

Pangolin Champions Social Media Toolkit

World Pangolin Day 2023

This toolkit was designed to provide the Save Pangolins Pangolin Champions with resources to use their existing social media platforms to tell their stories through engaging content in celebration of World Pangolin Day.

DATE

Social media content encouraged February 6-18th, leading up to **World Pangolin Day, February 18, 2023**

WORLD PANGOLIN DAY OVERVIEW

Save Pangolins will post social media content from February 6-18th featuring ways people can support pangolin conservation and highlighting the work of Save Pangolins' 12 Pangolin Champions. On World Pangolin Day, February 18th, Save Pangolins will share a blog post and social media content to promote a [Forces for Nature podcast](#) featuring several Pangolin Champions.

World Pangolin Day began in 2012 and is observed every year on the third Saturday in February to raise awareness and recommit international organizations to the fight against the global harvesting of pangolins. The day is an opportunity for pangolin enthusiasts and the wider human community to join hands in raising awareness about the plight of these unique mammals since they are still relatively unknown outside of Africa and Asia. Everyone is invited and encouraged to participate in World Pangolin Day!

HOW TO PARTICIPATE

Post social media content on your platforms during February 6-18th using hashtag **#worldpangolinday**

Use the templates and idea prompts below to create your own content, or share content directly from Save Pangolins' pages!



KEY MESSAGES

- **The illegal wildlife trade is driving pangolins to extinction.** Poaching for the illegal wildlife trade and habitat loss have made these incredible creatures one of the most threatened groups of mammals in the world. All eight species of pangolins are threatened with extinction. In just ten years, more than 1 million pangolins have been illegally traded, which makes them the most trafficked mammals in the world.
- **Save Pangolins raises awareness and supports conservation of the world's most trafficked mammals.** For more information about Save Pangolins visit: <https://www.savepangolins.org/>
- **Save Pangolins has supported 12 dedicated conservationists known as Pangolin Champions who are committed to this mission.** They work on a variety of projects in Africa and Asia. For more information about the 12 Pangolin Champions and their conservation projects visit: <https://www.savepangolins.org/pangolinchampionsprogram>
- **You can help Save Pangolins take action to save pangolins:** <https://www.savepangolins.org/donate>.



SAMPLE SOCIAL MEDIA COPY

Save Pangolins will be sharing content on February 6-18th leading up to World Pangolin Day, following the [calendar here](#). Please feel free to share/repost to boost engagement.

We encourage you to re-share content from Save Pangolins, and also post your own content on your platforms during this time! The following are ideas only; feel free to edit to match you and/or your organization's unique voice and **replace yellow highlighted sections** with the relevant hashtags and handles from the list below in your posts.

- Proud to be a [Save Pangolins] Champion!
- As a [Save Pangolins] Champion, I have been working to [1 SENTENCE SUMMARY OF PROJECT GOAL.] Since the beginning, I have achieved XYZ. In 2023, I hope to accomplish XYZ.
- [Save Pangolins] is helping me to [statement about the big goal/achievements of your project].
- Mark your calendar...February 18th is #WorldPangolinDay! Follow [Save Pangolins] for ideas of ways you can help about this unique animal!
- Thrilled to work with [Save Pangolins] to protect pangolins, the world's most trafficked mammal!
- What is a pangolin? [describe in your own words] Learn more about these cool animals and how to help them here: <https://www.savepangolins.org/what-is-a-pangolin>
- Countdown to World Pangolin Day: X days to go! Raising awareness about pangolins and the threats to their survival has supported policy reform, scientific research, and conservation efforts to protect these amazing animals. You can help by learning more about pangolins and spreading the word!
- On #WorldPangolinDay pangolin enthusiasts across the world join hands in raising awareness about the plight of these unique mammals. How will you take action to save pangolins?

HASHTAGS

#WorldPangolinDay

#WorldPangolinDay2023

#PangolinChampions

#SavePangolins

HANDLES

Facebook [@SavePangolins](#) | Instagram [@SavePangolinsOfficial](#) |

Twitter [@SavePangolins](#)



ASSETS

- [This selection of open-source pangolin photos](#) can be used in your social media content. Inclusion of photographer credits is appreciated (specified within file names).
- You may share or repost content from Save Pangolins throughout the month!
- The following resources are user-friendly programs for designing your own social media graphics. They offer free versions and/or non-profit discounts:
 - Canva: <https://www.canva.com/canva-for-nonprofits/>
 - Adobe Express: <https://www.adobe.com/express/nonprofits?trackingid=KH8NVCJC&mv=email>
 - *See tips below for sharing engaging photo and video assets*

CONTACT INFORMATION

This toolkit was designed for Save Pangolins by Class 9 participants in the [Emerging Wildlife Conservation Leaders](#) program.

