

WORLD PANGOLIN DAY 2017

Overview

Date: 18 February 2017

Themes: Pangolins are the pride of Central Africa. **Together Let's Protect Our Pangolins!**

Main hashtags: #WorldPangolinDay; #SavePangolins; #ProtectOurPangolins

Main Facebook accounts: PangolinSaver

Main Twitter accounts: @PangolinSaver

About World Pangolin Day 2017:

World Pangolin Day is an international event which is celebrated every year on the third Saturday in February to raise global awareness about pangolins, the alarming threats they face, and the inspiring efforts to prevent them from going extinct. Pangolins are believed to be the most heavily trafficked mammals in the world. 2016 was a special year for pangolins as all eight species were uplisted to Appendix I at the 17th Conference of the Parties of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). This means that all pangolins are now banned from international commercial trade. Thus, #WorldPangolinDay 2017 is a great opportunity to emphasize the importance of the species and its conservation, especially in Central Africa where pangolins have received little conservation attention and there is a lack of knowledge of the impacts of national and international trade on pangolin populations. This social media campaign seeks to reach a broad audience – including representatives from government agencies, non-governmental organizations, industry, and civil society, in Cameroon and other Central African range states through Facebook and Twitter to raise awareness about the pangolin and its conservation crisis. The campaign also seeks to highlight some of the positive steps that are being taken to protect pangolins following the CITES Appendix I uplisting.

(1) Suggested messages by platform:

Facebook

TIMING: Any time before or during World Pangolin Day

There are eight species of pangolins in the world. Proudly, Central African is home to three pangolin species. Pangolins are the world's only scaly mammals and they play an important ecological role as pest controllers. Unfortunately, pangolins today are believed to be the most heavily trafficked wild mammals in the world. More than a million pangolins have been

poached from the wild in the past decade. We don't know much about the three species in Central Africa, but we do know that unsustainable trade could lead to their extinction. It's time to take action and protect our pride – together let's protect our pangolins! On #WorldPangolinDay, spread the message with hashtag #SavePangolins or #ProtectOurPangolins to show your support!

Every 5 minutes, a pangolin is captured in Asia or Africa. More than a million pangolins have been poached from the wild in the past decade to meet the demand for their meat and scales from China and Southeast Asia as well as the demand for bushmeat in Africa. On #WorldPangolinDay, the global community is calling for individuals to raise their voice against pangolin trafficking. Together let's protect our pangolins! #SavePangolins.

Pangolins are the world's only scaly mammals. They are native to Africa and Asia. Unfortunately, pangolin populations in Africa and Asia are decreasing rapidly due to poaching and international illegal trafficking. As the world celebrates #WorldPangolinDay, you can make a difference to the future of pangolins by spreading the message with hashtag #SavePangolins to show your support. Together let's protect our pangolins!

There are eight species of pangolins in the world. Proudly, Central Africa is home to three pangolin species. Poaching of pangolins is a severe threat that could wipe out pangolin populations entirely. It's time to take action and protect our pride species! Your voice matters! On #WorldPangolinDay, spread the message with hashtag #SavePangolins to show your support! Together let's protect our pangolins!

TIMING: On 18 February

Happy #WorldPangolinDay! Join in sending a message to the world that our precious pangolins and other wildlife are the pride of Central Africa and we need everyone to help fight against pangolin poaching and trafficking to ensure their survival. Show your support for pangolins by adding this filter to your profile picture! Together let's #ProtectOurPangolins! #SavePangolins

Twitter

TIMING: Anytime

Did you know that #pangolins are the most heavily poached mammals in the world? Together let's #ProtectOurPangolins! #WorldPangolinDay

Poaching and trafficking is stealing our #pangolins from us! It's time to take action and protect our pride species! #SavePangolins #WorldPangolinDay

Your voice matters to help ensure the survival of pangolins as they are in peril! Together let's #ProtectOurPangolins! #WorldPangolinDay

As the world celebrates #WorldPangolinDay, you can join us and spread the message with hashtags #SavePangolins #ProtectOurPangolins!

TIMING: On 18 February

Happy #WorldPangolinDay! RT and tell the world that you are supporting pangolins! #SavePangolins #WorldPangolinDay

(2) Pangolin profile picture on Facebook and Twitter:

Facebook

Create a temporary profile picture with the World Pangolin Day logo to show your support for pangolin conservation: <https://www.isupportcause.com/campaign/world-pangolin-day/>

1. Log in with Facebook/upload photo.
2. To add the hashtag #ISupportPangolinConservation, tick the box below the updated profile picture with logo in the linked page.
3. Generate profile picture.
4. Share on Facebook.
5. Make it your profile picture.
6. Share it with your friends and encourage them to support pangolins!

Twitter

Create a temporary profile picture with the World Pangolin Day logo and show your support for pangolin conservation: <https://twibbon.com/support/world-pangolin-day/twitter>

1. Log in with Twitter.
2. Click "Show my Support Now!" box.
3. Authorize Twibbon to use your account.
4. Add the pangolin filter to your Twitter profile picture.

5. Make it your profile picture.

6. Share it with your friends and encourage them to support pangolins!

Examples:

