



HELP  
SAVE  
THE  
'WOW'

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

© National Geographic, 2016. All Rights Reserved.

#Endangere  
dEmoji

2016

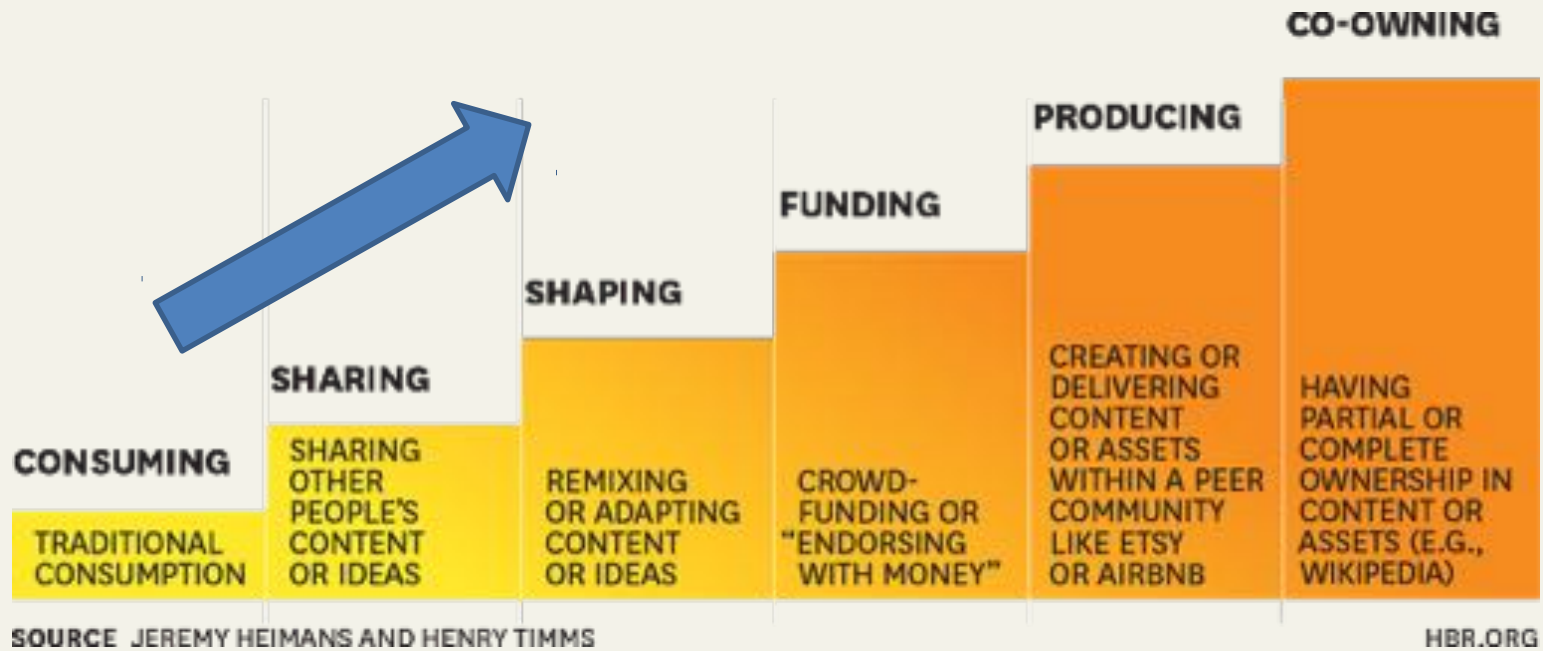
David Drodge, Head of Digital  
WWF International

