



World Wildlife Day 2016

Overview:

Date: 3 March 2016

Themes: The future of wildlife is in our hands; The future of elephants is in our hands

Main hashtags: #WWD2016; #InOurHands; #WorldWildlifeDay

Main Twitter accounts: @WildlifeDay; @CITES

Supporting Twitter accounts: @UNEP; @UNDP; @UNODC; @WWF

Trello board with updated materials: <http://bit.ly/1PU7xXw>

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

Thunderclap: <http://thndr.me/ZmaErE>

Contact: yuan.liu@cites.org

About World Wildlife Day 2016

The UN World Wildlife Day is the international celebration of the many beautiful and varied forms of wild fauna and flora, as well as an occasion to raise awareness of the multitude of benefits that conservation provides to people. #WWD2016 is celebrated on 3rd March, the day of the adoption 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 "The future of wildlife is in our hands", with a global focus on the conservation of African and Asian elephants through the subtheme of "The future of elephants is in our hands". World Wildlife Day will be celebrated around the world, with main events at the UN Headquarters in New York. The social media component will seek to involve the global community

through three components: awareness raising to educate the public about the theme of WWD2016; Twitter and Facebook engagement through a Thunderclap campaign; and personal involvement in the campaign through images and videos to accompany support actions.

Suggested messages by platform:

Twitter

TIMING: Prior to 3 March

Awareness raising:

100,000 African elephants were killed between 2010 & 2012 for their ivory – saving them is #InOurHands. #WWD2016 [Any African elephant image]

As few as 3200 tigers exist in the wild today. Stop the [#poaching](#). The future of [#tigers](#) is [#InOurHands #WWD2016](#) [Tiger image]

Did you know the [#pangolin](#) is the most poached mammal in the world? Their future is [#InOurHands #WWD2016](#) [Pangolin image]

#Wildlife conservation is a shared responsibility. The future of elephants is #InOurHands. #WWD2016 [Any elephant image]

Guaranteeing that future generations can witness elephants in their natural habitats is #InOurHands #WWD2016 [Poster image]

Poaching is threatening elephants worldwide. RT & tell everyone that their future is #InOurHands #WWD2016 [Any elephant image]

The poaching level of rhinos in Africa remains alarmingly high. Let's [#EndWildlifeTrafficking #InOurHands #WWD2016](#) [Rhino Image]

Calls to Action

Saving species starts with you. Post a creative photo & show us how wildlife is #InOurHands! [Poster image]

What can you do to protect wildlife for #WWD2016? Take a pic with this poster & tell us! [Poster image]

All species matter on #WWD2016 – which one are you helping to protect? Share your photo or video using #InOurHands [Poster image]

TIMING: On 3 March

Today is World Wildlife Day! Tell us what you do to ensure that the future of #wildlife is #InOurHands. #WWD2016 [Image]

Follow @WildlifeDay & @CITES for live coverage of #WWD2016 in New York. The future of elephants is #InOurHands [Image]

Which of your friends has done the most to conserve wildlife? Tell us, tag them and use #InOurHands to share their action #WWD2016

Today: winners of the International #Elephant Film Festival to be announced! Stay tuned to @CITES & @JHwildlifefilm #WWD2016 #InOurHands

Facebook

TIMING: Any time

Did you know that 100,000 African elephants were killed between 2010 and 2012 just for their ivory tusks? Poaching rates continue to remain higher than population growth rates, which is threatening their survival. It's time to take action. On #WorldWildlifeDay, spread the message that the future of wildlife is #InOurHands – post a photo below in the comments of you taking wildlife conservation action and we'll share it with the global community. [WWD site link] [Any elephant image] #WWD2016

The levels of killings of elephants and trafficking in their ivory remain alarmingly high. On #WorldWildlifeDay, the global environmental community is calling on individuals to raise their voice in support of #WWD2016. Our collective conservation actions can be the difference between a species surviving or disappearing forever. How is the future of wildlife in your hands? Post a picture on a social media platform with the #InOurHands poster to show your support. [WWD site link] [Any elephant image]

As the international community celebrates #WorldWildlifeDay, 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? Tell the world how the future of wildlife is in our hands. Get creative and post a picture that shows just that – be sure to include the #InOurHands hashtag so we can share your support. [WWD site link] [Any image] #WWD2016

TIMING: On 3 March

Happy #WorldWildlifeDay! Join in sending a message to the world that the future of wildlife is #InOurHands – take a photo with the poster below and tell us what you’ve done or what you can do to make a difference. [Poster image] #WWD2016

Instagram

TIMING: On 3 March

Happy #WorldWildlifeDay! The actions of each one of us take make a difference in protecting the amazing fauna and flora that are part of our natural world. We celebrate all #wildlife today, but are highlighting the unique challenges facing African and Asian #elephants, from habitat destruction to the illegal trade in ivory. What kind of #conservation actions are happening where you live? Raise your voice - post a photo and tag it with #InOurHands! #WWD2016 [Any image]

LinkedIn

TIMING: On 3 March

Today we observe World Wildlife Day. The United Nations both celebrates the beauty of our flora and fauna and calls the global community to action to combat the illegal trade in wildlife. The theme of WWD2016 is “The future of wildlife is in our hands,” which stresses the importance of contributions by each and every one of us to protect wildlife for future generations. Learn more about the role of CITES and its partners here: [WWD site link] [Any image]

Thunderclap

Twitter

Raise your voice for #WWD2016. Send the message that the future of wildlife is #InOurHands!
[Thunderclap link] [Any image]

How can you tell the world the future of elephants is #InOurHands? Join us here: [Thunderclap link] [Any image] #WWD2016

Facebook

How can you raise your voice in support of elephants and wildlife worldwide? Join the #WorldWildlifeDay Thunderclap campaign and you'll be part of the global message that the future of wildlife is #InOurHands. [Thunderclap link] [Any image] #WWD2016

Raise your voice for wildlife! Be part of the World Wildlife Day message that "The Future of Wildlife is #InOurHands" by joining the Thunderclap campaign: [Thunderclap link] [Any image] #WWD2016