

# 2022 SOCIAL TOOL KIT



# SPOTTED LANTERNFLY

# ABOUT SPOTTED LANTERNFLY

The Spotted lanternfly, *Lycorma delicatula* (White), is an invasive planthopper native to Asia first discovered in PA in Berks County in 2014.

Spotted lanternflies feed on sap from a myriad of plants but has a strong preference for plants important to PA's economy including grapevines, maples, black walnut, birch, and willow. Their feeding damage stresses plants which can decrease their health and in some cases cause death.

## It's not just our plants at risk, it's our economy.

The Spotted lanternfly can impact the viticulture (grape), fruit tree, plant nursery, and timber industries, which contribute billions of dollars each year to PA's economy.

- An economic impact study estimates that, uncontrolled, this insect could cost the state \$324 million annually and more than 2,800 jobs.

## Pennsylvanian's Quality of Life can be impacted.

Spotted lanternflies excrete honeydew, a sugary waste that attracts bees, wasps, and other insects and this waste builds up on any surface below them. The build-up of waste also leads to the growth of sooty mold and black-colored fungi.

# HOW TO STOP THE SPREAD OF SPOTTED LANTERNFLY

Join the effort to control and prevent the spread of Spotted lanternfly.

- Any efforts you make in destroying the Spotted lanternfly or its egg masses help reduce populations on your property and in your community.
  - Spotted lanternfly can be controlled by a combination of:
    - physical removal at any life stage
    - removal of [Tree-of-Heaven host trees](#)
    - pesticide applications
- If you are in a quarantine area, please "[Look Before You Leave](#)" as Spotted lanternfly can move easily.
- Use the [Resident Checklist](#) to complete inspections of vehicles, trailers, or any outdoor items before movement within or out of quarantine locations.
- Report Spotted lanternfly sightings:
  - 1-888-4BAD-FLY (1-888-422-3359), Monday – Friday, 8 a.m. – 5 p.m.
  - [Online SLF Reporting](#)
- **Businesses & Employers:** A Spotted lanternfly permit is required for businesses, agencies, and organizations (agricultural and non-agricultural) working within the quarantine, which move regulated articles (defined in the PA [SLF Quarantine Order](#) as any living Spotted lanternfly life stage, products, vehicles, or other conveyances, etc.) within or out of the quarantine. A permit is also required to move regulated articles into any part of PA from areas in other states with established Spotted lanternfly populations.
  - Check out our helpful [Permit FAQs](#).

[Sign up for the e-newsletter](#), *The Spotted Lanternflyer*, that provides the latest information and updates.

The Pennsylvania Department of Agriculture is working with the U.S. Department of Agriculture and Penn State University and Extension to control and contain Spotted lanternflies. Learn more about [current research efforts](#) and [Spotted Lanternfly program activities](#).

# LATEST SPOTTED LANTERNFLY QUARANTINE UPDATE

In March 2022, the Pennsylvania Department of Agriculture added 11 additional counties (bolded) to the Spotted Lanternfly Quarantine, for a total of 45 Pennsylvania counties now in quarantine:

- **Adams**
- Allegheny
- **Armstrong**
- Beaver
- Berks
- **Bedford**
- Blair
- Bucks
- Cambria
- Cameron
- Carbon
- **Centre**
- Chester
- Columbia
- Cumberland
- Dauphin
- Delaware
- Franklin
- **Fulton**
- Huntingdon
- **Indiana**
- Juniata
- Lackawanna
- Lancaster
- Lebanon
- Lehigh
- **Lycoming**
- Luzerne
- **Mercer**
- Mifflin
- Monroe
- Montgomery
- Montour
- Northampton
- Northumberland
- Perry
- Philadelphia
- Pike
- Schuylkill
- **Snyder**
- **Union**
- **Washington**
- Wayne
- Westmoreland
- York

A county is placed under quarantine when evidence of a reproducing population of spotted lanternflies, such as an egg mass, is found by the Pennsylvania Department of Agriculture.

