



“Wildlife Viewing Guidelines” Partner Social Media Toolkit - 2021

As a travel destination, few places on the planet can compete with the diversity of the National Marine Sanctuary System, which protects America's most iconic natural and cultural marine resources.

Encountering wildlife can be a once-in-a-lifetime opportunity! These simple guidelines were created to educate the public to prevent human/wildlife conflict while promoting positive and memorable experiences.

We encourage the public to show their support for wildlife on social media by taking the pledge. Download the pledge badge with the hashtags #WildSanctuaries #RecreateResponsibly.

Share these messages in Spanish too! Visit sanctuaries.noaa.gov/espanol/ and encourage folks to take the pledge, download the pledge badge (in Spanish) and share the hashtags: #SantuariosSalvajes #RecrearResponsablemente.

Make these posts your own and let your voice shine through! Remember to tag National Marine Sanctuaries, add #WildSanctuaries #RecreateResponsibly / #SantuariosSalvajes #RecrearResponsablemente and link to sanctuaries.noaa.gov/wildlife-viewing // <https://sanctuaries.noaa.gov/espanol/> whenever you can.

For general questions on *responsible wildlife viewing*: Grace Bottitta-Williamson,
grace.bottitta@noaa.gov

For *responsible wildlife viewing* social media inquiries: Shannon Shikles,
shannon.shikles@noaa.gov

Key Information

Key Guidelines - English and Spanish

Wildlife Viewing Guidelines Video

Sample text social media posts

Graphics for social media posts - English and Spanish

Photos with descriptions and alt text

Social Media Handles

Key Information:

Hashtag: #WildSanctuaries #RecreateResponsibly

Launch date: May 25, 2021

(ENGLISH) Wildlife Viewing Guidelines website: sanctuaries.noaa.gov/wildlife-viewing

(SPANISH) Wildlife Viewing Guidelines website: <https://sanctuaries.noaa.gov/espanol/etiqueta-oceanica.html>

Shortened link URL for Main Wildlife Viewing Page (English) <https://go.usa.gov/xsSPV>

Shortened link URL for Wildlife Pledge Page (English) <https://go.usa.gov/xH385>

Shortened link URL for Spanish Wildlife Viewing Page and Pledge <http://go.usa.gov/xH39q>

Key Guidelines:

English	Spanish
Hang back and enjoy the view.	Tomarme el tiempo para disfrutar de la naturaleza.
Keep my hands to myself.	No tocar la vida silvestre.
Report wildlife that seems sick or abandoned.	Avisar sobre posibles animales abandonados o enfermos.
Keep my pets home or on a leash.	Dejar a mis mascotas en casa o mantenerlas con la correa.
Lend a hand with trash removal.	Ayudar a recoger la basura.
Keep my snacks to myself.	No alimentar a los animales silvestres.
Lead by example.	Predicar con el ejemplo.

Wildlife Viewing Guidelines Video:

Website: sanctuaries.noaa.gov/wildlife-viewing/video.html

YouTube: <https://youtu.be/NSieRUbQoSE>

Respect. Protect. Enjoy. / Respeta. Protege. Disfruta.

Sample text social media posts:

Post 1: Keep Pets Home or on a Leash

Facebook/Instagram: Before you take your pet on an outdoor adventure, make sure they are permitted to be there, and if they are, keep them on a leash at all times! When pets get too close to wildlife, especially marine mammals, all animals are at risk of harm, stress, and even disease. View our Wildlife Viewing Guidelines to learn more about the small steps we can all take to protect wildlife. Visit: <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Twitter: Pets can enjoy an outdoor adventure too, as long as they are permitted to be there and leashed! When pets and wildlife get too close, they're at risk of harm, stress, and disease. Learn more about how you can protect wildlife, visit <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Post 2: Keep Pets Home or on a Leash

Facebook/Instagram: If you bring your furry friend along on your outdoor adventure, it's important to #RecreateResponsibly! First, check local guidelines to ensure that animals are permitted in the area you plan to visit. Then, make sure that your pet is leashed at all times and kept AWAY from wildlife. This will protect the safety of you, your pets, and wildlife too! Visit <https://go.usa.gov/xsSPV> for more information. #WildSanctuaries

Twitter: When you bring your furry friend along on your outdoor adventure, it's important to #RecreateResponsibly! Check local guidelines to make sure that animals are allowed, and keep them leashed and away from wildlife at all times to keep everybody safe. Visit <https://go.usa.gov/xsSPV> for more information. #WildSanctuaries

Post 3: Lead by Example

Facebook/Instagram: What are some ways you can lead by example while enjoying the outdoors? By helping others to become responsible wildlife watchers, we protect both people and animals. Show respect for wildlife and other visitors, speak up about wildlife viewing violations, and choose businesses who #RecreateResponsibly. Learn more about how you can protect our #WildSanctuaries! Visit <https://go.usa.gov/xsSPV> to learn more.

