

Increase of Online Ivory Sales during Covid-19

Grades: 8th – 12th

Issue: Wildlife trafficking has quickly become a multi-billion-dollar transnational criminal activity that is not only a critical conservation issue but also a security threat. **It is ranked as the fourth most profitable transnational crime, only behind the drug trade, arms trade, and human trafficking.** During the Covid-19 pandemic, there was a significant shift toward online shopping. Unfortunately, there was also an increase in online sales of ivory, particularly on eBay and social media, which are extremely challenging to measure and monitor.

Objectives:

By the end of the lesson, students will:

- Be able to explain why there is an ivory trade
- Explain why online ivory sales increased during Covid-19
- Discuss the causes and effects of the international trade in illegal ivory
- Identify solutions to the illegal trade in ivory

Materials:

- [“A Brief History of the Ivory Trade”](#) from the Elephanatics.org website (see article below)
- The video [“How coronavirus could fuel poaching in Africa”](#) produced by The Independent.
- Copies of the article [“14 Things You Didn’t Know About Today’s Ivory Trade”](#) (see article below)
- Copies of the article [“What Can I do to Help Elephants”](#) (see article below)
- Copies of the [Strategies for Saving the Elephants](#) handout (see handout below)
- Copies of the [Social Media Campaign Planning Sheet](#) (see handout below)

Background Information:

For hundreds of years, people have hunted in areas claimed by others or killed protected animals. In 1900, game preservation laws were enacted that forbid most Africans from hunting, and as a result, most forms of African hunting, including hunting for food, were officially deemed poaching. While poaching was an issue in these years and a threat to animal populations, it rose to crisis levels in the late 20th and early 21st centuries. Paul G. Allen, who led the Great Elephant Census (an effort to learn how many Savannah (or bush) elephants remained in Africa and where), estimates that in the 19th century, Africa had around 12 million elephants. As of 2016, that number dropped by 97% and continues to drop at an alarming rate, with an African elephant being poached approximately every 15 minutes.

Activities:

Activity 1: A Brief History of the Ivory Trade

1. Students read [“A Brief History of the Ivory Trade”](#) from the Elephanatics website. (see article below)
2. As students read, they answer the following questions:
 - Why is the poacher’s motivation for killing the elephants?
 - What are some reasons countries have been unable or unwilling to end poaching?
 - How many elephants are estimated to have been killed during the last decade?

Activity 2: The Pandemic’s Effects on the Ivory Trade

1. Students watch the video [“How coronavirus could fuel poaching in Africa.”](#)
2. As students watch, they should record ways Covid-19 has affected poaching in Africa.

Activity 3: The Pandemic and Poaching

1. Working with a partner, students read “[14 Things You Didn’t Know About Today’s Ivory Trade.](#)” (see article below)
2. As students read, they should annotate any information directly related to the pandemic and increased online sales.

Activity 4: Saving the Elephants

1. Students read the article “[What Can I do to Help Elephants.](#)” (see article below)
2. As they read, students complete the “Strategies for Saving Elephants” handout. (see handout below)

Activity 5: Social Media Campaign

1. Because one of the most effective ways to help save elephants is simply by sharing knowledge about elephants and the ivory trade with family and friends, students work in small groups to develop a social media campaign to bring awareness to the issue of poaching.
2. Working as a group of four, students determine the key facts they want to share with their social media followers about elephant poaching.
3. Because an African elephant is being poached approximately every 15 minutes, students use the [Social Media Campaign Planning Sheet](#) (see handout below) to come up with a social media campaign plan that allows each person in the group with a social media account to make a new post every 15 minutes for at least a 2-hour window.
4. Each person in the group should come up with at least two factual and engaging posts that will bring awareness to the issue.
5. Students publish their final posts during the specified 2-hour block they selected.

Activity 6: Get Involved

1. Students select **at least two ways** to remain committed to the fight against elephant poaching.
 - a. Students can stay current on the latest elephant news by following non-profit organizations on social media.
 - b. Students can sign up to be a [Student Volunteer](#) or a [Student Ambassador](#) with Elephanatics. Students can [sign and share the petition](#) to the Canadian government asking them to ban the domestic trade of elephant ivory in Canada.
 - c. Students can sign and share the World Wildlife Fund petition to strengthen laws in counties, including the United States.
 - d. Students can download and use Elephanatics’ [‘Elephant Education Fundraising Kit.’](#)
 - e. Students can follow and support an African Elephant Conservation Group on Instagram, such as [Mara Elephant Project](#) or [Elephanatics](#).