# Disruption and New Power are happening...





# Participation Scale



Further information: "New Power" & "New Power and WWF"



emojitracker: realtime emoji use on twitter

😂 820635971	❤️ 539248348	❤️ 360583699	😂 343609303	😂 297754317	😂 256948838	😂 252909476	😂 230387392	😂 23
💖 221735902	👍 210667064	😂 188126870	😂 1771308019	😂 168818847	🙏 115280155	👍 108629818	👍 105859234	😂 10
😂 97447518	😂 95729982	👤 92892107	😂 83602481	😂 83135194	🌱 82262108	•• 78833779	😂 74902581	😂 74
😂 89774882	💖 89022921	👤 80998763	💖 68335820	🌱 65861305	😂 65725271	😂 64578515	😂 64190431	😂 60
😂 81702194	💙 81066872	❤️ 58324313	😂 58185870	👤 58023192	👍 56660189	😂 53754236	💖 52711069	💖 52
👄 48045019	👤 47023582	😂 44717025	😂 42646520	👤 42552723	😂 42493243	💖 41574512	👤 41482367	👤 41
👄 36619324	😂 36219727	👍 35571139	😂 35320269	👤 34974993	✅ 34795281	👍 33754584	💖 33234035	👤 33



👤 5513804	💬 5485098	👍 5388723	💖 5245554	👤 5032080	🌂 5230464	👤 5141210	👤 5091139	👤 50
👤 4951617	👍 4942854	👤 4890418	👤 4842982	👤 4803942	👤 4797845	👤 4758209	👤 4680900	👤 46
👤 4598004	😂 4499642	👤 4490494	👤 4424989	👤 4410689	👤 4394787	👤 4371522	👤 4359176	👤 43





WWF  
@WWF

Follow

We're using #EndangeredEmoji to save real animals from extinction. Please retweet to sign up and help.



#EndangeredEmoji

17 emoji animals are endangered. Help them by donating €0.10 / £0.10 for every one you tweet. [Retweet to sign up and start.](#)



RETWEETS  
35,862

LIKES  
10,478



12:38 a.m. · 12 May 2015





#EndangeredEmoji

#EndangeredEmoji

#EndangeredEmoji

#EndangeredEmoji



TWEETS  
7,674

PHOTOS/VIDEOS  
308

FOLLOWING  
2,748

FOLLOWERS  
1.41M

REVIEWS  
136

More

Follow

WWF

@WWF

Building a future in which all humans live in harmony with nature.

Global

www.panda.org

Tweets

Retweeted

WWF

WWF-

mount



WWF @WWF · 60m

The most popular #EndangeredEmoji this week were 🐅 🐊 🐼. The least popular were 🐼 🐼 🐼 so tweet more of them!



## #EndangeredEmoji. Weekly round up







WWF @WWF · 60m

There are less than 2500 Bengal tigers left. Tweet as many 🐼 as you can and donate to help us save them. #Endangeredemoji



#EndangeredEmoji

THERE ARE LESS THAN

2500

BENGAL TIGERS LEFT 🐼



591



838



[View more photos and videos](#)



WWF Mentions

**559K**  
mentions

Direct Mentions of sign up text

**59K**  
mentions



# Conversation map





# With a little help from our friends...



Follow

Russell Crowe retweeted  
**banksy** @therealbanksy  
for every retweet this  
animals:  
#EndangeredEmoji

31K



RETWEETS 31,111  
FAVORITES 4,070

5:16 PM - 20 May 2015

JARED LETO retweeted  
**WWF** @WWF - May 14  
We're using #EndangeredEmoji to save real animals from extinction.  
Please retweet to sign up and help.



## #EndangeredEmoji

17 emoji animals are endangered. Help them by donating €0.10 for every one you tweet. Retweet to sign up and start.