Twitter: How can you lead by example while enjoying the outdoors? Start by respecting wildlife and other visitors and choosing businesses who #RecreateResponsibly. Learn more about how you can protect our #WildSanctuaries! Visit <https://go.usa.gov/xsSPV>

Post 4: Report wildlife that seems sick or abandoned

Facebook/Instagram: Plenty of marine animals love to spend time on the beach to rest or eat, just like us! Seeing wildlife on the shore is not always cause for concern, but if you see an animal that appears sick or abandoned, make sure to give it plenty of space and contact your local wildlife authorities Visit <https://go.usa.gov/xsSPV> for more information. #WildSanctuaries #RecreateResponsibly

Twitter: A lot of marine animals love to spend time on the beach, just like us! Seeing wildlife on the shore is not always cause for concern, but if you see an animal that seems sick or abandoned, make sure to contact your local wildlife authorities #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Post 5: Report wildlife that seems sick or abandoned

Facebook/Instagram: Leave it to the experts! If you encounter wildlife that seems abandoned, sick, or injured, the best way to help is to contact local wildlife authorities. Although you may be tempted to help yourself, letting experts handle things ensures both yours and the animal's safety #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Twitter: If you encounter wildlife that seems abandoned or sick, the best way to help is to contact local wildlife authorities. Although you may be tempted to help them yourself, letting

experts handle things ensures both your own and the animal's safety. <https://go.usa.gov/xsSPV>
#WildSanctuaries #RecreateResponsibly

Post 6: Keep my snacks to myself

Facebook/Instagram: Sharing is caring, but not when it comes to sharing food with animals! Wildlife are perfectly capable of finding their own food. Feeding wildlife often does more harm than good and is actually illegal for many species, so keep those snacks to yourself! Visit <https://go.usa.gov/xsSPV> for more information. #WildSanctuaries #RecreateResponsibly

Twitter: Sharing is caring, but not when it comes to sharing food with animals! Feeding wildlife often does more harm than good and is actually illegal for many species, so keep those snacks to yourself! <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Post 7: Lend a hand with trash removal

Facebook/Instagram: Each year, billions of pounds of waste enter our ocean. This debris can be ingested by wildlife causing them harm or even death. To do your part try reusing and even refusing plastics. Make sure to properly dispose of your garbage and recycle whenever possible as well pick up any debris you see! To learn more about how to protect your #WildSanctuaries, visit <https://go.usa.gov/xsSPV>. #RecreateResponsibly

Twitter: Each year billions of pounds of waste enter our ocean. Please do your part to minimize waste by reusing and even refusing plastics. Make sure to properly dispose of your garbage and recycle whenever possible as well pick up any debris you see! <https://go.usa.gov/xsSPV>
#WildSanctuaries #RecreateResponsibly

Post 8: Keep my hands to myself

Facebook/Instagram: You might be tempted to pet a seal basking in the sun but getting too close or startling them can evoke aggressive behavior and seriously injure them as well as you. Be sure to stand at a safe distance to get that perfect photo as touching, feeding, or harassing wild animals is often illegal and can ruin both yours and the animals' day. <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Twitter: Be sure to stand at a safe distance to get that perfect photo as touching, feeding or harassing wild animals is often illegal and also can ruin both yours and the animals' day. For more information, visit: <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Post 9: Keep my hands to myself

Facebook/Instagram: We all can get a little defensive when we are under stress, and so can wildlife! When put in an uncomfortable situation many animals have defenses that cause harm both to us and them. Feeding, touching, or harassing wild animals is illegal under the Federal Endangered Species Act, so be sure to keep your hands to yourself when enjoying their homes! <https://go.usa.gov/xsSPV> #WildSanctuaries #RecreateResponsibly

Twitter: Be sure to #RecreateResponsibly when visiting the homes of wild critters! When put in an uncomfortable situation, many animals have defenses that can cause harm to both you and them. Keep your hands to yourself and ensure an enjoyable time for all! <https://go.usa.gov/xsSPV> #WildSanctuaries

Post 10: Hang back and enjoy the view

Facebook/Instagram: Giving wildlife their space is SO important! Getting too close to wildlife exerts the precious energy they rely on for hunting, attracting mates, and raising their young. By hanging back from our wildlife, we can help to keep them healthy and stress-free. Learn more about how and why we keep our distance from animals at our #WildSanctuaries! Visit <https://go.usa.gov/xsSPV> #RecreateResponsibly

