ENTOMOLOGICAL
SOCIETY OF AMERICA
SHARING INSECT SCIENCE GLOBALLY

This checklist is intended to help organizations transition to "spongy moth" as the new common name for *Lymantria dispar* in a timely fashion. Not all items will apply to all organizations. Items listed in the checklist are roughly in order of ease of change. The Entomological Society of America understands that different organizations may face unique challenges for updating resources. Organizations should approach the name update in a method and timeframe that is reasonable for them.

o Send internal communication to staff requesting adoption of the new name in verbal and informal professional communications.
o Post on social media post to share the name change (see suggested posts in the Spongy Moth Toolkit.)
o Update social media style guide or inform social media team to use new common name.
o Update primary webpages with an announcement of the new name.
o Update name on all webpages, headers, blogs, and other forward-facing locations.
o Update name in URLs, embedded tags, image tags, text on images, other non-forward facing or non-searchable online locations.
o Update hyperlinks that connect to any new URLs.
o Send an email to partners to notify them of the name change (see the sample email in the Spongy Moth Toolkit).
o Alert all contractors or communications staff to use the new name in all advertising. Review scheduled materials to check for the name.
o Create an inventory of static materials that will need to be updated. These may include flyers, handouts, posters, graphics, PDFs, videos, and more. Categorize the list according to frequency of use and ease of updating. Items that are frequently used and easy to update should be prioritized first, while items that are low use and difficult to update should be prioritized last (or perhaps discarded if no longer useful).
  • For items that will require "formerly known as" to be included, determine the timeframe for creating a third and final product without "formerly known as." ESA recommends moving away from "formerly known as" by March 2023.
  • For items that are printed or updated on a cyclical basis, it may be easiest to update them upon the next printing or next cycle.