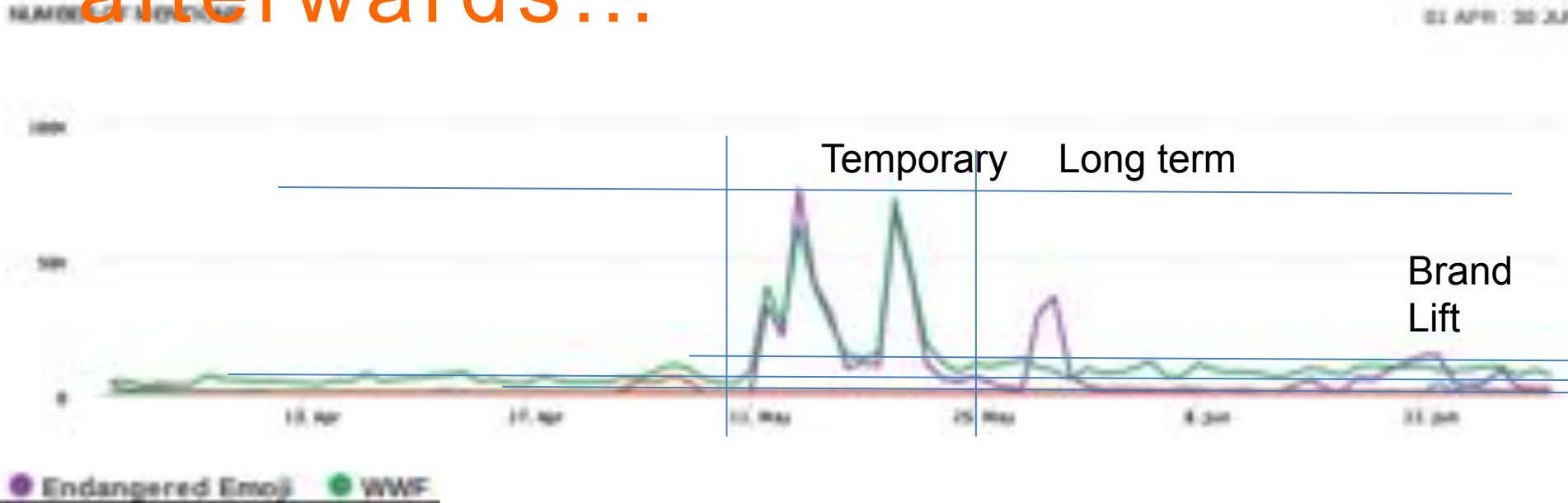


5.9K 2.2K

..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](http://panda.org/socialstats)

## Social Media Statistics WWF + Earth Hour

13,368,585 Facebook Page Likes

5,742,916 Twitter Followers

48,281,913 YouTube Video views

### Messaging Apps

These figures are not updated a

#### Channel

LINE - WWF Indonesia

1,784,234

Kik - WWF International

364,216

Viber - WWF Malaysia

184,945

Total

2,333,396

Twitter profile statistics for WWF:

- TWEETS: 396K
- FOLLOWING: 2,893
- FOLLOWERS: 2.08M
- LIKES: 815
- LISTS: 20

WWFBrasil

353,117

@WWF\_Deutschland

160,713

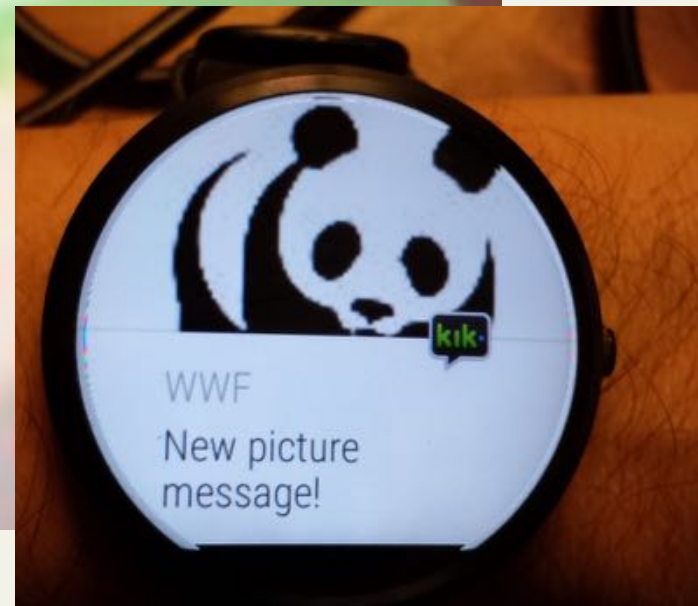
wwfpolonia

1,703,705





# 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](https://panda.org/socialmediatoday)

