



Social Media Kit : World Wildlife Day 2017

Overview:

Date: 3 March 2017

Theme: Listen to the young voices

Main hashtags: #WorldWildlifeDay, #DoOneThingToday, #youth4wildlife

Supplementary hashtags: #YoungVoices, #WWD2017, #EndWildlifeTrafficking

Main Twitter handles: @Wildlifeday, @CITES

Supporting Twitter accounts: @UNEP, @UNESCO, @UNDP, @WWF, @action4ifaw, @youth4wildlife

Website: <http://www.wildlifeday.org>

Contacts: yuan.liu@cites.org, amy.reid@cites.org

About World Wildlife Day 2017

The UN World Wildlife Day (WWD) is the global celebration of the many beautiful and varied forms of wild animals and plants on our planet as well as an occasion to raise awareness of the multitude of benefits that conservation provides to both wildlife and people and the plight of many threatened or endangered species. World Wildlife Day is celebrated annually on 3rd March, the day of the signature of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) in 1973.

The theme of this year's celebration is 'Listen to the Young Voices', with a focus on connecting young people around the world to explore what wildlife conservation and protection mean to them and instil a responsibility in them to take action for the future of both wild animals and plants.

WWD2017 will be celebrated around the world, with the main events at the UN Headquarters in New York. The social media component aims to involve the global community by raising awareness of the issues surrounding wildlife conservation and protection around the world; imparting a duty on young citizens to engage with conservation issues, as they will be the decision makers of tomorrow; and encouraging all citizens to consider how they can help conservation efforts locally for impacts at a global scale. We call on youth around world as well as all citizens to do one thing on this World Wildlife Day, and beyond, to help protect the world's wildlife.

Suggested messages by platform:

Twitter

TIMING: Prior to 3 March

Awareness raising:

#Wildlife conservation is a shared responsibility. Youth can make a change! #youth4wildlife
#WWD2017 Get involved: wildlifeday.org

Half of world's #wildlife was lost in last 40 years. Habit loss, over-exploitation & illicit trafficking are main threats #WorldWildlifeDay

#WildlifeCrime ranks among trafficking in drugs, arms & human in terms of profits #YoungVoices
#WorldWildlifeDay wildlifeday.org

100,000 African elephants were killed in three years for their #ivory #YoungVoices
#WorldWildlifeDay wildlifeday.org

#DidYouKnow that #pangolin is the most poached mammal in the world? #Youth4Wildlife
#YoungVoices #WorldWildlifeDay

#Rhino poaching increased by 9000% in 10 years. Stop the #poaching #YoungVoices
#WorldWildlifeDay

We are starting to see positive progress to #EndWildlifeTrafficking. More needs to be done.
#WorldWildlifeDay

Calls to Action:

Just [#DoOneThingToday](#) to help with the conservation of endangered #species around the world
[#WorldWildlifeDay](#) [#YoungVoices](#)

Will you [#DoOneThingToday](#) to help protect endangered plants & animals around the world?
[#WorldWildlifeDay](#) [#EndWildlifeTrafficking](#)

It's up to the young generation to ensure the future of #wildlife. Let's listen to #YoungVoices on
#WorldWildlifeDay #Youth4Wildlife

Saving a #species starts with you. Post a photo and show how [#YoungVoices](#) will change the future of #wildlife conservation [#Youth4Wildlife](#)

All #wildlife matter on [#WorldWildlifeDay](#) – which one are you helping to protect? Share your photo or video using [#Youth4Wildlife](#)

TIMING: On 3 March

It's [#WorldWildlifeDay](#), young & old must rally together to protect the future of the world's precious #wildlife [#youth4wildlife](#) [#YoungVoices](#)

Happy #WorldWildlifeDay! Small actions can have big impacts! [#DoOneThingToday](#) that can help with #wildlife conservation [#youth4wildlife](#)

Follow [wildlifeday.org](#) for live coverage of #WorldWildlifeDay event @UN in New York. #YoungVoices will decide future of #wildlife!

Today: winner of the #WorldWildlifeDay photo competition to be announced! Stay tuned to @CITES & @wildlifeday #WWD2017 #ThroughYoungEyes

Facebook

TIMING: Any time

The world has lost over half of its wildlife in 40 years. Habit loss, over-exploitation, poaching and illicit trafficking are the main threats. The current wildlife crisis is the direct result of people's actions. People are the cause of this serious threat to wildlife and people must be the solution. The youth can make a change and the youth are already making positive impacts. On #WorldWildlifeDay, let us listen to the young voices! Let us all [#DoOneThingToday](#) to make a change!

Small actions can have big impacts! [#DoOneThingToday](#) that can help with wildlife conservation – volunteer, donate or simply post about what [#WorldWildlifeDay](#) means to you [#YoungVoices](#) [#Youth4Wildlife](#)

As the international community celebrates #WorldWildlifeDay on 3 March, it is crucial to remember that action starts with the individual. What can you do to join the collective push to fight the illegal trade in wildlife? [#YoungVoices](#) [#Youth4Wildlife](#)

Tell the world to listen to the young voices on this #WorldWildlifeday! Get creative and post a picture that shows just that – be sure to include #Youth4Wildlife and #YoungVoices so we can share your support!

#WildlifeCrime ranks among trafficking in drugs, arms and human beings in terms of values. Let us all #DoOneThingToday to help stop wildlife trafficking. Let the world hear your #YoungVoices on #WorldWildlifeDay. Find more on wildlifeday.org

TIMING: On 3 March

Happy [#WorldWildlifeDay](#)! The future of wildlife depends on [#YoungVoices](#) as they will be the decision makers of tomorrow [#WorldWildlifeDay](#) [#Youth4Wildlife](#)

It's [#WorldWildlifeDay](#) and we all need to [#DoOneThingToday](#) to help wildlife conservation. What will you do to celebrate? [#YoungVoices](#) [#Youth4Wildlife](#).

Instagram

Photo Competition

[#DoOneThingToday](#) to help with [#wildlife](#) [#conservation](#). Enter the #WorldWildlifeDay Photo Competition. The theme of this competition is 'Through Young Eyes' and the winner gets a trip to New York City to attend a high level event at UN Headquarters! [#YoungVoices](#) [#Youth4Wildlife](#)

Call to Action

Today is [#WorldWildlifeDay](#)! It's up to all of us to [#DoOneThingToday](#) and every day to help [#wildlife](#) [#conservation](#). What will you do today to make sure that the beautiful [#wildlife](#) species around the world can live for generations to come? [#Youth4Wildlife](#) [#YoungVoices](#)

TIMING: On 3 March

Happy [#WorldWildlifeDay](#)! The theme of this year is "Listen to Young Voices". So if you belong to youth, help the voiceless be heard and speak up for [#wildlife](#) [#conservation](#). What do you do to help protect the world's wildlife? Just [#DoOneThingToday](#) !

LinkedIn

TIMING: On 3 March

Today we observe World Wildlife Day. We celebrate the beauty of our wild flora and fauna and call the global community to action to combat illegal trade in wildlife. The theme of World Wildlife Day 2017 is "Listen to young voices," which urges the leaders of tomorrow to become aware and involved in wildlife conservation. Learn more here: wildlifeday.org