

#SPRINGINTOACTION

STOPPING WILDLIFE TRAFFICKING IN TRANSPORT SUPPLY CHAINS



SPRING INTO ACTION SOCIAL MEDIA TOOLKIT

Overview:

Date: May 1 – June 30, 2019

Hashtags: #springintoaction #endwildlifetrafficking

ROUTES Handles: @ROUTESPartners (Twitter) @ROUTESPartnership (Facebook)

Spring Into Action Resources: <https://routespartnership.org/industry-resources/other-awareness-resources/spring-into-action-resource-folder>

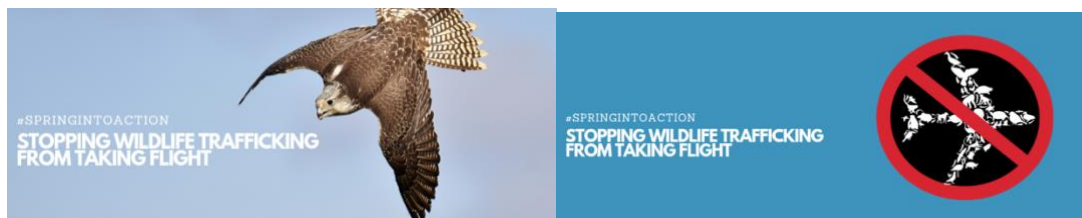
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About 2019 Spring Into Action:

Starting 1 May 2019 and ending on 30 June 2019, members of the transport sector are encouraged to participate in 5 Steps of Action to raise awareness, share resources, and build connections that will improve your company's ability to detect and report wildlife trafficking.

This social media toolkit provides content and social media resources for companies within the air transport sector to raise awareness about wildlife trafficking.

Facebook, Twitter & LinkedIn Cover Banners:





Facebook, Twitter, & LinkedIn cover banners can be downloaded here:

https://routespartnership.org/industry-resources/other-awareness-resources/spring-into-action-resource-folder/folder_contents

Twitter Content:

Sample tweets to share photos, blogs, press releases and other content over social media

1. Wildlife conservation is a shared responsibility. [@your company] is taking action to protect wildlife by strengthening efforts to combat wildlife #springintoaction
2. Wildlife conservation is a shared responsibility. We're proud to work with @ROUTESPartners to help protect endangered species from wildlife trafficking. #springintoaction
3. The transport sector has an important role to play in protecting wildlife for generations to come. #springintoaction
4. The global fight against wildlife trafficking is essential for protecting endangered species and the communities that rely on them. We are working with @ROUTESPartners to combat illegal trade in transport supply chains #springintoaction
5. Did you know that every seven hours a rhino is poached in Africa for its horn? We're working with @ROUTESPartners to protect endangered wildlife from illegal trade. #springintoaction
 - OR "over 7,000 species are impacted by the illegal wildlife trade"
 - OR "55 elephants are poached every day for their ivory"
 - OR "110 tigers are traded in illegal markets every year"
 - OR "an estimated 24 million seahorses are taken from the wild every year"

6. The illegal wildlife trade impacts ecosystems and communities all over the world. We are taking action to prevent wildlife trafficking through transport supply chains #springintoaction
7. Spring is in the air...not illegal wildlife. #springintoaction #endwildlifetrafficking

Facebook/LinkedIn Content:

1. Wildlife conservation is a shared responsibility. We're proud to work with @ROUTESPartners to help protect endangered species from wildlife trafficking. #springintoaction
2. The global fight against wildlife trafficking is essential for protecting endangered species and the communities that rely on them. We are working with @ROUTESPartners to combat illegal trade in transport supply chains #springintoaction

Resources:

- Free-Use Wildlife Images: <https://routespartnership.org/industry-resources/images-video-library/free-use-wildlife-images>
- Spring Into Action 2019 resources: https://routespartnership.org/industry-resources/other-awareness-resources/spring-into-action-resource-folder/folder_contents
- Wildlife Awareness Days Calendar <https://routespartnership.org/industry-resources/other-awareness-resources/social-media-toolkits/file/view>



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