

# SOCIAL MEDIA ASSET GUIDE

## COUNTER WILDLIFE TRAFFICKING PARTNERSHIP FORUM

ENTERING A NEW ERA OF REGIONAL PARTNERSHIP

September 21 - 23, 2021

### SHARE VIDEOS AND SPEAKER QUOTE CARDS

#### 1. WEBSITE PORTAL

[www.cwtpartnershipforum.org](http://www.cwtpartnershipforum.org)



Click **video** on the menu bar.



Select video you want to share and click on the three dots located on the top right hand corner of the video image. Either copy the link or select one of the social media icons to share directly to your social media.



#### 2. VIMEO

<https://vimeo.com/user147330650>



On USAID Wildlife Asia's Vimeo page click on the name of the video you want to share.



Click **share**.



Copy the link or click on the social media icon you want to share the video on.



infYou  
Tube

### Example Caption:

@Grace Gabriel discussed @IFAW's work to combat wildlife crimes and the impact of US and China's role in stopping the ivory trade. Watch the full talk at [www.cwtpartnershipforum.org](http://www.cwtpartnershipforum.org)

#counterwildlifetrafficking #endillegalwildlifetrade  
#stopwildlifecrime #cwtpartnershipforum

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#### PRO TIP 1:

Keep tweet and captions to ideal length of 71 to 100 characters. The limit is 280 characters for twitter.

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#### PRO TIP 2:

Mention name of the event in the caption and tag the organizations and speakers in your post.

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#### PRO TIP 3:

Direct your followers in the caption to learn more or watch at: [www.cwtpartnershipforum.org](http://www.cwtpartnershipforum.org)

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#### PRO TIP 4:

Use hashtags to connect social media content to this topic and to reach target audiences.

#counterwildlifetrafficking #endillegalwildlifetrade #stopwildlifecrime  
#cwtpartnershipforum