A brief history of the ivory trade:

Ivory trade goes back to the 14th century with the colonization of Africa. Ivory hunters were responsible for wiping out elephants in North Africa perhaps about 1,000 years ago. At the peak of the ivory trade, pre 20th century, during the colonization of Africa, Europeans were the largest consumers of ivory.

World wars and subsequent depression caused a lull in the commodity but it increased in prosperity in the 70's when a renewed resurgence came about. This put great pressure on the forest elephants of Asia and Africa. By the 1970s, Japan consumed about 40% of the global trade; another 40% was consumed by Europe and North America. China, yet to become the economic force of today, consumed small amounts of ivory to keep its skilled carvers in business.

In 1979, the African elephant population was estimated to be around 1.3 million, but by 1989 only 600,000 remained. Although many ivory traders repeatedly claimed that the problem was habitat loss, it became glaringly clear that the threat was primarily the international ivory trade. Throughout this decade, around 75,000 African elephants were killed for the ivory trade annually, worth around 1 billion dollars. About 80% of this was estimated to come from illegally killed elephants.

CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) attempted control of the trade but after numerous failings of regulation, a ban on ivory trade was instituted in 1989. At this time, the African elephant was declared endangered. It is widely accepted that the ivory ban worked. The poaching epidemic that had hit so much of the African elephants' range was greatly reduced. Ivory prices plummeted and ivory markets around the world closed, almost all of which were in Europe and the USA.

But, in 1997, after much controversy and debate, CITES took the African elephant off the endangered list in some countries which allowed international trade in elephant parts.

China and Japan, in 2008, bought 108 tonnes of ivory in a "one-off" sale from southern African countries. At the time the idea was that these legal ivory sales may depress the price, thereby removing poaching pressure, an idea supported by several environmental groups.

Contrary to the advice of CITES that prices may be depressed, and those that supported the sale of stockpiles in 2008, the price of ivory has greatly increased mainly due to China's demand and new found affluence.

Why do the Chinese continue to consume ivory? Perhaps it is because they are ignorant about how ivory is sourced.

A survey done in 2007 in Beijing by IFAW, discovered that 70% of Chinese polled did not know that ivory came from dead elephants. This led to the organization's first ad campaign — a simple poster explaining the actual origins of ivory. A campaign done in 2013 found that the ad had been seen by 75% by China's urban population, and heavily impacted their view on ivory. Among people classified as "high risk" — that is, those likeliest to buy ivory — the proportion who would actually do so after seeing the ad was almost slashed by half. With these statistics you would think that ivory demand would have gone down. But, it has not.

Antique shops continue to pretend that the only ivory they hold is from the pre-1989 world ivory trade ban. This way, it is legal to sell. Much of the purchasing is done on the internet. It is easy, cheap and anonymous. According to the International Fund for Animal Welfare, at least 18,590 animal-related items were for sale online in the country at the beginning of last year. Nearly 79 percent involved ivory.

Ivory is a very prestigious commodity and fits the cultural status quo. It is unfortunate that some that do know about the violent trade continue to support it by buying ivory.

Questions on poaching:

Why can't poachers just anesthetize the animal and saw off the exposed ivory and sell it instead of killing the elephant?

- Because 20% of the tusk is in the head.

Why would Africans want to partake in slaughtering this iconic species?

- **There are three main factors involved in ivory poaching:**
- ivory demand
- weak governance
- poverty

Demand – is increasing because of the monetary value and status associated with ivory in China, as discussed above.

Weak governance – allows the flow of illegal poaching to go unnoticed.

Poverty – is rampant in Africa and the lure to poach is extremely desirable when factoring in the amount of money received for one tusk alone. The tusks of one elephant bring in the same amount of money that 12 or more years of farming or herding does.

Elephant numbers went from 10 million 50 years ago, to 500,000 today. Currently at this rate, they will be extinct in 10-12 years. One decade. Right now, the trade is the worst since before the 1989 world ivory trade ban.

Poachers within the last few years have gotten extremely high-tech due to the monetary incentive. They now use AK-47's, grenade launchers, night vision goggles, GPS, and low-flying aircraft to target the innocent giants. They have become militarized and many of the poachers are connected to organized crime syndicates.