The spotted lanternfly quarantine regulates the movement of plants, plant-based materials, and outdoor household items out of the quarantine area to keep this pest from spreading. More information on how to comply with the quarantine can be found at [www.agriculture.pa.gov/spottedlanternfly](http://www.agriculture.pa.gov/spottedlanternfly).

## SOCIAL CAMPAIGN - HASHTAGS

In all posts, please include hashtag **#SpottedLanternfly**. The appropriate secondary hashtag is **#SeeEmSquashEm**.

**Hashtag:** #SpottedLanternfly

**Secondary Hashtags:** #SeeEmSquashEm, #badbugs, #InvasiveSpecies

**Social Tool Kit:** [www.agriculture.pa.gov/spottedlanternfly](http://www.agriculture.pa.gov/spottedlanternfly)

**Graphics:** <https://www.flickr.com/gp/140964322@N07/wD86DH>

## YOU CAN FOLLOW US AND SHARE OUR INFORMATION:

 **@PAAgriculture** - <https://twitter.com/PAAgriculture>

 **@PADeptofAg** - <https://www.facebook.com/padepstofag>

Contact Information - Department of Agriculture

Haley England, Digital Director - [hengland@pa.gov](mailto:hengland@pa.gov)

Katie Schroeder, Communications Director – [kaischroed@pa.gov](mailto:kaischroed@pa.gov)

# SOCIAL MEDIA POSTS

## Economic, Agricultural & Quality of Life Impact Posts

Do you live in or travel through a county quarantined for #SpottedLanternfly? There are now 45 counties quarantined. Help keep this #badbug from spreading by looking before you leave!

✔ Use our easy checklist for what to look for & check before you go: <https://bit.ly/37yfXqW>

✍ Report it: <https://bit.ly/3udU1Lp>

👤 Learn more about the quarantine: <https://bit.ly/3pvWFIM>

#SeeEmSquashEm



So, you're in a #SpottedLanternfly quarantine area. What can you do to stop the spread, you ask? 🚫🙄

🚫🙄 Check your vehicle (or truck, camper, trailer, baggage, tires, etc.) for insects or egg masses BEFORE you travel!

👉 This checklist will help: <https://bit.ly/37yfXqW>

✍ Report it: <https://bit.ly/3udU1Lp>

📖 Learn more about these #badbugs: <https://bit.ly/3bkbMjv>

#SeeEmSquashEm



The #SpottedLanternfly likes to travel! So, we NEED YOUR HELP.

Look BEFORE you leave for egg masses or these insects and if you #SeeEmSquashEm.

👉 This checklist will help: <https://bit.ly/37yfXqW>

📝 Report it: <https://bit.ly/3udU1Lp>

📖 Learn more about these #badbugs: <https://bit.ly/3bkbMjv>



# LOOK

BEFORE YOU LEAVE

🗣️ PA #Hunters: Keep an 👁️ as you travel game lands this season and look for the #SpottedLanternfly before you leave. These #badbugs like taking free rides and are harmful to grapes, apples, hops, & hardwoods!

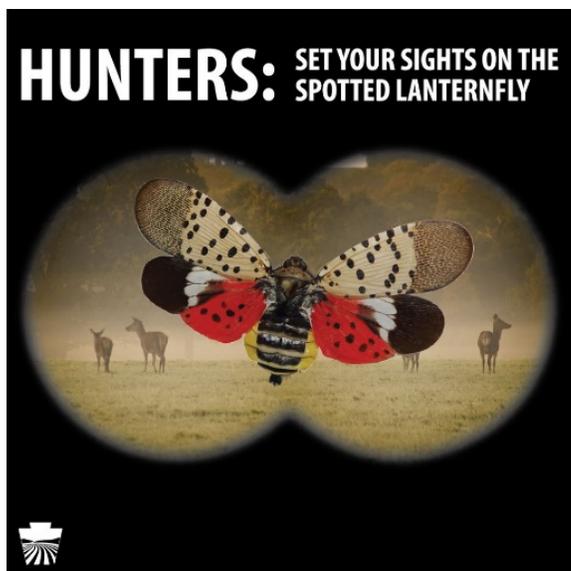
Be sure to check the following before you hit the road:

- 🎯 Gear
- 🔧 Equipment
- 👕 Clothes
- 🚗 Vehicle

📝 Report it: <https://bit.ly/3udU1Lp>

Learn more about these #badbugs: <https://bit.ly/3bkbMjv>

#SeeEmSquashEm



Hey PA'ians! We need YOU to help stop the spread of these #badbugs!

