



**WORLD  
WILDLIFE DAY**  
3 MARCH

## **Social media kit for World Wildlife Day 2018**

**Date:** 3 March 2018

**Theme:** Big Cats – predators under threat

**Main hashtags:** #WorldWildlifeDay, #PredatorsUnderThreat, #WWD2018

**Supplementary hashtags:** #DoOneThingToday #iProtectBigCats

**Main Twitter handles:** @wildlifeday @CITES @UNDP @UNEP @UNODC @WWF @WCS  
@PantheraCats @AfricanParks @youth4wildlife

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

### **About World Wildlife Day 2018**

The United Nations World Wildlife Day is the global celebration of the many beautiful and varied forms of wild animals and plants on our planet as well as an occasion to raise awareness of the multitude of benefits that conservation provides to both wildlife and people and the plight of many threatened or endangered species. World Wildlife Day is celebrated annually on 3 March, the day of the signature of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) in 1973. The CITES Secretariat is the facilitator designated by the UN General Assembly for the global celebration of the Day.

World Wildlife Day 2018, celebrated under the theme “Big cats: predators under threat”, puts the world’s big cats under the global spotlight for the very first time. These magnificent predators, such as cheetah, jaguar, leopard, lion, puma, snow leopard and tiger, are found in many parts of the world, from Africa to Asia and the Americas. With a star-studded cast, this World Wildlife Day promises to be one of the biggest celebrations of the Day, if not the biggest.

Big cats are among the most powerful creatures to grace this planet, but they are also the most fragile. They are facing many threats to their survival in the wild, be it loss of habitat and prey, poaching and smuggling, human-wildlife conflict or climate change.

World Wildlife Day 2018 is an opportunity for people from every country to help raise awareness of the plight of big cats and to take personal action to help ensure the survival of the world's big cats.

You have the power to spread the word! You have the power to make a change!

### **Suggested messages by platform**

#### **Twitter**

##### ***Awareness raising:***

#DidYouKnow that 3 of 9 #tiger subspecies have become extinct due to human activities? I don't want to live in a world without #BigCats! This #WorldWildlifeDay, let's all commit to protecting big cats.

#PredatorsUnderThreat #iProtectBigCats #WWD2018

We've lost 95% of wild #tigers since the beginning of 20th century, and #lion populations have decreased by 40% in 3 generations. RT if you care about protecting #BigCats. More at <http://wildlifeday.org>

#WorldWildlifeDay #PredatorsUnderThreat #iProtectBigCats #WWD2018

In the last 20 years #leopards have been wiped out from at least 40% of their historic range in Africa and over 50% of their historic range in Asia. More at <http://wildlifeday.org> #HabitatLoss

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

The charismatic #BigCats are facing many & varied threats including #HabitatLoss, #HumanWildlifeConflict, #poaching, #wildlifetrafficking & #ClimateChange which are all caused by human activities.

#WorldWildlifeDay #PredatorsUnderThreat #iProtectBigCats #WWD2018

One of the main threats facing #pumas is #HabitatLoss. They are only found in 50% of their original range in North America. RT to add your voice and show you care! Get involved: <http://wildlifeday.org>

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

#Cheetah populations have decreased so much that in Africa they are now only found in 10% of their historic range! RT if you care about protecting #BigCats More at <http://wildlifeday.org>

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

Between 1960s & 1970s, #jaguars were heavily hunted & as many as 18,000 were killed every year to feed the trade in their skins. Since 1975 this trade was halted thanks to #CITES, and the population began to stabilize.

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #WWD2018

#DidYouKnow all #BigCats are protected under #CITES and commercial int'l trade in #jaguar, #leopard, #snowleopard and #tiger is prohibited since 1975?

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

#ClimateChange is having a serious impact on #SnowLeopard. RT if you care about protecting #BigCats. More at <http://wildlifeday.org>

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #WWD2018

#Poaching & illicit trafficking remain an important threat to #BigCats. We are starting to see positive progress to #EndWildlifeTrafficking, but more needs to be done. [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

#BigCats inspire us with their beauty, speed & strength! We humans have caused the threats facing big cats & we must be the solution. While the crisis can still be averted, the time for action is now!

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #iProtectBigCats #WWD2018

**Action to action:**

Just #DoOneThingToday to help with the conservation of #BigCats around the world!

