



## Respect Wildlife Campaign Guide –

*Updated October 6, 2021*

Thank you for your interest in sharing our campaign message and graphics with your networks on social media, e-blasts and in-person. Together we can help reduce disruptive human encounters with coastal wildlife.

Use this guide to use approved messages and graphics for maximum impact.

### Website:

[www.Respect-Wildlife.org](http://www.Respect-Wildlife.org)

Facebook: <https://www.facebook.com/RespectWildlifeProject>

Instagram: <https://www.instagram.com/respectwildlifeproject/>

Twitter: <https://twitter.com/RespectWildlife>

### Suggested Hashtags:

Hashtags are less important for Facebook posts. Twitter posts should have fewer than 5 hashtags; Instagram posts can use many hashtags but cannot include URLs. Some suggestions are below and in the draft posts:

#RespectWildlife – use this to identify this campaign as frequently as possible.

#wildlife

#nature

#selfie

Tag or @ specific or general parks or areas, e.g. #CAStatePark #SamuelPTaylor



## Social Media Posts & Images




Facebook, Instagram, Twitter

- Copy the posts below and paste directly into **Facebook, Instagram or Twitter**.
- Image jpg files shown are included in the Media Kit Download.  
Use also for e-blasts, newsletters, websites, blogs, social media, etc. The text and formats below are suggested; you may want to refine them to align with your organization's social media guidelines.

<p>WHAT YOU SEE</p>	<p>WHAT THE SEA STAR SEES</p>	<p>Going to the #California coast? Keep your hands to yourself. Please leave creatures as you find them for all to enjoy. #respectwildlife #tidepool #marinelife <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a></p>
<p>KEEP YOUR HANDS TO YOURSELF. RESPECT WILDLIFE</p>		<p>Hands off! If everyone collected a critter, there'd be none left! Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a> #RespectWildlife #Tidepool</p>

<p>WHAT YOU SEE</p>	<p>WHAT THE OTTER SEES</p>	<p>Stay back, you're scary! To an #otter mom and pup, you look like a sea monster. Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a> #RespectWildlife #kayak</p> <p>It's like a jump scare, but for otters. View #otters from a distance for their safety and peace of mind. #RespectWildlife #nature #kayak Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a></p>
<p>STAY BACK. GIVE WILDLIFE SPACE. RESPECT WILDLIFE</p>		

# RESPECT WILDLIFE

 <p><b>HOW YOU FEEL</b></p> <p><b>HOW THE SEALS FEEL</b></p> <p>HANG BACK TO ENJOY THE VIEW</p> <p>RESPECT WILDLIFE</p>	<p>Don't be selfie selfish! Leave critters in peace and enjoy them from a distance. #RespectWildlife #wildlifephotography #selfie #wildlife</p> <p>Safety over selfies! Animals feel threatened when you get too close. Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a> #selfie #RespectWildlife #wildlifephotography</p>
 <p><b>WHAT YOU GIVE</b></p>  <p><b>WHAT THEY GET</b></p> <p>KEEP YOUR SNACKS TO YOURSELF.</p> <p>RESPECT WILDLIFE</p>	<p>People food is #poison! Feed your friends, not #wildlife. Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a> #RespectWildlife #nature #wildlifelove</p> <p>No people snacks, please! Human food hurts #wildlife. Learn more: <a href="http://www.Respect-Wildlife.org">www.Respect-Wildlife.org</a> #RespectWildlife #nature</p>

# RESPECT WILDLIFE



Are you bugging those #birds? If an animal is fleeing, or looking at you, you are disturbing it! Learn more signs of #wildlife disturbance: [www.RespectWildlife.org/how-to-respect-wildlife](http://www.RespectWildlife.org/how-to-respect-wildlife) #RespectWildlife

Don't be a space invader! Please come to the coast in peace. Learn more: [www.RespectWildlife.org](http://www.RespectWildlife.org) #RespectWildlife #wildlifelove #birds



## Email

Use this email template to network and share our campaign via email:

### **Subject: Please Share: #RespectWildlife Campaign**

Dear Respect Wildlife Partner,

As you may have heard, Respect Wildlife is launching a campaign to raise awareness of -- and discourage -- wildlife disturbances by visitors to the Coast. As the manager of a significant social media network with similar interests, would you be able to share the some or all of the posts below to help spread the word and help our wildlife thrive?

