

#WorldOtterDay Social Media Ideas



IOSF #WorldOtterDay is going to be very different due to the current global situation but we can still make it have a massive impact.

For those that can no longer hold an event, we are going to make the World Otter Day an OTTER TAKEOVER! This means that everyone will know it is World Otter Day and can't miss it. We need YOU to help make this happen!

So, how can YOU help?

- Post on Facebook, Twitter and Instagram all about otters, both in the lead up to the day and on the day.
- Share and tag your friends in IOSF posts to raise awareness of otter conservation and our cause. We are going to put out regular posts that you can share!
- Encourage your friends to post as well, the more people that post, the more people we will reach.
- Use #WorldOtterDay
- Tag IOSF in your posts.

- o Facebook - @InternationalOtterSurvivalFund

- o Instagram – @IOSF_Otters

- o Twitter - @IOSF

Below are some ideas of what you can post, or maybe give some inspiration for your own personal posts. If you need any help with otter facts, otter pictures or anything else – feel free to contact us at ben@otter.org

On our own we can do so little, together, we can do so much!

Instagram

It's #WorldOtterDay. A day to celebrate, raise awareness and support otters around the world – and tell everyone why we love them so much @iosf_otters

It's #WorldOtterDay, I love otters because *(add your own reason)* @iosf_otters

It's #WorldOtterDay, Otters are important because they show we have a healthy environment which is important to us too. @iosf_otters

It's #WorldOtterDay, Otters are at risk from pollution, loss of habitat, hunting and trade for fur and pets. @iosf_otters

It's #WorldOtterDay, we all need to help otters by protecting our wetland habitats. @iosf_otters

It's #WorldOtterDay, there are 13 species of otter in the world and they are all at risk. @iosf_otters

It's #WorldOtterDay, Join in IOSF's 13 challenge to make people more aware of the world's otters. @iosf_otters

It's #WorldOtterDay, Otter fur is so thick to keep them warm – up to 150 hairs/cm² on a sea otter. @iosf_otters

It's #WorldOtterDay! My favourite species of otter is *(insert here)*. @iosf_otters

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Facebook

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Twitter

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It's #WorldOtterDay! This is my favourite species of otter *(insert picture)*. @IOSF

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Did you know

Did you know that otters are the perfect environmental indicator? By being at the top of the food chain and living in a variety of habitats their presence means that the ecosystem is healthy and thriving. #WorldOtterDay

Did you know there are 13 species of otter in world? #WorldOtterDay

Did you know that otters live across the world and occupy every continent apart from Oceania and Antarctica? #WorldOtterDay

Did you know that the Sea Otter has the densest fur over any species of animal in the world? This caused their sharp decline during the height of the fur trade and pushed them to the brink of extinction. #WorldOtterDay

Did you know that otters are members of the mustelid family and are related to species such as Badgers, Weasels and Wolverine? #WorldOtterDay

Did you know that species such as African Clawless otter and Asian short-clawed otter have small claws to help them eat? They have more dexterity in their 'fingers' which helps them each prey such as snails and worms easily. #WorldOtterDay

Did you know that the Eurasian otter has the largest range of any species and can be found from the UK to South Korea, and most of the countries in between? They are also found in Northern Africa in Tunisia, Morocco and Algeria. #WorldOtterDay

Did you know that the Marine otter is also known as the Sea Cat, because people believe it looks like a cat? #WorldOtterDay

Did you know that the Asian continent is home to 5 species of otter, the Eurasian, Hairy-nosed, Asian short-clawed, Smooth-coated and the Sea otter which resides of the coast of Russia and Japan? #WorldOtterDay

Did you know that South America is home to 4 species of otter, the Giant, the Neotropical, the Southern River and the Marine otter? #WorldOtterDay

Did you know that the Eurasian otter is the largest land-based carnivore in the UK? #WorldOtterDay

Did you know that an otter's tail act like a rudder while they swim? #WorldOtterDay

Did you know that otters have two layers of fur? One to keep them warm, and one that acts as a waterproof layer. This is because they are semi-aquatic, meaning they live in land and water, and need to be able to move efficiently on both. If they had a large blubber layer, like seals or whales, they wouldn't be very fast on land. #WorldOtterDay

Did you know that otters have 5 toes? #WorldOtterDay