

# Lesson: Animal Ambassador Social Media Campaign

## Materials Needed:

- Computer or tablet with internet access
- Paper and pencil/pen for brainstorming
- Colored pencils, markers, or crayons (optional, for hand-drawn designs)
- Access to a free online design tool like Canva (optional, parent permission/supervision recommended)
- A list of reliable websites for animal research (e.g., National Geographic Kids, World Wildlife Fund, San Diego Zoo Kids)

---

## Learning Objectives

By the end of this lesson, you will be able to:

- Research and identify key facts about an endangered or threatened animal, including its habitat, diet, and the specific threats it faces.
- Synthesize research into clear, persuasive messages designed for a social media audience.
- Design and create a three-part "social media campaign" that uses both text and visuals to raise awareness and suggest a call to action.
- Critically think about how media is used to communicate important messages about conservation.

## Part 1: The Hook - What Makes You Stop and Look? (10 minutes)

Let's start by thinking like a media creator! Open a social media app you like (with permission) or think about one you know. Scroll through and find a post about an animal.

- What made you stop and look at it? Was it the picture? A video? A surprising headline?
- What information did the post give you?
- How did the post make you feel? (Curious, sad, happy, inspired?)

Discuss your findings. We're going to learn how to create posts that make people stop, think, and care about an animal in need!

## Part 2: Mission Briefing - Choose Your Animal (20-30 minutes)

Your mission is to become an "Animal Ambassador" for a creature that needs help. You will create a social media campaign to be its voice.

1. **Choose an Animal:** Pick an endangered or threatened animal that you find interesting. It could be a majestic tiger, a mysterious axolotl, a powerful rhino, or a tiny bee! Use the provided websites (WWF, National Geographic Kids, etc.) to explore options.
2. **Become the Expert:** Research your chosen animal. Use a sheet of paper to create a "Fact File." Find out:
  - **Name of Animal:**
  - **Where it Lives (Habitat):**

- **What it Eats (Diet):**
- **One "Wow!" Fact:** (Something super cool or surprising!)
- **The Big Problem:** What are the top 2-3 reasons why this animal is in trouble? (e.g., habitat loss, pollution, poaching).
- **How People Can Help:** Find one simple thing a regular person could do to help. (e.g., reduce plastic use, donate to a conservation group, spread the word).

### Part 3: The Creative Studio - Design Your Campaign (45-60 minutes)

Now you'll design a 3-part social media campaign. Think of it like three posts that tell a story. You can sketch these on paper or use a simple digital tool like Canva.

Each post needs a **visual** (a drawing, a photo you find online, or a digital design) and a **caption** (the text).

#### Post 1: The Introduction

- **Goal:** Grab attention and introduce your animal.
- **Visual Idea:** A beautiful, captivating picture or drawing of the animal.
- **Caption Idea:** Start with your "Wow!" fact. Introduce the animal and where it lives. Use engaging language! *Example: "Did you know the axolotl can regrow its own brain?! Meet Mexico's 'walking fish'..."*

#### Post 2: The Problem

- **Goal:** Explain why the animal needs help in a clear, simple way.
- **Visual Idea:** An image that shows the threat. For example, if the threat is plastic pollution, you could draw the animal's ocean home with plastic bottles in it.
- **Caption Idea:** Clearly state the main threat. Connect it to the animal's survival. Use emotion to help people care. *Example: "But this amazing creature is disappearing. Plastic pollution is making their water toxic. Imagine trying to live in a home filled with trash."*

#### Post 3: The Call to Action

- **Goal:** Give your audience a simple, hopeful step they can take.
- **Visual Idea:** A hopeful image. Maybe your animal looking healthy, or a picture of people helping.
- **Caption Idea:** Tell people the #1 thing they can do to help. Be specific and positive! Create a unique hashtag for your campaign. *Example: "You can be an axolotl hero! By choosing reusable water bottles, you reduce plastic waste that ends up in their homes. What will you do to help? #AwesomeAxolotls #ProtectOurPlanet"*

### Part 4: Showcase and Reflect (10 minutes)

Present your three posts! Explain why you made the design and writing choices you did.

After you present, let's talk about it:

- What was the most challenging part of creating this campaign?
- What did you learn about your animal that surprised you the most?
- Do you think social media is a powerful tool for helping animals? Why or why not?

## Differentiation: Choose Your Challenge!

- **Need a Little Help?** Use sentence starters for your captions. For Post 2, try: "My animal, the \_\_\_\_\_, is in danger because of \_\_\_\_\_." For Post 3: "You can help by \_\_\_\_\_." Focus on drawing the pictures and filling in the blanks.
- **Ready for a Challenge?** Turn your campaign into a short video! Use your three posts as a storyboard. You can film your drawings while you read the captions aloud, or use a stop-motion app with animal toys to bring your story to life.

## Assessment

Your project will be a success if it includes:

- Three distinct posts (intro, problem, action).
- A visual element for each post.
- A caption for each post that includes accurate information from your research.
- A clear call to action and a unique hashtag in the final post.