




**How to**

**BEST USE SOCIAL MEDIA  
AS A PANDA AMBASSADOR**

**Panda Ambassadors**

A large tree is shown against a bright, hazy sky, likely at sunset or sunrise. The tree is densely populated with birds. In the upper portion of the tree, several dark-colored birds, possibly cormorants, are perched on the branches. The lower and middle portions of the tree are filled with a large number of white birds, likely egrets, which are also perched on the branches. The overall scene is a naturalistic depiction of a bird colony.

You probably already use social media in your daily life to connect with friends, catch up on the news, and engage on the issues of the day. But social media can also be a powerful tool for community organizing, fundraising, and campaigning on behalf of WWF. This guide will give you some pointers for taking full advantage of social media to further your work as a Panda Ambassador.

## Represent!

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As a Panda Ambassador you represent WWF, which is a pretty big deal. We've worked hard for nearly 60 years to create a brand that the world loves and trusts. Just keep that in mind when you're posting on social media.

You still can and should be your authentic self! Just use common sense. We've all seen stories about people losing scholarships or jobs over stupid stuff they posted on social media; don't be those people.

And when you're engaging with people on issues you feel strongly about, remember to be a human—not a bully or a troll. And for your own sanity, don't react to the trolls, either. Social media is great for a lot of things; changing the opinions of strangers is definitely not one of them.

## Amplify WWF

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One of the easiest ways to use social media in your role as Panda Ambassador is just to follow and amplify World Wildlife Fund! Like, retweet, share, pin, comment! Thanks to the magic of algorithms, the more our Ambassadors engage with our content, the more it shows up on other people's feeds. It's simple to do and it really multiplies the number of people who see our content.

You'll notice there are a lot of WWF offices worldwide with their own accounts. Follow as many as you want, but also make sure to follow the US office, which will have the content that's most relevant to you and your work as an Ambassador:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[YouTube](#)

Snapchat - username WWF

[Pinterest](#)

## Take advantage of WWF resources

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You'll notice that the Panda Ambassador Toolkit contains resources for use on social media. These include Facebook and Twitter cover photos to show your Ambassador pride, promote Panda Nation, and raise awareness around current WWF campaigns. We'll be adding more as time goes on. You can download these and add one to your profile to show off your commitment to WWF.

## Connect with your peers

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You're probably already a member of the Panda Ambassador Facebook group. If not, get over there and join now! This is the official space for you and your fellow Ambassadors to connect on the issues, share ideas and experiences, and solicit feedback.

Beyond the Panda Ambassador group, you should also search for local groups in your region or community that focus on the environment or wildlife protection. Joining these groups will connect you to like-minded people in your area and help keep you informed of local events and environmental issues. You can also get a feel for what works in your local area. Are there certain posts or events that really resonate? Can you identify and fill gaps around environmental issues that people seem to care about, but no one is leading on?

## Engage local leaders

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The best part of social media is the access it gives us. Find the local leaders in your community—politicians, philanthropists, local celebrities, and business leaders—and ask for their support on environmental issues and WWF campaigns. Invite them to your local events. Ask them to engage their own followers with retweets or shares. Try to engage these people in a dialogue and bring them into the environmental community.

## Organize your community

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How do you keep in touch with the people you meet at fundraisers, events, and presentations? One of the easiest ways is by starting your own group of local WWF supporters on Facebook or another platform. These are the people in your community who show up and want to be involved. Joining them all together in a group gives everyone an easy way to communicate local environmental news, share on WWF initiatives that need support, and send event invitations.

## Best practices for social media posts

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- **Be visual.** An eye-catching image is one of the most powerful ingredients in a successful social post. Use pictures, gifs, memes, infographics, charts, and graphs to help get your point across. Standard internet etiquette rules apply—cite your source, don't steal images, credit the right people, etc.
- **Use statistics.** Your opinion is fine, but facts and figures that back up that opinion are better. Statistics make an impression about the magnitude of the problem.

For example:

“We waste too much food”  
vs.  
“We waste 30% of all the food we produce. That's enough to feed 3 billion people.  
<https://www.worldwildlife.org/initiatives/food-waste>”

Use data like this whenever possible in your social posts, but remember a few things: Don't believe/copy/share everything you read—if a statistic you come across sounds too out there to be believed, do some digging. Make sure your data can be traced back to a reliable source. And when you share a statistic, include a source or a link so others can easily verify it. There's a lot of false information being circulated on social media, so show that you can be trusted.

- **Tag!** Make sure you're using the right hashtags. Most WWF campaigns will employ a specific hashtag, which you can get from looking at our campaign page or our Twitter/Facebook feeds. For other issues, make use of trending hashtags or do a quick search on the topic to see how others are tagging their info. Also, remember to tag specific people if you want to grab their attention.
- **Promote events.** Events require a lot of repetitive promotion, so post early and often. Again, don't forget to tag or invite specific people whom you especially want to attend. You can also send a direct message to a short target list, saying how much you want to see them at your event.
- **Tell people how they can help.** Explaining an issue is important, but also tell people what they can do about it. Give your followers a call to action. Prompt them to sign a pledge, call their representatives, lower their own emissions, etc. Just offer some way for people to get involved, even if it's just to learn more.
- **Be hopeful.** While the problems we face are big, there are also real, actionable solutions. We just need to get everyone on board. You can be realistic about the magnitude of these challenges, but try to convey hope and optimism at the same time. A message of “everything is terrible and there's nothing we can do” is not helpful—and it's not true. There's always a better future within reach, but it's going to take all of us working together.

## Share your experience

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If you have a formula for your social posts that is a sure way to get interaction and attention, let your fellow Panda Ambassadors know by logging onto the Facebook group. Or if you feel like you could use some help framing your messages, ask for feedback. If you create anything (an infographic or a beautiful nature photo) that you'd be willing to let others share, post that too! Whatever your experience or questions with social media, let your fellow Ambassadors know what you're working on and how they can help.