Twitter: Giving wildlife their space is SO important! Getting too close to wild critters can actually use up some of the energy they need for hunting, mating, and raising their young. Learn more about how and why you should keep your distance from the wildlife at our #WildSanctuaries by visiting <https://go.usa.gov/xsSPV>

Post 11: Hang back and enjoy the view

Facebook/Instagram: How do you know if you're too close to wildlife? For starters, there are recommended or legally required distances you should keep from certain species. Behaviors like fleeing, fidgeting, freezing, vocalizations, or aggression mean that you are probably too close! By maintaining your distance, you can make sure that you and wildlife are kept safe. Visit <https://go.usa.gov/xsSPV> for more information. #WildSanctuaries #RecreateResponsibly

Twitter: How do you know if you're too close to wildlife? There are required distances you should keep for many species, but you can also be on the lookout for behaviors including fleeing, freezing, or vocalizations. Keep your distance to keep you and our wildlife safe! #WildSanctuaries <https://go.usa.gov/xsSPV>

Post 12: Lend a hand with trash removal

Facebook/Instagram: Garbage is one of the biggest threats to wildlife at our #WildSanctuaries. Animals can ingest trash or even become tangled in debris, both of which can be deadly. To do our part, we can reuse and refuse plastics when possible, dispose of our garbage properly, and always pick up trash we come across! #RecreateResponsibly <https://go.usa.gov/xsSPV>

Twitter: Garbage is one of the biggest threats to wildlife at our #WildSanctuaries. Animals can ingest trash or become entangled in debris. To do our part, we can reuse or refuse plastics when possible, dispose of garbage properly, and pick up trash we come across! #RecreateResponsibly <https://go.usa.gov/xsSPV>

Post 13: Lead by example

Facebook/Instagram: Be a wildlife ambassador! When you encourage others to be responsible wildlife viewers, you help protect both them and the animals. Set a great example for others to follow by respecting all wildlife and other visitors, reporting irresponsible wildlife viewing behaviors, and choosing businesses that responsibly view wildlife like our Blue Star operators. #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Facebook/Instagram: Be an active part of making the outdoors safe and welcome for wildlife and people of all backgrounds! Set a good example for others to follow by respecting all wildlife and other visitors, reporting irresponsible wildlife viewing behaviors, and choosing businesses that responsibly view wildlife. #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Twitter: Encourage others to be responsible wildlife viewers and you help protect both them and the animals. To set a good example, respect all wildlife and visitors, report unsafe behaviors, and choose businesses that responsibly view wildlife - like our Blue Star operators.
#WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Post 14: Keep my snacks to myself

Facebook/Instagram: While we might be tempted to feed the adorable animals we come across in the wild, doing so teaches them to approach humans, which puts all involved in danger. Feeding wildlife often does more harm than good and is illegal for many species. Remember that wildlife can find their own food, so enjoy your snacks yourself #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Twitter: We might be tempted to feed the cute animals we see, but this teaches them to approach humans, which puts all involved in danger and is illegal for many species. Remember that wildlife can find their own food, so enjoy your snacks yourself #WildSanctuaries #RecreateResponsibly <https://go.usa.gov/xsSPV>

Post 15: Wildlife Pledge

Facebook/Instagram: Have you taken the pledge for wildlife yet? Read through our wildlife viewing guidelines to learn about how you can #RecreateResponsibly to protect wildlife at our sanctuaries and enjoy your visit to the fullest. Then join us by taking the pledge to respect, protect, and enjoy your #WildSanctuaries Learn more by visiting <https://go.usa.gov/xH385> .

Twitter: Have you taken the pledge for wildlife yet? Read through our wildlife viewing guidelines to learn about how you can #RecreateResponsibly to protect wildlife at our sanctuaries, then join us by taking the pledge! #WildSanctuaries <https://go.usa.gov/xH385>

Available for [download on our website:](#)



- Guideline social media graphics (English and Spanish)
- Wildlife Viewing pledge badges (English and Spanish)
- Wildlife Viewing Guidelines pocket graphic (English and Spanish)
- Instagram stories
- Guideline memes

Photos with descriptions and alt text:

These photos are public domain and may be freely used. We ask that you include credit for each photo when you use it (details below), and if possible, tag the appropriate national marine sanctuary and/or NOAA's Office of National Marine Sanctuaries in your post. If you have other photo requests please let us know - we are always happy to share public domain photos.

Hang back and enjoy the view.



<https://flic.kr/p/H1MHP3>

Image description: You increase your chances of seeing some amazing natural behaviors - like this humpback whale's breach - when you keep a safe distance from wildlife.

Alt text: A humpback whale leaps out of the water.