You can learn more about us at [www.respect-wildlife.org](http://www.respect-wildlife.org)

There you can download a media kit with graphics and messaging to share and post:  
[www.respect-wildlife.org/resources](http://www.respect-wildlife.org/resources)

Respect Wildlife is a team of wildlife professionals with an array of non-profit and government agencies committed to helping protect coastal wildlife from disruptive human encounters. Learn more about who we are at: [www.respect-wildlife.org/about](http://www.respect-wildlife.org/about)

If you have campaign questions, you can email [info@respect-wildlife.org](mailto:info@respect-wildlife.org) We are grateful for your help.

Thank you!

# RESPECT WILDLIFE

## Posters

Use these print quality posters at parks, stores, gear rental businesses, restaurants, anywhere near coastal recreation areas. PDFs are included in the downloadable media kit.

**WHAT YOU SEE**      **WHAT THE SEA STAR SEES**

**PREVENT THE ZOMBIE APOCALYPSE AT THE TIDEPOLS**  
 Keep your hands to yourself.  
 Leave creatures as you find them.  
 Look, don't touch, and step carefully.

**RESPECT WILDLIFE**

Learn More at [Respect-Wildlife.org](https://www.Respect-Wildlife.org)

**WHAT YOU GIVE**      **WHAT THEY GET**

**PEOPLE FOOD IS POISON**  
 Keep your snacks to yourself.  
 Pick up all trash, even food.

**RESPECT WILDLIFE**

Learn More at [Respect-Wildlife.org](https://www.Respect-Wildlife.org)

**HOW YOU FEEL**      **HOW THE BIRDS FEEL**

**DON'T BE A SPACE INVADER**  
 Keep your crew under control:  
 Keep pets on a leash.  
 Teach kids to keep their distance.

**RESPECT WILDLIFE**

Learn More at [Respect-Wildlife.org](https://www.Respect-Wildlife.org)

**WHAT YOU SEE**      **WHAT THE OTTER SEES**

**STAY BACK, YOU'RE SCARY**  
 Give wildlife space.  
 If animals look at you, you're too close.

**RESPECT WILDLIFE**

Learn More at [Respect-Wildlife.org](https://www.Respect-Wildlife.org)

**HOW YOU FEEL**      **HOW THE SEALS FEEL**

**SAFETY OVER SELFIES  
 KEEP YOUR DISTANCE**  
 Use your zoom lens or binoculars  
 if you want that close-up view.

**RESPECT WILDLIFE**

Learn More at [Respect-Wildlife.org](https://www.Respect-Wildlife.org)



Article for Media, E-News or other publications

*Post or share and include at least one of the Social Media Graphics. Choose the issue/impact that is most relevant to your area.*

### Going to the Coast? Bring Some Respect!

Spending a day at the coast is an amazing way to recharge, spend time with friends and have fun! Outdoor recreation is on the rise, and that's a good thing for people, but negative impacts on tidepools, birds, seals and otters are increasing.

It's thrilling to encounter some of the amazing creatures that live at the coast, in their natural habitats. But to wildlife, seeing us may not be such a thrill.

There's a new campaign called Respect Wildlife that aims to reduce the impact of our recreation on coastal wildlife. Most of us don't realize how our action disturb birds, otters, seals, sea stars and more. Understand that you're visiting homes— where animals eat, sleep, play and breed. Fun and respect go together.

With little impact to our own fun, we can be sure our animal neighbors can thrive. Here are the top ways you can Respect Wildlife.

- **Stay back, wildlife need their space.** If an animal starts to stare, fidget or flee, calmly back away and give them more space.
- **Safety over selfies.** Use your zoom lens or binoculars if you want that close-up view.
- **Keep your hands to yourself, especially at tidepools.** Leave creatures as you find them. Look, don't touch, and step carefully.
- **Pick up and pack out trash.** Always carry your trash to the nearest garbage can. You can also pick up litter you find. If trash cans are overflowing, take your trash home.
- **Keep your snacks to yourself.** Share food with your friends, not wildlife. Let them find and eat food that is natural for them.
- **Keep pets on a leash and kids close.** Leashing your dog protects your pet and wildlife too. Teach kids to stay back, and to look, not touch.

For more information, visit [www.Respect-Wildlife.org](http://www.Respect-Wildlife.org) or email [info@respect-wildlife.org](mailto:info@respect-wildlife.org).

*Respect Wildlife Campaign members include state and federal agencies, non-governmental organizations, local businesses, and others. Respect Wildlife received funding from the Ocean Protection Council (OPC) through the Marine Protected Area (MPA) Outreach and Education Small Grant Program administered by Coastal Quest to create this campaign. You can read more about our partners at [www.Respect-Wildlife.org/about](http://www.Respect-Wildlife.org/about)*