoenix and help solve the mystery. @projectphoenix\_socal is a community science project led by researchers at @UCLA and @nhmla to monitor birds in California, Oregon, and Washington during the 2025 fire season. Volunteers survey birds in their neighborhoods for just \*\*10 minutes\*\* a week. Researchers will use this data to learn more about how smoke impacts bird behavior and species distributions.*

*Data collection is ongoing, now through November 30th, and volunteers are accepted on a rolling basis – no previous birding experience required. Join #ProjectPhoenix today!*

## Sample Text 3

*Interested in community science? Join #ProjectPhoenix (@projectphoenix\_socal) to help monitor birds during the West Coast's fire season. In just 10 minutes a week, you can help gather data that will be used to help safeguard birds through ever-smokier summers. Beginner birders are welcome – no prior birding experience is required! Join #ProjectPhoenix today!*

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## Facebook

### Sample Text

*(Dear/Calling all Californians/Oregonians/Washingtonians) – the birds need your help!*

*For thousands of years, wildfire has shaped the West Coast's diverse ecosystems. From redwood forests to desert grasslands, fire forged the lands we love.*

*But fire is not what it used to be in the Western United States. Wildfires are larger and happen more frequently. And more fire means more smoke.*

*Birds are highly sensitive to air pollution, but we know very little about how wildfire smoke impacts birds. **Join Project Phoenix and help us solve the mystery.***

*Project Phoenix is a community science monitoring project to study the effects of smoke on birds in neighborhoods across California, Oregon, and Washington. **By observing birds in your neighborhood for just **\*\*10 minutes\*\*** a week, you can help us learn more about bird responses to smoke.*** Data collection is ongoing, now through November 30th, and volunteers are accepted on a rolling basis – no previous birding experience required.

*Sign up today at [projectphoenix.study](http://projectphoenix.study). Together, we can safeguard birds through ever-smokier summers.*

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## Instagram/Facebook Stories

### Sample Text 1

*In just 10 minutes, you can help scientists learn how to protect birds from wildfire smoke! Learn more at [LINK: [www.projectphoenix.study](http://www.projectphoenix.study)]*

### Sample Text 2

*It's #smoky outside. How are the #birds doing? Join #ProjectPhoenix to help find out!*

*By observing birds in your neighborhood for just 10 minutes a week, you can help researchers at @UCLA and @NHMLA learn more about bird responses to smoke. Learn more at [LINK: [www.projectphoenix.study](http://www.projectphoenix.study)]*

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Twitter/X

Sample Text 1

*Community scientists with #ProjectPhoenix are helping researchers at @UCLA and @NHMLA learn more about how #wildfire #smoke impacts #birds. Want to help? Sign up today at [projectphoenix.study](http://projectphoenix.study). Time commitment is just 10 min/week. No previous #birding experience required! [LINK: [www.projectphoenix.study](http://www.projectphoenix.study)]*

Sample Text 2

*It's #smoky outside. How are the #birds doing? Join #ProjectPhoenix to help find out!*

*By observing birds in your neighborhood for just 10 minutes a week, you can help researchers at @UCLA and @NHMLA learn more about bird responses to smoke. Learn more at [LINK: [projectphoenix.study](http://projectphoenix.study).]*

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