Terrorist groups like the Lord's Resistance Army, Al Shabab, Darfurs Janjaweed and Boko Haram are using the sale of poached ivory to carry out their illicit activities. Poaching threatens peace and security in a number of countries where organized crime, and terrorism are closely linked. For example, the Westgate Mall attack in Nairobi, Kenya, was partially funded by ivory poaching. The terrorists kill the elephant, sell the ivory (mostly to China) for an enormous monetary exchange, and proceed to fund their terrorist activities.

Elephanatics Brings Awareness To Poaching through Conservation / Education / Action

For four consecutive years, Elephanatics hosted the Global March for elephants and Rhinos march in Vancouver, B.C. We brought awareness to the poaching crisis facing the African elephant and rhino through reputable speakers in the field of conservation. Education is one of our pillars of advocacy and is a key proponent to initiate policy changes within our government.

Source: <https://elephanatics.org/african-elephants/conservation/>

14 Things You Didn't Know About Today's Ivory Trade

December 13, 2022

Ivory has long been valued for its beauty and durability. In fact, for tens of thousands of years, humans have used ivory to craft everything from tools and piano keys to religious objects, art, and luxury items.

Tragically, in the span of only 100 years, the demand for ivory as a symbol of wealth and status, combined with the development of firearms that allowed poachers to more easily kill elephants, has decimated elephant populations. In fact, the African elephant population alone has declined by an estimated 84-96%. Although elephants were plentiful in the early 19th century, there are now estimated to be fewer than 500,000 elephants worldwide.

In 1989, an international ban was enacted on the sale of ivory. However, some countries still allow domestic ivory trade, subject to restrictions. Additionally, the continued demand for ivory in many countries, including the US, has created a booming black market trade. As a result, elephants are still poached, and ivory is still traded today. Here are 14 things you didn't know about today's ivory trade.

1. The Ivory Trade is Big Business

Globally, the ivory trade is estimated to be worth \$23 billion per year. And given that ivory sells for approximately \$3,300 per pound, poachers have plenty of motivation to continue killing elephants for their tusks.

Indeed, entire criminal networks exist to engage in the ivory trade. And in recent years, the amount of ivory seized by law enforcement has been on the rise. Some experts theorize that poachers are liquidating their stocks in response to global controls, while others believe the increased amount of ivory seized reflects increased poaching that may well lead to the extinction of elephants altogether.

2. Several Factors Contribute to Poaching

The demand for ivory is the biggest contributor to poaching, because without demand, ivory would have no value. However, other factors also contribute, particularly poverty and corruption in countries where elephants live.

Corruption and/or a lack of adequate law enforcement allows organized crime and terrorism to gain a foothold in some countries and fuels the ivory trade. Poverty is also a significant driver of poaching. In places where legitimate economic opportunities are scarce, some citizens turn to poaching in an attempt to generate income and provide for their families.

Additionally, human-elephant conflicts can spur poaching. When elephants become stressed and threatened by poachers, they may show aggression to citizens who then kill the elephants themselves.

3. Poachers Are Using Increasingly Cruel Methods

Killing elephants for their tusks is inherently cruel, but the fight to prevent poaching has led to poachers employing increasingly brutal methods to avoid detection. Although firearms are still used by some poachers, the sound of gunfire could alert rangers to their presence.

Instead, many poachers have turned to methods like arrows and spears with poisoned tips, that silently but slowly kill the elephants. And because these methods effectively incapacitate the elephants, poachers cut their tusks out while they are still alive. The elephants are then left to die a prolonged and excruciating death.

4. In Response to Poaching, Some Elephants Are Now Born Without Tusks

In some areas that have experienced high rates of poaching, elephants are increasingly born without tusks. This is especially apparent in Mozambique, where war led to 90% of the elephants in the Gorongosa National Park region being killed for their ivory.

Some female elephants carry genes that cause them to be born without tusks. Since tuskless elephants were more likely to survive, those genes were passed on at a higher rate than before the war. Today, 50% of female elephants in this region are born without tusks.

On the surface, this evolutionary adaptation may seem like a good thing when it comes to decreasing poaching. However, this mutation appears to be lethal in males. Within the populations affected by these changes, two-thirds of all offspring are now female, which has great implications for the survival of the species.

