



Recovering Key Species for Ecosystem Restoration

#WWD2022
#WorldWildLifeDay

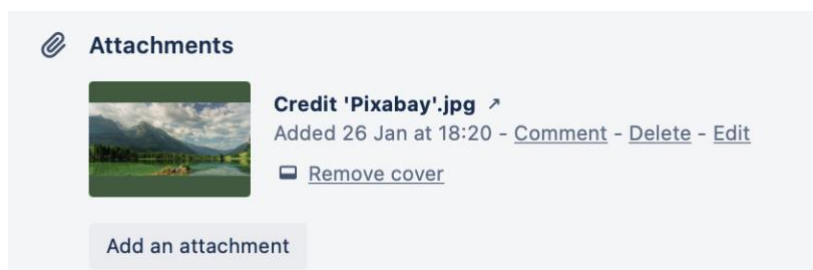


Social media kit for World Wildlife Day

Thank you so much for agreeing to help us promote World Wildlife Day 2022 (WWD2022) and our event. We have put together a selection of social media assets and suggested posts and would really appreciate you sharing them on your social media channels.

General notes:

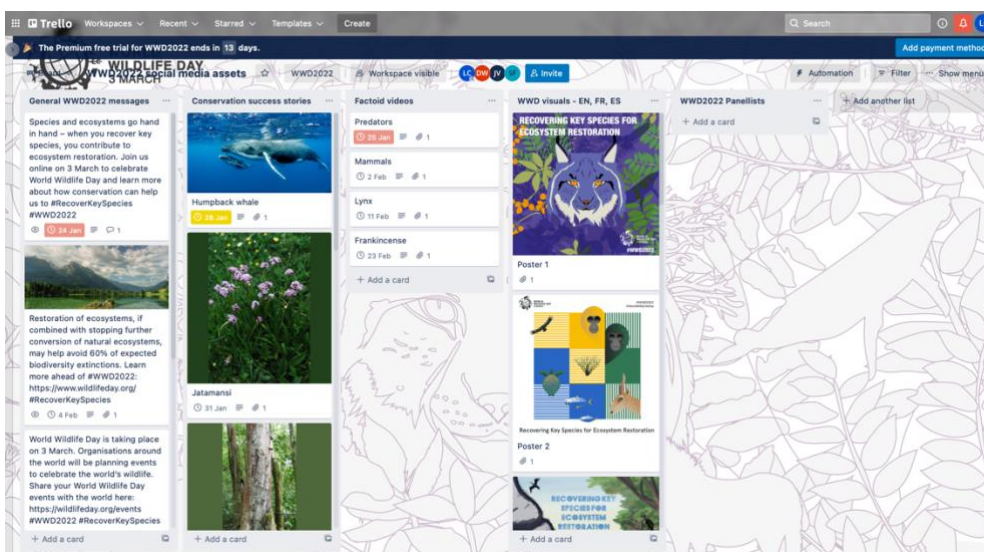
- Please include the following hashtags in all social media posts surrounding this event:
 - #WWD2022
 - #RecoverKeySpecies
- WWD social media to tag us / keep track of our activity
 - **Twitter:** @WildlifeDay, <https://twitter.com/wildlifeday>
 - **Instagram:** @worldwildlifeday, <https://www.instagram.com/worldwildlifeday/>
 - **Facebook:** @WorldWildlifeDay, <https://www.facebook.com/WorldWildlifeDay/>
 - **Youtube:** World Wildlife Day, <https://www.youtube.com/user/WorldWildlifeDay>
 - **Website:** <https://wildlifeday.org/>
- Some images are free to use however some must be credited. Those images which require a credit will have the credit stated in the name of the image attachment eg:



Using Trello

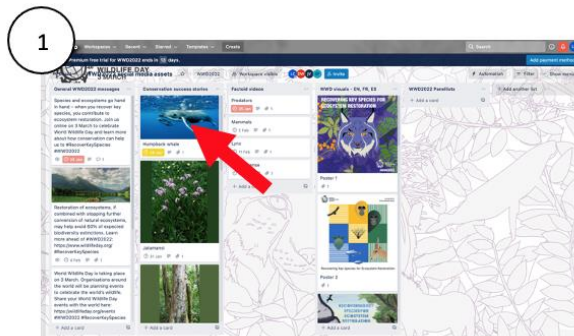
We have placed all of our social media assets on a Trello board which will allow you to view and download them. In case you are not familiar with Trello, here are some step by step instructions on how to use it.

1. Click [here](#) to access the WWD Trello board
2. You will need to create a Trello account (this is free)
3. Once you have made an account you should have access to the 'WWD2022 social media assets' board accessible through the link in step 1. It should look something like this:

