

STEP UP

STEP UP CAMPAIGN SOCIAL MEDIA TOOLKIT

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

UFW handles: @united4wildlife (Twitter) @UnitedForWildlife (Facebook)

Step Up campaign resources: <https://routespartnership.org/industry-resources/other-awareness-resources/step-up-resources>

Hashtag: #ItDoesntFlyWithUs

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About the Step Up campaign

The Step Up campaign is designed to bolster your company's engagement with the issue of wildlife trafficking as well as publicize the important work you're doing. One simple way in which you can do this is by posting about how your company is taking action against wildlife trafficking on social media. Below are some suggested posts and imagery that you can use. Be sure to make use of the campaign hashtag #ItDoesntFlyWithUs so that your posts are part of the collaborative movement worldwide!

Suggested Tweets

1. Affecting more than 7,000 species, illegal trade is one of the biggest threats to #wildlife. We're stepping up to strengthen our defenses against wildlife trafficking. Read more at [\[link to your website with wildlife information or to https://routespartnership.org/\]](#) #ItDoesntFlyWithUs
2. [\[This #WorldEnvironmentDay/ #WorldElephantDay/ #InternationalTigerDay\]](#) We're sending out a clear message: wildlife trafficking will not be tolerated [\[on our flights/ in our airport.\]](#) #ItDoesntFlyWithUs
3. Wildlife traffickers are exploiting the aviation industry and we recognize that we can play an important role in disrupting the illegal supply chain. That's why we're part of a global movement to #endwildlifetrafficking through air transport @ROUTESPartners #ItDoesntFlyWithUs
4. Wildlife conservation is a shared responsibility. We're proud to work with @ROUTESPartners to help protect endangered species from wildlife trafficking. #ItDoesntFlyWithUs [\[link to your website with wildlife information or to https://routespartnership.org/\]](#)



Example Twitter campaign images, [click here to see the full set](#)

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Suggested Facebook/ LinkedIn posts

1. Wildlife traffickers are exploiting the aviation industry and we recognize that we can play an important role in disrupting the illegal supply chain. That's why we're part of a global movement to end wildlife trafficking through air transport @ROUTESPartnership #ItDoesntFlyWithUs
2. Affecting more than 7,000 species, wildlife trafficking is one of the biggest threats to wildlife. We're raising awareness, training our staff and developing protocols to strengthen our defenses against wildlife trafficking. Read more at [\[link to your website with wildlife information or to https://routespartnership.org/\]](#) #ItDoesntFlyWithUs
3. The illegal wildlife trade sees an estimated 55 elephants poached every day/ a rhino poached for its horn every 7 hours. We're proud to be part of a global response to keep precious wildlife out of the skies. @ROUTESPartnership #ItDoesntFlyWithUs



Example Facebook/ LinkedIn campaign images, [click here to see the full set](#)

Other

Ideas

As well as the suggested post content above, you can post about any of the activities from the campaign pack that your company is running. Share photos of you and your colleagues holding up the campaign poster, at your photo booth or at training events, and tell your followers what specific steps you are taking.

Don't forget to tag @ROUTESPartners, @ and use the hashtag #ItDoesntFlyWithUs.

Resources

Campaign images: https://routespartnership.org/industry-resources/other-awareness-resources/step-up-resources/step-up-social-materials/folder_contents

Other free-use wildlife images: <https://routespartnership.org/industry-resources/images-video-library/free-use-wildlife-images>

Wildlife awareness days calendar: <https://routespartnership.org/industry-resources/other-awareness-resources/social-media-toolkits/file/view>

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