Furthermore, tuskless elephants have shifted their diet, mostly eating grass instead of legumes and woody plants. This change has far-reaching consequences for the entire ecosystem. As a keystone species, elephants play several important roles that other species depend on, including clearing paths, removing brush, and digging watering holes with their tusks. But when elephants lose their tusks and change their diet, they no longer fill these roles.

5. The COVID Pandemic May Have Increased Demand for Ivory

The price of ivory has recently been on the rise after previously declining. Although researchers are still trying to determine the reasons for the increase, some studies link higher prices to the COVID pandemic. The possible driving factors for this are twofold.

During the COVID pandemic, travel restrictions likely reduced the supply of available ivory. As a result, prices may have increased due to the disparity between supply and demand. Additionally, because ivory is valuable, some see it as a sound investment akin to purchasing gold. As such, there is evidence that ivory was sold at higher prices as an investment to provide financial stability during the global financial crisis.

Unfortunately, when the price of ivory increases, poachers have greater incentive to continue killing elephants and selling their tusks as a lucrative business.

6. Rangers Risk Their Lives to Protect Elephants

Poachers are ruthless. They not only brutally kill elephants for ivory; they are also willing to kill anyone who stands in their way. Between 2006 and 2021, over 1,500 rangers died protecting endangered species, including elephants. Tellingly, homicides were the most frequently reported cause of death. The rangers who protect elephants from poachers risk their lives as they carry out their duties. They frequently face corruption in local governments and poachers who are insurgents or members of organized crime groups and militias. Additionally, rangers must contend with dangers from the natural environment, too, like wildfires, floods, and sometimes even attacks from the animals they work to protect.

7. Poachers Sometimes Make Ivory Look Older

Although an international ban on ivory trading was enacted in 1989, many countries still allowed ivory to be sold within their borders, particularly if the ivory was old. For example, although the European Union followed the CITES ban, it allowed domestic ivory trade if the ivory in question was acquired before 1947, or if it was imported from Africa before 1990 or from Asia before 1970. Many other countries have adopted similar regulations.

The goal of such restrictions is to allow the sale of existing ivory while discouraging poaching. However, in reality, poachers have successfully sold new ivory by disguising it to look older. In some cases, this has been achieved simply by staining the ivory with tea.

Surprisingly, even experts can be duped by such doctored ivory. For example, one study found that a whopping 68% of the ivory in their samples had been acquired after 1947. And experts wrongly identified the ivory's age 86% of the time.

8. Code Names Are Used to Continue to Sell Ivory Online

Despite the sale of ivory being banned, sellers have found ways to illicitly advertise and sell it online through sites like eBay. One such method is by using code words to describe ivory. For example, items made of ivory are frequently labeled as "bovine bone."

One study conducted by Dr. Caroline Cox and her colleagues at the University of Portsmouth found that of 632 items listed as bovine bone on eBay, over 500 were actually ivory. These results suggest that although online platforms prohibit the sale of ivory, sales freely continue with code words used to falsely label ivory as other legal materials.

9. Many Countries Have Stockpiles of Ivory

As part of the 1989 international ban on commercial ivory sales, governed by the United Nations Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), countries must maintain stockpiles of ivory. The intent behind this requirement is both to keep track of trade and to remove ivory from the market. However, this has resulted in vast caches of ivory that must be guarded against theft.

Some countries, like the United States, have crushed or burned their ivory stockpiles in order to permanently remove the ivory from the market and send a message denouncing its trade. However, studies have not conclusively determined whether this is a deterrent to the ivory trade, since media coverage of these efforts is typically lower in countries that have a high demand for ivory.

10. Some Countries Want to Sell Their Stockpiles

The requirement to store stockpiles of ivory has created a burden on some poorer countries. As a result, some countries like Zimbabwe and Namibia want to sell their stockpiles and use the money raised for conservation.

Today, they depend on tourism and hunting licenses for revenue, including licenses to hunt the elephants themselves. These countries argue that selling their ivory stockpiles would be a better way to get the money they need to protect elephants from poachers.

For example, Fulton Mangwanya, director-general of Zimbabwe's Parks and Wildlife Management Authority (ZimParks), reports that it costs \$160,000 a year to manage Zimbabwe's stockpile and says investments need to be made to fund current salaries, hire more rangers, and purchase adequate anti-poaching vehicles and gear. He believes that selling Zimbabwe's stockpile could raise the revenue Zimbabwe needs, both for its conservation efforts and to provide payments to people who have been harmed by elephants.

