

‘Wildlife crime: Don’t be part of it’



Overview

The buying and selling of protected wildlife products is a serious crime.

Within Asia, it is worth billions of dollars annually and fuels organized crime, corruption, and violence.

UNODC's new wildlife crime PSA, featuring Chinese actress and UNEP Goodwill Ambassador Li Bingbing, aims to raise awareness that the buying, selling, and consuming of protected species is both illegal and finances organized crime.

Proposed Post: Facebook / Google+ / LinkedIn / Pinterest

Each year, while countless species are driven closer to extinction, criminals generate billions of dollars from the sale of protected wildlife products.

To generate awareness and action around this illegal and unethical business, UNODC have teamed up with Chinese actress and UNEP Goodwill Ambassador Li Bing Bing to produce a brand new UNODC public service announcement. We're asking YOU to speak out against wildlife crime: share this video as far and wide as possible and join us as we say 'Wildlife crime: Don't be part of it'.

YouTube URL for embedded video: <http://youtu.be/l3jlt16LhPs>

NOTE: If the post is link to UNEP's and Li Bingbing's Pages, please use the following:
<https://www.facebook.com/unesp.org> / www.facebook.com/pages/Li-Bing-Bing/61457246454

Proposed Tweets

Suggested hashtags to be used: #DontBePartOfIt / #wildlifecrime

Shortened link to PSA: <http://j.mp/171MW1A>

- 1) Buying & selling protected #wildlife is a #crime. This new @UNODC video w/ @libingbinglove urges you: #DontBePartOfIt <http://j.mp/171MW1A>
- 2) #Wildlife trafficking alone in SE Asia is a \$2.5 bn/year criminal enterprise. #DontBePartOfIt. Learn more at <http://j.mp/171MW1A>
- 3) .@UNODC launches new video on #wildlifecrime ft. @libingbinglove. Help us spread the message <http://j.mp/171MW1A> #DontBePartOfIt
- 4) Agree that #wildlifecrime is wrong? Watch this @UNODC video ft.@libingbinglove & spread the word thru your RTs <http://j.mp/171MW1A>

Proposed Tweets (cont.)

- 5) Support the call against #wildlifecrime. #DontBePartOfIt: join us by watching the new @UNODC video w/ @libingbinglove <http://j.mp/171MW1A>
- 6) Buying & selling protected wildlife is a crime: #DontBePartOfIt. Catch the new @UNODC video ft. @libingbinglove: <http://j.mp/171MW1A>
- 7) Help raise awareness around #wildlifecrime. Watch & share the new @UNODC video ft. @libingbinglove <http://j.mp/171MW1A>
- 8) What are the consequences of #wildlifecrime? This @UNODC video ft. @libingbinglove explains <http://j.mp/171MW1A> #DontBePartOfIt

UNODC Social Media Accounts

If you link to the respective UNODC page on any of your posts, where applicable please use:



www.facebook.com/unodc



www.pinterest.com/unodc



www.flickr.com/unodc



www.twitter.com/unodc



www.google.com/+unodc



www.youtube.com/unodc

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