If you live or travel in a #SpottedLanternfly quarantined area, you NEED to LOOK BEFORE YOU LEAVE!

🚫 Don't bring these bad bugs to anyone else's yard or land!

✅ Use our easy checklist for what to look for & check before you go: <https://bit.ly/37yfXqW>

📝 Report it: <https://bit.ly/3udU1Lp>

#SeeEmSquashEm



Ohh these #badbugs ARE CLEVER and they will find a way to hitch a ride. Don't be a taxi to a #SpottedLanternfly and take them to their next destination!

They're not picky on what they grab hold to for free transport, so check yourself & your vehicle before you wreck yourself (or PA's agricultural economy). 🙄

✅ Use our easy checklist for what to look for & check before you go: <https://bit.ly/37yfXqW>

📝 Report it: <https://bit.ly/3udU1Lp>

#SeeEmSquashEm



Is there a [#badbug](#) try to hitch a ride with you? If you're in the [#SpottedLanternfly](#) quarantine zone, 🐛 look before you leave. Make sure you're not giving some bug a free ride.

Learn more about these #badbugs: <https://bit.ly/3bkbMjv>

 #SeeEmSquashEm, Report it: <https://bit.ly/3udU1Lp>



## Economic, Agricultural & Quality of Life Impact Posts

🤢 Ew. The #SpottedLanternfly messes with PA'ians quality of life with their honeydew waste that builds up on surfaces and fosters sooty mold + fungi growth. They're a mess and will cover buildings, playgrounds & your garden in it!

Learn more about these #badbugs: <https://bit.ly/3bkbMjv>

✍️ #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



Are you a gardener or plant lover? Then join us in stopping the spread of #SpottedLanternfly because these #badbugs are HOSTA-ile! Their honeydew waste promotes mold + fungus growth that kills our greenery!

👉 How to identify & destroy egg masses: <https://bit.ly/2VLtRzJ>

✍️ #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



Don't let the #SpottedLanternfly ruin your summer fun. They harm PA brew hops, our furniture & our yard.

👉👉 How to identify & destroy egg masses: <https://bit.ly/2VLtRzJ>

👉 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>

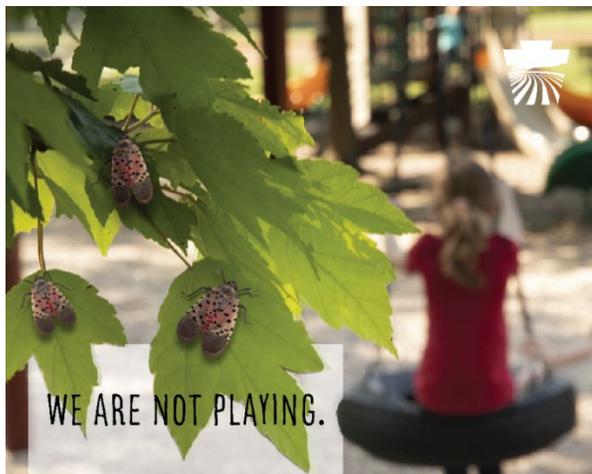


We are NOT playing with this #badbug! #SpottedLanternfly will ruin all your outdoor fun and are no good at sharing. Don't let them ruin your playset, plants and backyard.

Scrape those egg masses + squash these bad bugs!