11. Some Experts Fear Selling Stockpiles Could Increase Demand for Ivory

Because countries who manage elephant populations accumulate large stockpiles of ivory (including from elephants who die of natural causes), dealing with those stockpiles can create logistical and

financial problems. In response, CITES allowed a one-time sale of ivory stocks from Zimbabwe, Botswana, South Africa, and Namibia in 2008.

However, in the years following that sale, seizures of smuggled ivory nearly doubled, and the number of elephants dying of unnatural causes also increased. Some experts believe this can be attributed to increased demand in Asia following the sale, and they fear demand will once again spike if stockpiled ivory is sold.

12. The European Union Has Curbed Domestic Ivory Trade

In December, 2021, the European Union adopted new regulations to curb its domestic ivory trade. Today, all raw ivory trade is banned in the EU, with the exception of ivory used to repair existing objects made from ancient ivory, such as musical instruments.

Additionally, in order for worked ivory to be eligible for legal sale, items must have been made before 1947 or, in the case of musical instruments, 1975. Further, the items must be certified by their country of origin.

13. China Has Taken Important Steps to Lower Demand for Ivory

Once the largest market for ivory, China took an important step in 2017 toward combating poaching by banning the domestic sale of ivory. This legislation, combined with successful public messaging campaigns, has helped reduce the demand for ivory in China. In fact, Chinese State media reported that within the first year of the ban, the price of raw ivory dropped by 65%.

WildAid is proud to have partnered with ambassadors like Yao Ming to help lower the demand for ivory in China. And we are happy to report that China has now closed all ivory carving factories and ivory shops. Additionally, 95% of the Chinese public now supports ending the ivory trade.

Recently, WildAid also partnered with actress Yang Zi on a messaging campaign urging Chinese travelers not to purchase ivory souvenirs. We are hopeful this campaign will help further reduce the demand for ivory in China.

14. Progress Continues to Be Made

While the ivory trade continues to threaten elephants' survival, significant achievements have been made, particularly in the area of reducing demand. The combination of legislation and NGO campaigns has successfully lowered the demand for ivory in many countries that have historically been major destinations for poached ivory.

In addition to reduced demand following the recent legislation passed in China and the EU, there has been success in lowering demand for ivory in countries like Japan, which previously had large but passive markets. In the case of Japan, after the elimination of legally imported ivory, the country ceased to be a destination for new ivory.

We are hopeful that continued outreach campaigns and efforts to enact stricter legislation will further reduce global demand for ivory and allow elephant populations to rebound. As always, WildAid will be at the forefront of these efforts. Learn more about how WildAid is helping to decrease the demand for ivory here.

Source: <https://wildaid.org/14-things-you-didnt-know-about-todays-ivory-trade/>

What Can I do to Help Elephants?

Climate change, poaching, competition for food and water ... elephants have never faced such threats. Here are more than 50 ways to give them a helping hand. Can you add to the list?

There is so much being done to help stop elephants being wiped out in the wild. We've identified more than 50 campaigns and organisations around the world, from well-known charities like the World Wide Fund for Nature to grassroots groups like Elephanatics in Canada and Laos-based ElefantAsia. If you think we've missed anyone or anything, let us know at elephant.conservation@theguardian.com. We'll update the list with your suggestions.

Please note, however: presence on this list does not constitute an endorsement. Organisations take differing approaches to elephant conservation, and even the most secure-looking can run into financial difficulties. As a conscientious giver it is your

Set up petitions, organise marches, lobby politicians or just spread the word: there are a number of ways in which you can campaign and really make an impact. There are many inspiring grassroots groups that do amazing work; why not join one of these, or set up your own if there's none in your country?

Petitioning can be a useful way to impress on politicians that there is widespread support for an issue. In the UK a petition to end the domestic ivory trade got over 100,000 signatures and forced a debate in parliament.

Lobbying politicians sounds like a big job; in fact, politicians in many countries are very willing to listen to voters. In Canada Elephanatics has been working with MP Mike Farnworth, who has now introduced a private member's bill calling for a ban on the sale of ivory and rhino horn. Search out sympathetic politicians and then support them with petitions and letters to other MPs.