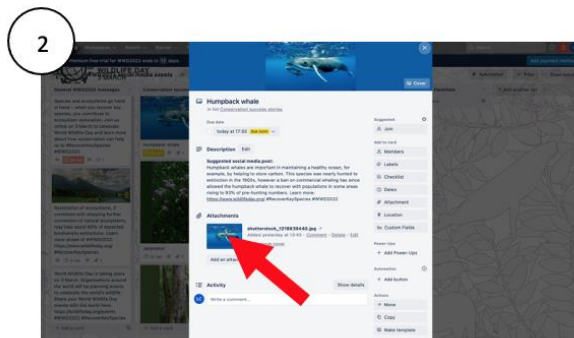


4. As you can see, we have separated the social media assets into different groups, each in a separate column:
 - **'General WWD2022 messages'**
 - These are general information messages about WWD and the event
 - **'Conservation success stories'**
 - These are examples of cases where conservation actions have been successful and have helped species to recover
 - **'Factoid videos'**
 - These are informative videos that have been created by Jackson Wild on several different topics relating to the theme of WWD
 - **'WWD visual – EN, FR, ES'**
 - Here you will find 3 different posters for WWD each in the three official languages of CITES – English, French and Spanish. Please feel free to use these posters to pair with any of the social media messages or for your own promotions of WWD

- **‘WWD2022 logos’**
 - These are the official logos of WWD2022 – please feel free to use them to help promote WWD
 - They are available in the six languages of the United Nations
 - **‘WWD2022 Panellists’**
 - During the event itself, we will be featuring a panel discussion from conservationists in the field. In the lead up to the event we will add social media assets to this column which will announce each panellist and give some background information about them and their work
5. To view more details about each post, click on it to open it where you will find suggested captions and images.
 6. To download the assets: please click on the post and then click on the attachment to open it. From there you can right click and select ‘download image’ or ‘download video’.



Click on the asset you want to view

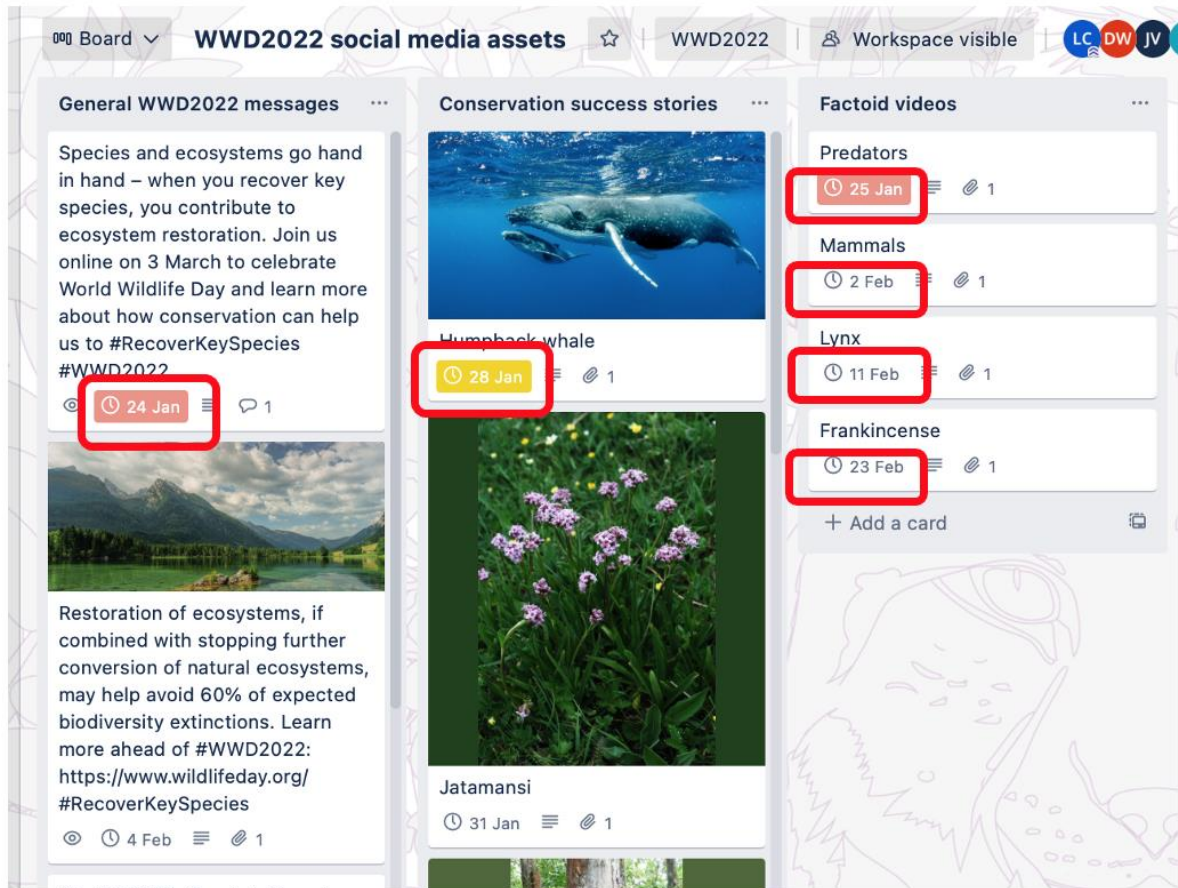


Click on the attachment to view it



Right click and select ‘Save image to ‘Downloads’’ or ‘Download video’

To note: each asset is listed with a date (see below). This is the date that we plan to release the asset on our own social media channels. We kindly ask that you don't post any of the assets or messages on your own social media channels until on or after the date listed on the post. Apart from this, please feel free to use as many of the assets as you would like in whatever order that you would like.



Contact us

If you have any questions, please do not hesitate to contact Lucy Chimes (lucy.chimes@un.org)

