



# NATIVE BEE WATCH

COLORADO STATE UNIVERSITY  
EXTENSION

## Native Bee Watch Community Science Program Style Guide and Social Media Toolkit

*Mission: Engage Coloradans in research and education to support pollinator conservation.*

### **Social Media Toolkit Purpose**

Our mission is to engage Coloradans in education and research to support pollinator conservation. We love to share education be bees and encourage you to do the same! This toolkit will provide you with graphics and text that you can use on your own social media platforms. Check back often for more content as we continue to build out the toolkit.

### **Share Your Photos**

You are going to see some fun bee and insects this summer, and we would love for you to share it on social media! You can use the hashtags, tags, and draft social media posts provided in this document to help boost engagement of your postings. Your postings are also increasing awareness of native bees and pollinators, and the visibility of the Native Bee Watch Community Science Program.

### **Website**

Refer people to [NativeBeeWatch.org](https://NativeBeeWatch.org). All information on trainings, participation, bee information, volunteer resources, and updates are posted on the website.

### **Hashtags**

**Please use the following hashtags when posting about Native Bee Watch:**

**#NativeBeeWatch #NativeBeeWatchColorado #NativeBees #CSUExtension #PollinateCO  
#ColoradoPollinators**

Feel free to add other hashtags! Hashtags are a useful tool because others can find your post through the hashtags. You can use specific hashtags based on your location (e.g. #ArapahoeCounty, #LittletonColorado) to ensure local audiences see your posts. You can also use hashtags based on what

you are observing (e.g. #Sunflower, #backyardgarden, #leafcutterbee). Instagram allows up to 30 hashtags, and we recommend using as many as possible.

Here are some other ideas:

#Pollinators #PollinatorGarden #Colorado #Garden #Plants #Insects #entomology #bees  
#beesofinstagram #BeesLife #flower #ColoradoGardening #ColoradoGardens #Coloradogardener  
#ColoradoStateUniversity #ColoradoLife #ColoradoSummer #Coloradogram #CommunityScience  
#CitizenScience #Insectsarecool #ILoveBees #Summervibes #Outdoors #CommunityScientist  
#CitizenScientist #nature #pollen #InsectPhotography #PollinatorFriendly

For more ideas and to see what hashtags are trending, visit <http://best-hashtags.com>.

## **Tags**

With limited capacity, Native Bee Watch currently doesn't have its own social media accounts. However, feel free to tag Lisa Mason, the Native Bee Watch lead and she will do her best to share your posts and/or like and comment to help increase engagement.

- Facebook: @Lisa Mason Eckhoff
- Instagram: @Birdbrain82
- Twitter: @LisaMason12
- LinkedIn: @Lisa Mason

You can also tag @CSUExtension. If you are participating on behalf of a partner organization, feel free to tag your partner organization.

## **Draft Social Media Posts**

Feel free to use and modify these posts for social media. Native Bee Watch program is open to anyone in Colorado. Refer people to NativeBeeWatch.org for more information. Remember to use hashtags, especially if you post on Instagram.

- Who wants to watch bees this summer? I am participating in the Native Bee Watch Community Science program. I will be observing bees in my backyard and submitting data. All training is provided. You can register at NativeBeeWatch.org.
- What's the buzz with the bees? Participate in Native Bee Watch this summer. You will receive free, virtual training on how to monitor bees and submit data to research at Colorado State University. Register at NativeBeeWatch.org.

- Did you know that Colorado has over 900 species of bees? They are regular visitors in our gardens pollinating our plants! They come in all shapes and sizes from large and fuzzy to tiny and green. Learn more at [NativeBeeWatch.org](http://NativeBeeWatch.org).
- Get outside this summer and become a community scientist volunteer! Join Native Bee Watch, a Colorado-based project that monitors bees in gardens. All training is provided. The data collected on bees informs educational and research efforts.

## **Fun Facts about Bees**

Here are some additional facts about bees you can include in your social media posts.

- 1 in every 3 bites of food comes from pollinators.
- Colorado has over 900 species of bees!
- More than 75% of all plants in the world rely on pollinators for reproduction.
- Meat and dairy industries often depend on pollinators because bees pollinate alfalfa and clover which is used to feed cattle.
- Bumble bees are specialized pollinators because they do “buzz pollination.” They have a special vibration and when they land on the plant, the plant is able to release the pollen. They commonly pollinate plants in the Solanaceae family (Nightshades) such as tomatoes and peppers.
- Squash bees (*Peponapis* spp. and *Xenoglossa* spp.) are specialized bees that only pollinate squash and pumpkin plants. Look inside the big, yellow flowers on your squash plants in the early morning. You will see them buzzing around or resting inside the flowers. You plant it and they will come!
- What is the easiest way to know if an insect is a bee? Look carefully at the insects visiting flowers. Are they carrying pollen? If the insect is a bee, you might see pollen grains stuck to their bodies or in “pollen baskets” on their hind legs. Bees have specialized hairs on their body to carry pollen, thus facilitating plant reproduction when they visit other flowers.

## **Logo Usage**

To request use of the Native Bee Watch logo, please email [Lisa.Mason@colostate.edu](mailto:Lisa.Mason@colostate.edu) for permission. Logo usage will require review and approval by Native Bee Watch staff and will need to follow all branding guidelines provided by Colorado State University at <https://brand.colostate.edu/>.