Marches and demonstrations can show support for policy that will protect elephants. Groups in over 130 countries including Kenya, New Zealand and the US organised local demonstrations as part of the annual Global March for Elephants and Rhinos last year.

Educating people about the situation for elephants can be very effective. Youth 4 African Wildlife in South Africa offers a conservation internship for young adults and also runs a great community outreach programme.

Get creative A group of photographers and writers published a book (called 32 Souls, because Laotians believe that elephants and humans have 32 life spirits that guard us from misfortune and ill health) to raise money for the Elephant Conservation Centre in Laos.

Action for Elephants

In the UK, this energetic grassroots group organises marches and talks to highlight the importance of banning the ivory trade. This grassroots group also campaigns against keeping elephants in captivity, and seeks to raise awareness of "true" sanctuaries.

Bloody Ivory

Even though 179 countries have signed up to Cites, the UN's Convention on International Trade in Endangered Species of Wild Fauna and Flora, the illegal trade in wild animals remains a multibillion-dollar industry. The Bloody Ivory campaign aims to put pressure on Cites to do more to prevent poaching and ivory trafficking. Its online petition to tackle the black market in ivory has 56,000 signatures (and counting) and will be presented at the next Cites meeting in 2019.

Elephanatics

Based in Vancouver, Canada, Elephanatics aims to raise awareness of the poaching crisis and ensure the long-term survival of elephants through education, conservation and fun activities like the annual global march for elephants and rhinos.

ElephantVoices

Inspired by her childhood in Africa, Joyce Poole has been studying elephant behaviour and communication for more than 30 years. She has a particular interest in how poaching and habitat destruction affects herds' social dynamics. Through ElephantVoices, which she founded in 2002, Poole campaigns for elephants and promotes research and conservation projects, while providing others with the resources they need to do the same.

Elephant Parade

The social enterprise based in Thailand runs the world's largest art exhibition of decorated elephant statues. Created by artists and celebrities, the artworks are exhibited in cities across the world to raise awareness for elephant conservation. Limited edition, handcrafted replicas are on sale and 20% of Elephant Parade net profits are donated to elephant welfare and conservation projects.

Elephant Protection Initiative

In 2014, Tanzania, Gabon, Botswana, Chad and Ethiopia established the EPI to encourage elephant range states, NGOs and the private sector to work together to protect elephants, and end both the demand for ivory and the illegal ivory trade. Fifteen African countries are now members of the EPI, all committed to securing a sustainable future for Africa's elephants. The initiative is supported by Stop Ivory and Conservation International.

Great Elephant Census

Conducting the first pan-African aerial survey of elephant populations in 40 years and covering 345,000 square miles across 18 countries, this ambitious project set out to count and map Africa's savannah elephants. The final report, published last year, showed a 30% fall in numbers over the last seven years. While the census itself is complete, the organisation is now using its database to help governments, scientists and NGOs manage and protect elephant populations.

Source – The Guardian/environment/2017

[Read more](#) about what other organizations are doing to help elephants.

Additional Resources:

- [Elephants, Ivory and COVID-19](#)
- [Wildlife trafficking, like everything else, has gone online during COVID-19](#)
- [Elephant tusk ivory sold on eBay a decade after self-imposed ban](#)

Strategies for Saving the Elephants

Directions:

- As you read the article, fill in the chart below by identifying strategies for saving the elephants.
- Complete the pledge in the last row by stating what YOU will do.

Ways I Can Directly Help	Ways I Can Get My Family to Help	Ways I Can Influence Strangers to Help

I pledge to help save elephants by . . .

Social Media Campaign Planning Sheet

Directions: As a group, you will create content that you will post to social media every 15 minutes for at least a two-hour span. Each person in your group will be responsible for creating two different posts that they will share with the group. To organize your campaign, work together as a group to complete the first step and then individually complete the last two steps.

Step 1: Create your social media calendar

	Who will create the content of this post?	What will be the key message of the post?	What form will the content be delivered in? (post, photo, video)	What time will it be posted?
1st Post				
2nd Post				
3rd Post				
4th Post				
5th Post				
6th Post				
7th Post				
8th Post				

Step 2: Create Your Posts

Highlight the posts above that you are personally responsible for creating. In the space below, create a mockup of each post. If you are doing a video, use the space to draft the script of your video.

Post # _____

Post # _____

Step 3: Choose your social media channels, and be sure to tag Elephanatics.

Instagram

TikTok



facebook

