



10 Ways Audubon Is Using Technology



Audubon

WOMEN IN CONSERVATION

1. Audubon.org

Stunning bird photography, interactive maps, conservation stories, do-it-yourself information, and Women in Conservation content inspire people to protect the environment and their favorite birds.

2. Audubon Bird Guide App

Anyone with a mobile device can identify 821 North American bird species and use their fingertips to explore 3,200-plus world-renowned bird photos—for free!

3. Audubon En Español

Audubon's "La Guía de Aves de América del Norte" is the first-ever digital Spanish-language field guide to North American birds and will enable more people to take action for birds.

4. Bird Cams

Our live cams bring Atlantic Puffins, Osprey, and other birds into schoolrooms and onto laptops thanks to a partnership with explore.org.

5. eBird

More than 160,000 volunteer citizen scientists used eBird to submit their observations for this year's Great Backyard Bird Count—a joint project of the National Audubon Society, Cornell Lab of Ornithology, and Bird Studies Canada—creating the largest snapshot of global bird populations ever recorded.

6. Esri

Audubon uses advanced Esri ArcGIS digital mapping technology to shape local, regional, and national bird conservation strategies.

7. Geolocation Tagging

Audubon researchers use tiny tracking devices to discover where declining bird species migrate to target conservation actions that may cross state and international borders.

8. Hummingbirds at Home App

Citizen scientists record data on the arrival of hummingbirds in breeding areas and on flowering times, defining a growing mismatch between these biologically linked events that may be caused by climate change.

9. Mobile Design

Supporters with smartphones can access mobile-friendly advocacy actions, donation forms, and other information to help shape large-scale conservation policies.

10. Social Media

Audubon and Women in Conservation engage millions through social media channels by shining a spotlight on birds, environmental leaders, and conservation work throughout the hemisphere.

audubon.org/WIC/10Things