👉👉 How to identify & destroy egg masses: <https://bit.ly/2VLtRzJ>

👉 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



The #SpottedLanternfly could cost PA \$324 million annually and more than 2,800 jobs if uncontrolled. They feed on our most valuable commodities and could seriously impact 🍇 grape, 🍊 orchard, + 🌲 logging industries!

Scrape those egg masses + squash these #badbugs!

👉 How to identify & destroy egg masses: <https://bit.ly/2VLtRzJ>

✍️ #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



Do you like wine and beer? 🍷 Us too! And we have some AMAZING PA producers. You know who else likes grapes 🍇 and hops? Those darn #badbugs. We need to protect our hops + orchards and work together to stop #SpottedLanternfly!

✅ Use our easy checklist for what to look for & check before you go: <https://bit.ly/37yfXqW>

✍️ #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



## Egg Mass Spotting & How to Destroy Posts

❄️ Cold weather doesn't mean it's quiet on the home front. #SpottedLanternfly egg masses survive over winter. Every egg mass you destroy this winter is 30-50 less next spring!

👉 How to identify & destroy egg masses: <https://bit.ly/2VLtRzJ>

👉 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



😬 If you see a brown, mud-like substance on tree trunks or a flat surface outside, it could be a #SpottedLanternfly egg mass!

If you're in a quarantined #badbug area, look for these masses, **SCRAPE & DESTROY!** They hold 30 – 50 eggs + the more we destroy now the more we decrease the population this spring!

C/o this video demo: [https://youtu.be/WoFp\\_MbDiE8](https://youtu.be/WoFp_MbDiE8)

👉 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



## Spotted Lanternfly Life Cycle – What to Watch for Posts

😬 Have you seen these small, black bugs with white spots? They're the first life stage of the #spottedlanternfly, a #badbug that's invaded PA + is a threat to many agricultural sectors.

If you #SeeEmSquashEm and then report it: <https://bit.ly/3udU1Lp>

Learn all about it at [agriculture.pa.gov/spottedlanternfly](http://agriculture.pa.gov/spottedlanternfly)



The #SpottedLanternfly is a master of disguise and has a few different looks. Make sure you know all of the life stages so you can help stop the spread of this #badbug!

If you #SeeEmSquashEm and then report it: <https://bit.ly/3udU1Lp>



## Business & Industry – Permitting Posts

#PAbiz – if your business requires moving product (or uses trucks, trailers, delivery vehicles, etc.) AND you operate within a #SpottedLanternfly quarantine area, you need a permit.

👉 Find your zone status, enter your address at this link: <https://bit.ly/2Fwqbaa>

➡ Get the FREE training you need at: <https://bit.ly/3qFWjkb>

🔪 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



#PAbiz plays an important role in stopping the spread of #SpottedLanternfly. If your business is located or working within a quarantined area that moves products, vehicles or other conveyances, you MAY need a permit.

📄 Learn more about permits: <https://bit.ly/3pDueZk>

🔪 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



#PAbiz located or working in #SpottedLanternfly quarantine areas can help protect their customers with the Spotted Lanternfly Permit. You'll be trained in best management practices to reduce the risk of spreading these #badbugs!

👉 Find your zone status, enter your address at this link: <https://bit.ly/2Fwqbaa>

➡ Get the FREE training you need at: <https://bit.ly/3qFWjkb>

🖋 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>



## Public Call to Action – I Came, I Saw, I SQUASHED IT posts

I was told, if you #SeeEmSquashEm and this #SpottedLanternfly was no match for my shoe! Let's stomp these #badbugs right outta PA!

Don't forget to report it when you see & squash: <https://bit.ly/3udU1Lp>



I came, I saw, I SQUASHED IT! No #SpottedLanternfly is wrecking my day (or PA)! If you step on a #badbug, let 'em know: <https://bit.ly/3udU1Lp>

#SeeEmSquashEm



Oh no it didn't, make it PAST ME!

 #SeeEmSquashEm, report it: <https://bit.ly/3udU1Lp>  
Learn more about #SpottedLanternfly: <https://bit.ly/3bkbMjv>