#WorldWildlifeDay #BigCats #PredatorsUnderThreat #WWD2018

#BigCats and all #wildlife matter on #WorldWildlifeDay – which one are you helping to protect?

Get involved: [wildlifeday.org](http://wildlifeday.org) #DoOneThingToday to protect #BigCats #iProtectBigCats

It's up to the young generation to ensure the future of #wildlife. Saving a #BigCats starts with you. #WorldWildlifeDay #Youth4Wildlife

This #WorldWildlifeDay, let us all set a goal! Let us live our daily life with the smallest negative impact on #BigCats & their habitats. Purchase only certified sustainable products that do not damage the habitat of big cats.

#PredatorsUnderThreat #iProtectBigCats #WWD2018

#Wildlife conservation is a shared responsibility. #DoOneThingToday to protect #BigCats. You have the power to spread the word & make the change! Get involved: [wildlifeday.org](http://wildlifeday.org)

#PredatorsUnderThreat #iProtectBigCats #WWD2018

On #WorldWildlifeDay, people from all countries must rally together to ensure the future of the world's #BigCats!

#PredatorsUnderThreat #iProtectBigCats #WWD2018

Small actions can have big impacts! #DoOneThingToday that can help with #BigCats conservation

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018

## Facebook

Wild #tiger populations, which numbered over 100,000 only a century ago, have decreased by 97%, with much of that decline happening in the past 10 years. According to the latest estimates, there are only about 3,900 tigers left in the wild on the entire planet. Of all the big cats, tigers are the most endangered. Learn more at: [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

Just over a century ago, there were likely more than 200,000 wild #lions living in Africa. Today, lions are extinct in 26 African countries and have vanished from over 90 percent of their historic range. Over the past two decades alone, lion populations have decreased by 43%. Today, only about 20,000 lions remain.

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

#Cheetah is Africa's most threatened big cat. Only about 7,100 cheetahs are left in the wild and they are now extinct in their Asian range with the exception of about 50 individuals in Iran. Approximately 77% of the cheetah's habitat falls outside of protected areas, making them extremely vulnerable to human threats. More on [wildlifeday.org](http://wildlifeday.org)

You have the power to spread the word!

You have the power to make a difference!

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

#Leopards are the most widespread #species of wild cats in the world. Recent studies show that they have lost over 75% of their range. They are no longer present in at least 49% of their historic range in Africa and over 50% of their historic range in Asia. Find more on [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018

Loss of habitat and natural prey, #HumanWildlifeConflict, #ClimateChange and #poaching are the dangers the #SnowLeopard faces across its native range. Find more on [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018

Tell the world that #BigCats are facing crisis on this #WorldWildlifeday! Get creative and post a picture that shows just that – be sure to include #PredatorsUnderThreat and #iProtectBigCats so we can share your support! Find more on [wildlifeday.org](http://wildlifeday.org)

All the world's #BigCats are facing various threats. But it is still possible to protect these extraordinary animals and the places they inhabit. If we make a conscious choice to do this, the animals, the humans and the planet we call home will all triumph. It is our collective responsibility to support conservation efforts and to share our planet with all creatures. Find more on [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

Small actions can have big impacts! #DoOneThingToday that can help with #BigCats conservation – volunteer, donate or simply post about what #WorldWildlifeDay means to you. Find more on [wildlifeday.org](http://wildlifeday.org)

This #WorldWildlifeDay, let us all set a goal! Spread the word about the plight of big cats. Let us live our daily life with the smallest negative impact on big cats & their habitats. Purchase only certified sustainable products that do not damage the habitat of big cats.

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

As the international community celebrates #WorldWildlifeDay on 3 March, 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? Find more on [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

It's up to all of us to #DoOneThingToday and every day to help protect #BigCats and all #wildlife. What will you do today to make sure that the beautiful #wildlife species around the world can live for generations to come? Find more on [wildlifeday.org](http://wildlifeday.org)

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

Happy #WorldWildlifeDay! The theme of this year is “Big cat: predators under threat”. Spread the word and #DoOneThingToday to help protect #BigCats!

#WorldWildlifeDay #PredatorsUnderThreat #WWD2018 #iProtectBigCats

#Wildlife conservation is a shared responsibility. #DoOneThingToday to protect #BigCats. You have the power to spread the word & make the change!

Learn more & get involved: [wildlifeday.org](http://wildlifeday.org)

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