For any questions about this toolkit and resources, email:

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ADDITIONAL CONTENT IDEAS

- **Raise awareness:**
 - Go live! Share a livestream video on social media showing what you're up to on World Pangolin Day.
 - Share your favorite pangolin facts along with pictures that demonstrate the information you are sharing. The more detailed and locally relevant the better! For example, share specific common names or pangolin folklore from your region.
 - Share what your project has accomplished this year.
 - Share last year's video: <https://youtu.be/5oUu0ve2owM>
- **Make it personal:**
 - Share the story of how you got into pangolin conservation and what inspires you to keep going. Personal stories are always well-received.
 - Share the stories of individual pangolins instead of the species as a whole. Help others get to know a pangolin more personally.
- **Encourage action:**
 - Ask your followers/supporters to engage in peer-to-peer fundraising by creating campaigns that benefit your organization.
 - Ask people online to pledge to avoid consuming pangolins in products or as food.
- **Encourage engagement:**
 - Use the Instagram stories 'Quiz' feature to post trivia questions about pangolins.
 - Ask your followers questions to learn more about what types of content they would like to see from you:
 - What else would you like to learn about pangolins?
 - What is your favorite pangolin fact?
 - Have you ever observed a pangolin in the wild?



BEST PRACTICES FOR EFFECTIVE SOCIAL MEDIA POSTS

IMAGES

- Post only clear (high-resolution), well-lit images.
- Ensure that you have the permission to post photographs of people.
- Use the preferred image aspect ratio of the social media platform you are using. (One reference: <https://blog.hootsuite.com/social-media-image-sizes-guide/>)
When in doubt, Google “Optimal [Twitter] image dimensions.”

VIDEOS

Videos are currently favored by many of the social media platform algorithms (reels, tiktoks, lives, etc.). Supporters love to see the people behind the project, ‘behind the scenes’ footage, and to see/hear you speak passionately about what motivates your work. Here are some ideas specifically for creating video content:

- Introduce yourself! Pretend that your followers don’t know who you are and briefly describe your background and current work.
- A day-in-the-life compilation of clips from a typical work day. (Examples: talking with community members, caring for pangolins, traveling to/from the field, training volunteers, showcase local wildlife art, etc.)
- A tour of your field site: Show people around where you work.
- A day-in-the-life of a pangolin. What does the world look like from a pangolin’s eyes? (How do they move around, what do they eat, when/where do they sleep, etc.)
- What does pangolin habitat look like?

CONTENT

- Keep messages short and sweet. ([Source](#))
- Think about your own *WHY*. What motivates the work you do? How can you convey that interest and passion to others?
- Consider how to clearly communicate 1) what you are trying to accomplish, and 2) why it matters.
- Tag relevant organizations (@savepangolinsofficial and other partners)
- Share the social media content of your fellow Champions and encourage your followers to follow them too. (Ex: To learn more about pangolins in Malaysia, follow @elisapanjang)
- Share your favorite resources for learning about pangolins (books for children and/or adults, links to educational videos, fact sheets, etc.)
- If you have a fundraiser to promote, be sure to share the goal (a specific \$ amount) and what, specifically, donations will support. Rather than “Donate to us”



say something like “Feed a rescued pangolin.” Make it clear how donors are directly contributing to your mission. For help starting a fundraiser, see:

<https://www.savepangolins.org/resources>.

- Consider posting to a diversity of online platforms (even the ones you don’t use very often). Think about how you can tailor your messaging to different audiences who use each platform:
 - Facebook
 - Instagram
 - Tiktok
 - LinkedIn
 - Twitter
 - Snapchat
 - Website
 - Blogs
 - Email/newsletters
- Brainstorm and contact any influencers you might know to seek their support in raising awareness and inspiring action from a larger audience. (Think outside the box and beyond pangolins!)
- Engage with followers after you post new content. Respond to comments, answer questions, reshare posts, etc.