

World Pangolin Day Communications Plan February 18, 2023

Objectives:

Raise awareness of pangolin conservation, particularly highlighting Pangolin Champions' work to relevant audiences leading up to World Pangolin Day 2023.

Strategies:

- (1) Tell Pangolin Champion stories through engaging content
- (2) Utilize Save Pangolins' platforms (website, social media)
- (3) Provide resources to empower Pangolin Champions to tell their own stories

Tactics:

- (1) Groundwork: understand history/context of World Pangolin Day
 - (a) What is already being planned for World Pangolin Day (by Save Pangolins, other EWCL teams, etc)- how best to leverage/coordinate?
 - (b) Discuss with Save Pangolins: opportunity to publish blog posts on website; past World Pangolin Day approaches, logistics and coordination (**complete**)
 - (c) What is the right call to action in 2023? (Donate to...?)
 - (i) Learn more and spread the word about the work of Pangolin Champions (<https://www.savepangolins.org/pangolinchampionsprogram> or individual Champions' fundraising pages depending on context.)
 - (ii) Support pangolin conservation where it is needed most: (Link to Save Pangolins' donation page <https://www.savepangolins.org/donate>)
- (2) Create **communications toolkit for Pangolin Champions** to support storytelling efforts among their audiences.
 - (a) Groundwork: Ask for Champion response via email:
 - (i) How are Champions currently communicating with audiences: (social media (which platforms)? Do they typically send pitches to media (to who?)) and what would be most useful to them in a media toolkit (social content only, template press release, etc)?
 - (ii) Request (2) photos of Champion (self), (2) photos of pangolins + (1) quote (what inspires you to save pangolins / why is it important save pangolins / how can others help save pangolins?) (*Gain approval via email for use of photos on Save Pangolins website, social media, and/or inclusion of pangolin species photos in toolkit for use by other Champions.*)
 - (iii) Identify who is available/willing for interviews/podcasts, or to respond to a longer Q&A for a blog post.
 - (b) Develop toolkit to include: (1) Key messages for World Pangolin Day (2) Template social media content and guidance. If possible: include broader messaging to encourage partners (i.e. EWCL Pangolins cohort) to amplify World Pangolin Day messaging.

- (c) Share toolkit with broader EWCL Pangolins cohort for amplification where possible.
- (3) **Build social media content for Save Pangolins** to share on their platforms leading up to World Pangolin Day. Maximum 12 posts (one per Champion), but content dependent on submissions from Champions.
- (4) **Write blog post/article highlighting work of Champions** to be shared on Save Pangolins site (<https://www.savepangolins.org/pangolinnews>). Potentially design as a Q&A with a Pangolin Champion (could do a series of several depending on responses from Champions).
- (5) **Facilitate creation of a podcast** featuring one or more Pangolin Champions (targeting Forces for Nature podcast, created by Crystal DiMicelli (former EWCLer)).

Timeline

Date	Description
Jan 19	For Review: Share draft World Pangolin Day (WPD) Communications Plan with Save Pangolins
Jan 26	For Review: Share draft WPD Toolkit with Save Pangolins
Feb 1	Distribute WPD Toolkit to Pangolin Champions
Feb 1-18	Launch Save Pangolins social media content leading to WPD
Feb 10	For Review: share draft blog post(s) with Save Pangolins
Feb 13-18	Publish blog(s) on Save Pangolins' site
Feb 18	"Go Live" - Forces for Nature podcast featuring Pangolin Champions

Key Messages

- The illegal wildlife trade is driving pangolins to extinction.
- Save Pangolins raises awareness and supports conservation of the world's most trafficked mammals.
- To date, Save Pangolins has supported 12 dedicated Pangolin Champions committed to this mission.
- Call to action: (TBD - pending guidance above)

Link to Toolkit for Pangolin Champions:

(To Come)