



WWF

wwf.org.uk

Alice More O'Ferrall
Social Media Manager
WWF UK

Twitter: [@alicemof](https://twitter.com/alicemof)

© Jürgen Freund / WWF - Canon

@alicemof

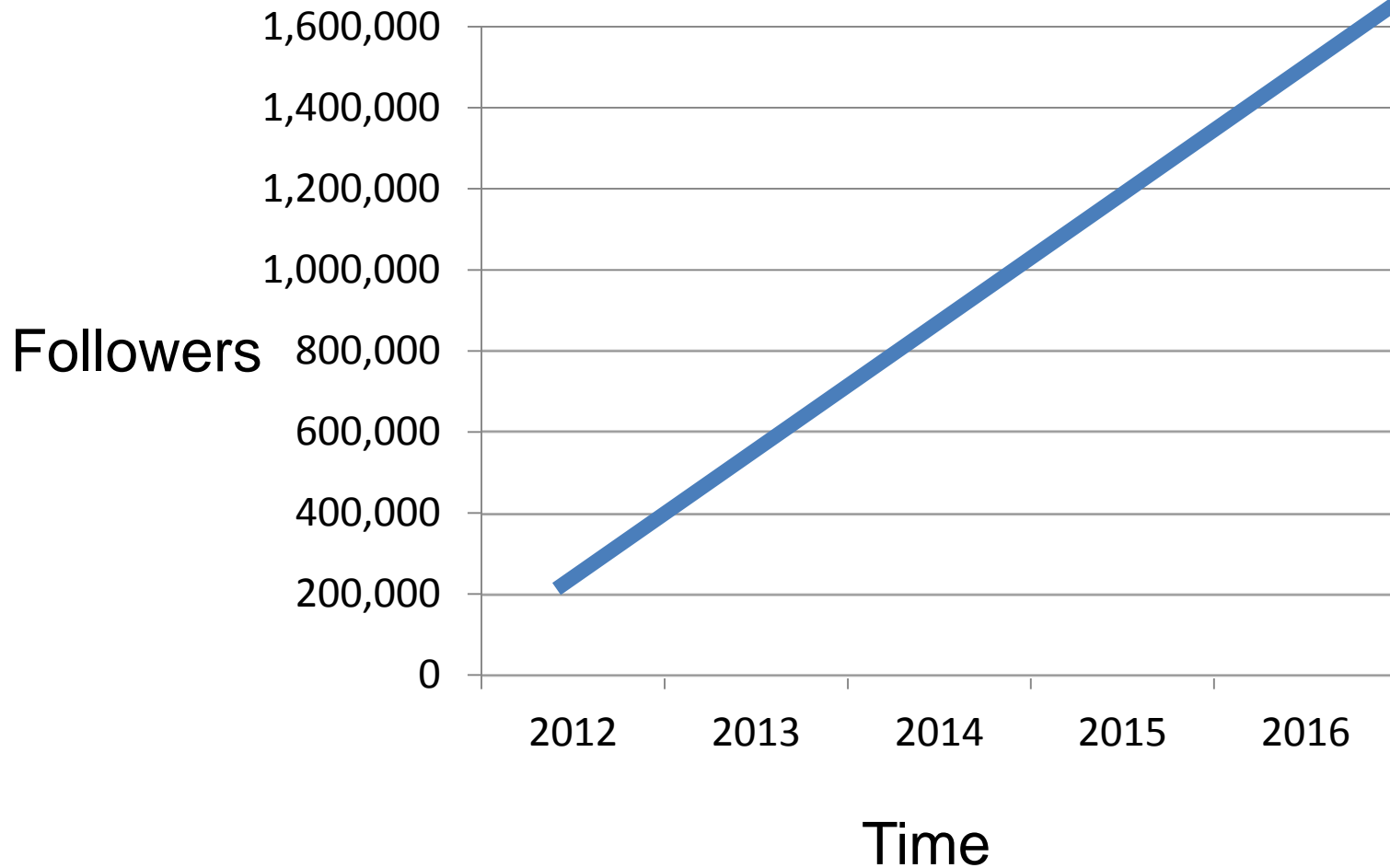
@wwf_uk



@alicemof

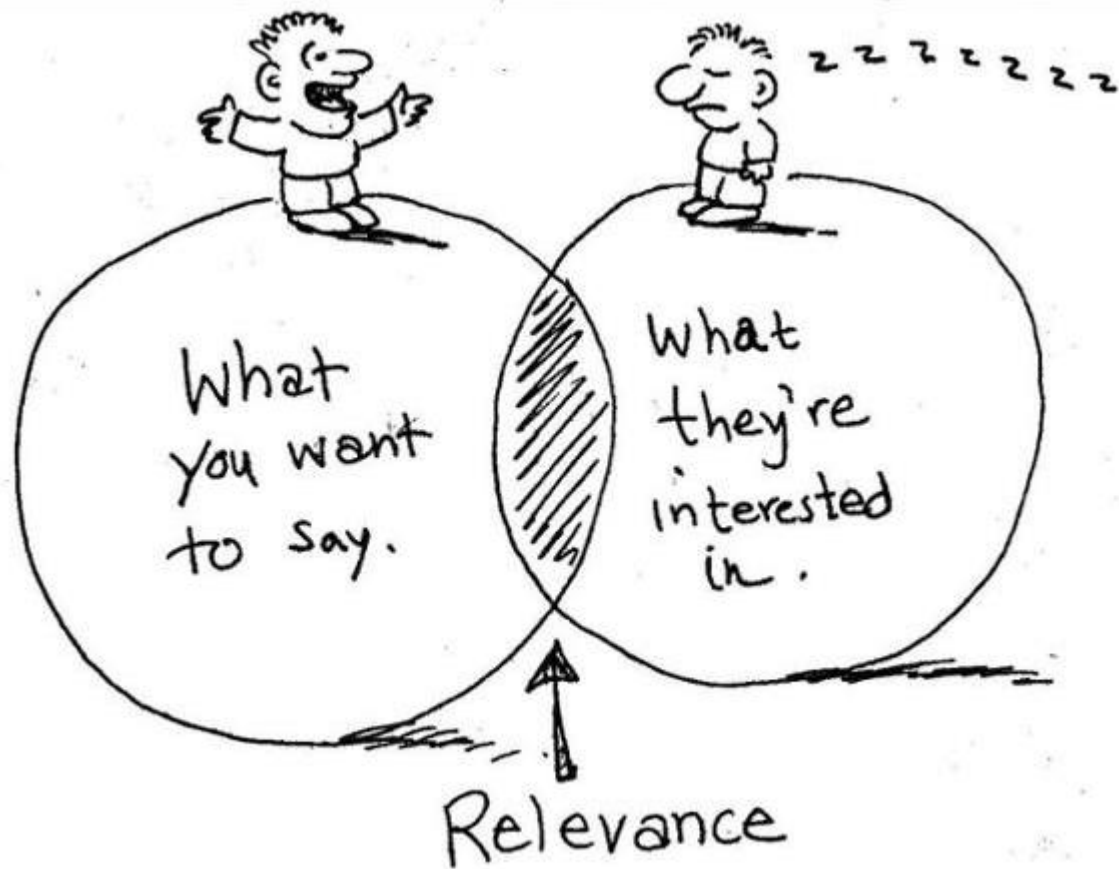
@wwf_uk

Social media follower growth WWF-UK



@alicemof

@wwf_uk





WWF UK @wwf_uk · Oct 26

"Every single person on this earth has the power to change the world." - Emma Thompson #MondayMotivation



RETWEETS
119

FAVORITES
100



6:10 PM - 26 Oct 2015 · Details

@alicemof

@wwf_uk

Here's the good ones — the serious sh*t, as Doc Brown might say. These are our favorites of the day.



WWF UK
@wwf_uk

Follow

We can't go back, but we can change their future >
[po.st/AC4hBw](https://www.pinterest.com/pin/261111111111111111/) #BackToTheFuture #BTTFDAY

3:05 PM - 21 Oct 2015

↩ 268 ★ 203

@alicemof

@wwf_uk



WWF UK

Published by Hootsuite [?] · 4 September · 🌐

BREAKING NEWS! The giant panda is no longer listed as endangered! 🐼



Thanks to amazing conservation efforts, this iconic species have dropped down a level on the [IUCN Red List of Threatened Species](#), from endangered to vulnerable following the remarkable growth of their population!

Pretty incredible news, isn't it?!



Get more likes, comments and shares

Boost this post for £16 to reach up to 9,300 people.

