HELP
SAVE
THE
‘WOW’

Donate to WWF and help build a future in which humans live in harmony with nature.

David Drodge, Head of Digital
WWF International

#EndangeredEmoji

2016
Disruption and New Power are happening...

52% of the Fortune 500 firms since 2000 are gone
Participation Scale

Further information: “New Power” & “New Power and WWF”
We're using #EndangeredEmoji to save real animals from extinction. Please retweet to sign up and help.

17 emoji animals are endangered. Help them by donating €0.10 / £0.10 for every one you tweet. Retweet to sign up and start.
The most popular #EndangeredEmoji this week were 🐯 🐊 🦅.
The least popular were 🐘 🐘 🐘 so tweet more of them!

#EndangeredEmoji. Weekly round up

- 🐯 15
- 🐊 16
- 🦅 17
- 🐈 1
- 🐊 2
- 🦅 3
- 🐘 🐘 🐘
There are less than 2500 Bengal tigers left. Tweet as many 🐅 as you can and donate to help us save them. #EndangeredEmoji

THERE ARE LESS THAN

2500

BENGAL TIGERS LEFT 🐯
WWF Mentions

Direct Mentions of sign up text

559K mentions

59K mentions
Conversation map
With a little help from our friends...

Russell Crowe retweeted banksy @therealbanksy - for every retweet this animals:

#EndangeredEmoji

17 emoji animals are endangered. Help them by donating €0.10 for every one you tweet. Retweet to sign up and start.
and “they say imitation is the sincerest form of flattery”
Huge campaign and significant lift afterwards...

*Mentions does not cover local specific social media (like China or Russia)*
Participation

- User Generated Content
Social Media Footprint
28M:
panda.org/socialstats
3rd Party Apps like Du Group & Kik
WWF’s #EndangeredEmoji Campaign

• Leveraged our huge Twitter audience

• ...to raise awareness of endangered wildlife...

• Connect with me on Linkedin here: https://ch.linkedin.com/in/davedrodge or learn more about how we engage on a recent Social Media Today Webinar here panda.org/socialmediatoday