

The Endangered Species Act: Social Media Campaign

The **Endangered Species Act** (ESA) provides a program for the conservation of threatened and **endangered** plants and animals and the habitats in which they are found. The **law** also prohibits any action that causes a “taking” of any listed **species of endangered** fish or wildlife.

- **Do some research to determine which plants and animals are endangered or threatened in your home city or state.**
- **Develop a social media campaign to raise awareness for one of the species that is endangered or threatened. Then prepare an analysis of your campaign.**



Your campaign should include ten unique posts:

- You should focus only on one species.
- The design of each post should include text and images.
- You should create a hashtag for your campaign.
- You must include (and cite) specific statistics to strengthen your campaign.



Your analysis should be a separate document that addresses the following:

- What species are you addressing? Why did you choose the species you did?
- What are you trying to achieve? Are you spreading awareness? Calling for action? Answering questions?
- What audience are you trying to reach? Why is that your intended audience?
- What platform are you choosing for your campaign? (Facebook, Twitter, Instagram, YouTube, etc.)
- Why is that the best platform to use to broadcast your message and reach your audience?
- Did you use more images or texts in your posts? Why? Explain your thought process.
- Did you model your campaign after another social media campaign? Which one? Why?
- How do you intend to disseminate your posts? All at once? Daily? Weekly?
- How did your travel experience inform the choices you made in your campaign?

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