



3 March 2016: World Wildlife Day

Social Media Pack: Serious about Wildlife Crime PSA

CAMPAIGN HASHTAGS: #SeriousAboutWildlifeCrime #InOurHands #WWD2016
CAMPAIGN WEBSITE: www.wildlifeday.org
FACEBOOK PAGE: [World Wildlife Day](https://www.facebook.com/WorldWildlifeDay)
CAMPAIGN TWITTER: twitter.com/WildlifeDay or [@WildlifeDay](https://twitter.com/WildlifeDay)
SUPPORTING TWITTER ACCOUNTS: [@CITES](https://twitter.com/CITES) | [@INTERPOL_HQ](https://twitter.com/INTERPOL_HQ) | [@UNODC](https://twitter.com/UNODC) | [@WorldBank](https://twitter.com/WorldBank)

To mark World Wildlife Day, 3 March, UNODC, INTERPOL, CITES, the World Bank and WCO (collectively the International Consortium on Combating Wildlife Crime) are rolling out a series of global activities, to raise awareness around this issue. This includes the launch of a new Public Service Announcement and accompanying social media campaign.

VIDEOS

Wildlife Crime PSA English: https://youtu.be/jlLZhvx_zfl
Wildlife Crime PSA Arabic: <https://youtu.be/jl-OTIANtNk>
Wildlife Crime PSA Chinese: <https://youtu.be/bnJlt5JPjFs>
Wildlife Crime PSA French: <https://youtu.be/aNU1HhkqjJY>
Wildlife Crime PSA Russian: <https://youtu.be/jBxFcVzINRA>
Wildlife Crime PSA Spanish: <https://youtu.be/AY1Xv1HeFsA>

IMAGES

A series of social media images are available from: <http://bit.ly/1WG4g31>. Please note that specific posts have been developed with specific images in mind and are noted where applicable.

FACEBOOK / GOOGLE+ / LINKEDIN

TO BE POSTED PRE-3 MARCH

Post 1:

3 March is **World Wildlife Day***, reminding us that the future of wildlife is #InOurHands. Organized crime is impacting the world's forests and animals. Criminal networks are generating massive illicit profits at the expense of these fauna and flora and harming the people who depend on them. Share this video – https://youtu.be/jlLZhvx_zfl – and help encourage people across the globe to get #SeriousAboutWildlifeCrime. Find out more at <http://www.wildlifeday.org/>. #WWD2016

[Add image from dropbox: <http://bit.ly/1T3Xerj>]



Post 2:

Organized wildlife crime has resulted in the death of over 100,000 African elephants for their ivory in just three years. 3 March is **World Wildlife Day***. Lend your online voice to the fight against wildlife and forest crime because the future is #InOurHands. Help amplify the message: it's time to get #SeriousAboutWildlifeCrime. Share this video! #WWD2016

[Add link to video: https://youtu.be/jlLZhvx_zfI]

Post 3:

3 March is **World Wildlife Day***. Organized crime plays a huge part in the decimation of the planet's forests and wild animals. Share this video and join the call for serious action against wildlife crime: let's intensify efforts to end this crime because the future of wildlife is #InOurHands. Join the conversation by using #SeriousAboutWildlifeCrime and #WWD2016.

[Add link to video: https://youtu.be/jlLZhvx_zfI]

Post 4:

Animals are being senselessly slaughtered for their body parts or stolen from their natural habitats and trafficked to satisfy the exotic pet trade. On **World Wildlife Day***, 3 March, join us in raising awareness around tackling wildlife crime. Find out more at <http://www.wildlifeday.org/>. #SeriousAboutWildlifeCrime. #WWD2016

[Add image from dropbox: <http://bit.ly/20SHshC>]

*Tag official page on Facebook:
[World Wildlife Day](#)

TO BE POSTED ON 3 MARCH

Post 1:

Today is **World Wildlife Day***. Join the call for serious action against wildlife crime and help save these species from extinction. Get #SeriousAboutWildlifeCrime because the future of wildlife is #InOurHands. #WWD2016

[Add link to video: https://youtu.be/jlLZhvx_zfI]

Post 2:

Animals are being slaughtered for their body parts or stolen from their natural habitats and trafficked to satisfy the exotic pet trade. Today, **World Wildlife Day***, help tackle wildlife crime. Share this video and visit <http://www.wildlifeday.org> #WWD2016

[Add link to video: https://youtu.be/jlLZhvx_zfI]



Post 3:

Organized crime is driving deadly trafficking in wildlife, pushing many species to the brink of extinction. It's also destroying our natural resources for the illicit trafficking in timber, putting money into the hands of criminals and fuelling corruption. Resulting in the death of over 100,000 African elephants for their ivory in just three years. Today, on **World Wildlife Day***, it's time to act. It's time to get #SeriousAboutWildlifeCrime. #WWD2016

[Add link to video: https://youtu.be/jlLZhvx_zfl]

*Tag official page on Facebook:
World Wildlife Day

TWITTER

TO BE TWEETED PRE-3 MARCH AND/OR ON 3 MARCH

3 March is @WildlifeDay. Get #SeriousAboutWildlifeCrime. [Add image from link: <http://bit.ly/1L8EEuR>]

The future of wildlife is #InOurHands. Help us end #WildlifeCrime #WWD2016 @WildlifeDay
https://youtu.be/jlLZhvx_zfl

Organized #crime pushes species to the brink of extinction. The future of #wildlife is #InOurHands.
#WWD2016 https://youtu.be/jlLZhvx_zfl

Lend your voice & let's get #SeriousAboutWildlifeCrime on @WildlifeDay. #WWD2016 Share the video:
https://youtu.be/jlLZhvx_zfl

Help us build an online roar: Share the video & tell the world it's time to get #SeriousAboutWildlifeCrime
https://youtu.be/jlLZhvx_zfl

Over 100k African elephants killed for ivory in 3 yrs. Help end it now.
#WildlifeCrime https://youtu.be/jlLZhvx_zfl

Organized crime profits from destructing natural resources. Let's get #SeriousAboutWildlifeCrime
https://youtu.be/jlLZhvx_zfl

What's organized crimes role in exploiting wildlife? Find out & get #SeriousAboutWildlifeCrime
https://youtu.be/jlLZhvx_zfl

Give a voice to those species heading for extinction: Get #SeriousAboutWildlifeCrime
https://youtu.be/jlLZhvx_zfl

Are you #SeriousAboutWildlifeCrime? Get active & spread the video: https://youtu.be/jlLZhvx_zfl

Organized crime is destroying natural resources. #SeriousAboutWildlifeCrime [Add image from link:
<http://bit.ly/1T3Xerj>]



TO BE TWEETED ON 3 MARCH

Help us build an online roar. Today is @WildlifeDay & time to get #SeriousAboutWildlifeCrime
https://youtu.be/jlLZhvx_zfl

Today is @WildlifeDay! Learn more about #WildlifeCrime & spread the video thru RTs
https://youtu.be/jlLZhvx_zfl

Share the video & speak up on @WildlifeDay. #SeriousAboutWildlifeDay https://youtu.be/jlLZhvx_zfl

On @WildlifeDay, let us know your favourite species & help protect it by sharing the video:
https://youtu.be/jlLZhvx_zfl

For queries, please contact:

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