



Bat Week Social Guidance 2017

Bat Week is an annual celebration of bats that takes place October 24 - 31. 2017 marks the fourth year, and it has grown each year. Events take place throughout the week across the US and Canada. In addition to attending events, millions participate online through social media and on the batweek.org website.

The weeks leading up to Bat Week provide a great opportunity to engage on social sites to promote local and signature events and to educate the public about bats, their role in nature, their importance to agriculture, and the threats they face due to White-nose Syndrome and habitat loss.

Bat Week is a strong and growing partnership including, but not limited to:

- U.S. Fish and Wildlife Service
- Bat Conservation International
- National Park Service
- Parks Canada
- Canadian Wildlife Health Cooperative
- Canadian Wildlife Federation
- Wildlife Acoustics
- Organization for Bat Conservation / Save the Bats

These and other social media accounts are all very active leading up to Bat Week.

Follow along on Twitter at:

Bat Week: [@Bat_Week](https://twitter.com/Bat_Week)

Bat Conservation International: [@BatConIntl](https://twitter.com/BatConIntl)

Bureau of Land Management: [@BLMNational](https://twitter.com/BLMNational)

US Forest Service: [@forestservice](https://twitter.com/forestservice)

US Fish and Wildlife Service: [@USFWS](https://twitter.com/USFWS)

Organization For Bat Conservation: [@BatConservation](https://twitter.com/BatConservation)

Lubee Bat Conservancy: [@BatConservancy](https://twitter.com/BatConservancy)

The Save Lucy Campaign: [@SaveLucyTheBat](https://twitter.com/SaveLucyTheBat)

Wildlife Acoustics: [@WildlifeAcoust](https://twitter.com/WildlifeAcoust)

National Park Service: [@NatlParkService](https://twitter.com/NatlParkService)

The Canadian Wildlife Health Cooperative: [@CWHCRCSF](https://twitter.com/CWHCRCSF)

Parks Canada: [@ParksCanada](https://twitter.com/ParksCanada)

U.S. Geological Survey: [@USGS](https://twitter.com/USGS)

Wildlife Conservation Society: [@TheWCS](https://twitter.com/TheWCS)

The Wildlife Habitat Council: [@WildlifeHC](https://twitter.com/WildlifeHC)



How you can get involved:

- Share! Talk about the importance of bats for agriculture and ecological diversity. Help dispel the myths that they are scary (they're not!).
- Educate by directing web traffic to the many partner sites including batweek.org, batcon.org & whitenosesyndrome.org
- Use #BatWeek in all Bat Week related social media. #Bats and #SaveTheBats can also be used whenever appropriate
- Stay tuned for additional information on BatWeek events and consider hosting/sponsoring one of your own

Messages for sharing:

- Bats save farmers billions of dollars on pest control every year! Support your local farms by protecting bats year round. Check out batcon.org to find out how you can help! #BatWeek
- No matter where you live, chances are there are bats nearby. These unique mammals are vital to the health of our planet through pest control and seed dispersal. Next time you see one flying by you at night, be thankful to have them around! #BatWeek
- Bats need your help! White-nose Syndrome has devastated bat populations since it was first discovered in 2007. Today, WNS is found in 31 US states and 5 Canadian provinces. Pseudogymnoascus destructans, the fungus that causes WNS, has been found in 33 US states. Head to whitenosesyndrome.org to learn what is being done to fight for bats and how you can get involved. #BatWeek
- #BatWeek is almost here! We need your help to Go To Bat For Bats. Check out batweek.org for some great ideas to help raise awareness in your neighborhood and beyond!
- One tequila, two tequila, three tequila.... While we don't endorse excess drinking, some of our favorite adult beverages are brought to us by bats! Check out batweek.org for some great cocktail tips! #BatWeek

Talking points (via batweek.org, batcon.org & whitenosesyndrome.org):

- Worldwide, there are more than 1,300 species of bats, which make up almost 20 percent of all mammal species.



- Bats live almost everywhere on Earth except the most extreme desert and polar regions. So, no matter where you live, it is almost certain that there are bats living near you.
- Insectivorous bats likely save the United States agricultural industry at least \$3 billion dollars each year on pest control, or approximately \$74 per acre for the average farmer.
- Beyond pest control, bats are valuable pollinators and seed dispersers. Some bats pollinate flowering plants, ensuring the production of fruits that support local economies, as well as diverse wildlife populations - and also tequila. Fruit-eating bats in the tropics disperse seeds that are critical to restoring cleared or damaged rainforests. Seeds dropped by bats can account for up to 95 percent of the first new growth of recovering forests. Lack of pollination and seed dispersal could adversely affect food security.
- Bats are exceptionally vulnerable to extinction, in part because they are among the slowest reproducing mammals on Earth for their size. Most bat species only give birth to one pup.
- A big threat to bats is White-nose Syndrome (WNS), which has killed millions of bats since it was discovered in 2007, decimating populations. WNS is a fungal disease that invades the skin of hibernating bats and disrupts both their hibernation cycles and their hydration. The fungus is transmitted primarily from bat to bat.
- Today, WNS is found in 31 US states and 5 Canadian provinces. *Pseudogymnoascus destructans*, the fungus that causes WNS, has been found in 33 US states.

How people can help (via NPS):

- Install bat houses in gardens and public spaces.
- Help protect and conserve bats' natural habitats.
- Garden organically to reduce pesticide and herbicide use. Bats are helpful in controlling pests, fertilizing and keeping a healthy and beautiful garden.
- When exploring caves, follow the proper decontamination protocols and use caution. Try not to disturb bats.
- Support research on White-nose Syndrome.
- Turn out the lights! Light pollution affects insect populations, disrupts bats as they migrate, and deters sensitive bat species.



- Reduce, reuse, recycle, and rot (compost)! The overwhelming amount of garbage produced each year -- hundreds of millions of tons in America alone -- is one of the biggest hurdles to a healthy environment for bats and humans!