9,307,725 people reached

Boost post

👍❤️🐼 109k

8k Comments 47k Shares



@alicemof

@wwf_uk



WWF UK @wwf_uk

just now

@matthakin Thank you so much for your brilliant support #PandaHugs



Hide Conversation



Replied to by Alice More O'Ferrall

just now



Matty On the back of the great news about the Giant Panda, I've just adopted one with the @wwf_uk 🐼

26m



@alicemof

@wwf_uk

You Retweeted In reply to WWF UK



Phil Lester @AmazingPhil · Sep 5

My Japan panda wish came true! 🐼❤️🇯🇵 @wwf_uk



WWF UK
@wwf_uk



Breaking news! 🐼

Thanks to amazing conservation efforts the giant panda is no longer classified as endangered @IUCN



↩️ ↻️ 30K ❤️ 76K ⋮



WWF UK @wwf_uk · 16h

@AmazingPhil It's such great news for pandas 🐼 Please can you wish for tigers now?? 🐅 #PandaHugs

↩️ ↻️ 611 ❤️ 1.5K 📺 ⋮



WWF UK @wwf_uk · 11h

@AmazingPhil we should team up more often. You obviously have truly magical powers ;)

↩️ ↻️ 1.1K ❤️ 3.2K 📺 ⋮

@alicemof

@wwf_uk



Gladstone
@HMTreasuryCat



Follow

Sometimes there's good news. This is one of those occasions.



WWF UK @wwf_uk
Breaking news! 🐼
Thanks to amazing conservation efforts the giant panda is no longer classified as endangered @IUCN

RETWEETS
11

LIKES
26



10:43 AM - 5 Sep 2016



Reply to @HMTreasuryCat



WWF UK @wwf_uk · 8s
@HMTreasuryCat We couldn't agree more, Gladstone #PandaHugs 🐼🐱



Claire @claireh9891 · 16m
@HMTreasuryCat @wwf_uk @IUCN this is wonderful news Gladstone



@alicemof

@wwf_uk



TWEETS 1,249 FOLLOWING 103 FOLLOWERS 373K LIKES 428

Following

Laura Robson 
@laurarobson5 FOLLOWS YOU

Tweets **Tweets & replies** Media

Who to follow · Refresh · View all

 **Laura Robson** @laurarobson5 · Oct 10

 **Scottish Wildlife** @ScotWil... x



WWF UK @wwf_uk · 20m

Thanks so much for your brilliant support, Laura! #PandaHugs  



Laura Robson @laurarobson5

When it's been a long day and @WWF gets you real good with an advert. Just adopted an elephant. #mondays



@alicemof

@wwf_uk



WWF UK @wwf_uk · Nov 6

10 years in the making: #PlanetEarthII starts @BBCOne tonight. Will you be watching? 🐧



🔄 100 ❤️ 256 📺 ⋮

@alicemof

@wwf_uk



WWF UK

Published by Nicola Gee [?] · 16 hrs · 🌐

Hands up if you're loving Planet Earth II and the incredible footage of snow leopards!

Did you know, unlike other big cats, snow leopards can't roar? Instead their main call is a 'piercing yowl' which is so loud it can be heard over the roar of a river!

They're an incredible species, but are sadly endangered 😞



As few as 4,000 snow leopards remain in the wild

Help protect this endangered big cat by adopting one for £3 a month

[SUPPORT.WWF.ORG.UK](https://support.wwf.org.uk)

@alicemof

@wwf_uk



DatNoFact @datnofact · 3m

Much chill from @wwf_uk. 🙄



JM @ffslfc · 15h

@wwf_uk give the name back to @WWE you c[REDACTED]s



WWF UK @wwf_uk · 5h

@ffslfc @WWE #PandaHugs 🐼



@alicemof

@wwf_uk



© Martin Harvey / WWF-Canon

@alicemof

@wwf_uk



Luke Tipping @luketipping - 2h

Gave cash to @wwf_uk and in return they send me an email with a video message from Will Young. Guys. You want me to donate again, right?



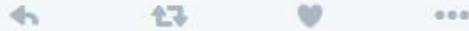
WWF UK @wwf_uk - 44m

@luketipping Shall we take it you're not a fan? Oops - sorry! We really do appreciate your support #PandaHugs



Luke Tipping @luketipping - 37m

@wwf_uk Love you guys. Funnily enough I actually want to increase my monthly donation to you guys. How do I do that?



WWF UK @wwf_uk - 18m

@luketipping That's so lovely of you. Please call our Supporter Care team on 0845 200 2889 & they can help. Thanks!



2:34 PM - 25 Nov 2015 · Details

@alicemof

@wwf_uk



The best time to post is when you've got something to say.

There's no substitute for good, relevant content.

© naturepl.com / Anup Shriv / WWF

@alicemof

@wwf_uk



wwf.org.uk

Ensure a balance of give and take.
Listening is often more important
than talking when it comes to conversation.

© Jonathan Adams / WWF-US

@alicemof

@wwf_uk



© Martin Harvey / WWF

Engage, don't broadcast.
Start a conversation and get involved.



@alicemof

@wwf_uk



© Bernard De Menter / WWF

Thanks very much
#PandaHugs

@alicemof

@wwf_uk



© Nic Elliot / Mara Lion Project / WWF-UK



Questions?

@alicemof

@wwf_uk