Credit: NOAA Fisheries Permit #782-1438



<https://flic.kr/p/2kZJmpV>

Image description: A group of responsible wildlife viewers remembered to bring their binoculars so they could safely observe wildlife in Hawaiian Islands Humpback Whale National Marine Sanctuary.

Alt text: Group of people on a cliff looking at the water through binoculars.

Credit: Paul Wong/NOAA

Keep my hands to myself.



<https://flic.kr/p/WQrxju>

Image description: Diver observes the coral below responsibly in National Marine Sanctuary of American Samoa.

Alt text: Diver swims above coral.

Credit David J. Ruck/NOAA



<https://flic.kr/p/GS5zwG>

Image description: A sea otter demonstrates what it looks like to keep your hands to yourself.

Alt text: A sea otter floats on its back while holding its paws close to its chest.

Credit: Steve Lonhart/NOAA

[Report wildlife that seem sick or abandoned.](#)



<https://flic.kr/p/2iCrxtJ>

Image description: If you see an entangled or otherwise distressed animal like this humpback whale, make sure to contact local wildlife authorities.

Alt text: Entangled humpback whale swims with marine debris trailing behind it.

Credit: J. Moore/NOAA

[Keep pets home or on a leash.](#)



<https://flic.kr/p/2kZFsVA>

Image description: A person holding bags of trash stands on the beach with their dog, who is leashed and harnessed.

Alt text: A leashed dog and its owner stand on the beach.

Credit: James Roubal

[Lend a hand with trash removal.](#)



<https://www.flickr.com/photos/onms/27624985333/in/album-72157666079564054/>

Image description: A Laysan albatross stares at one of the many toothbrushes that end up on our beaches each year.

Alt text: A Laysan albatross looks at a toothbrush on the beach.

Credit: David Slater/NOAA



<https://www.flickr.com/photos/onms/50094701617/>

Image description: An Ocean Guardian student participates in a beach cleanup at Channel Islands National Marine Sanctuary, demonstrating how they can lend a hand with trash removal.

Alt text: A child holds up a piece of ribbon found on the beach.

Credit: Nick Zachar/NOAA

[Keep my snacks to myself.](#)



<https://flic.kr/p/29Q4Lee>

Image description: A western gull snacks on a sea star.

Alt text: Gull holding a sea star in its beak.
Credit NOAA/NMFS



<https://flic.kr/p/2jtZojC>

Image description: A sea otter snacks on a crab.

Alt text: Sea otter chewing on an orange crab with a second crab floating on its belly in Monterey Bay National Marine Sanctuary.

Credit: Douglas Croft

Lead by example.



<https://www.flickr.com/photos/onms/27624983713/>

Image description: A group of all ages peers through binoculars and points at the ocean at Cordell Bank National Marine Sanctuary.

Alt text: A group of adults and children with binoculars point at the ocean.

Credit: Jennifer Stock/NOAA



<https://www.flickr.com/photos/onms/48766484967/in/album-72157711090292541/>

Image description: A group of students stand around a fish tank at Mallows Bay-Potomac River National Marine Sanctuary, learning about wildlife.

Alt text: A group of young students peer into a fish tank as an employee points out a fish with a net.

Credit: Matt McIntosh/NOAA

Social media handles:

Office of National Marine Sanctuaries

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

Twitter: @sanctuaries

Instagram: @noaasanctuaries

Tumblr: @noaasanctuaries

National Marine Sanctuary of American Samoa (American Samoa)

Facebook: <https://www.facebook.com/americansamoa.noaa.gov/>

Channel Islands National Marine Sanctuary (California)

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

Twitter: @NOAA_CINMS

Cordell Bank National Marine Sanctuary (California)

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

Twitter: @CordellBank

Florida Keys National Marine Sanctuary (Florida)

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

Twitter: @FloridaKeysNMS

Flower Garden Banks National Marine Sanctuary (Texas/Louisiana)

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

Twitter: @fgbnms

Gray's Reef National Marine Sanctuary (Georgia)

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

Twitter: @GraysReefNMS

Greater Farallones National Marine Sanctuary (California)

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

Twitter: @GFNMS

Hawaiian Islands Humpback Whale National Marine Sanctuary (Hawai'i)

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

Twitter: @HIHumpbackWhale

Mallows Bay-Potomac River National Marine Sanctuary

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

Monitor National Marine Sanctuary (North Carolina)

Facebook: <https://www.facebook.com/NOAA-Monitor-National-Marine-Sanctuary-75101577927/>

Twitter: @MonitorNMS

Monterey Bay National Marine Sanctuary (California)

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

Twitter: @MBNMS

Olympic Coast National Marine Sanctuary (Washington)

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

Twitter: @OlympicCoast

Papahānaumokuākea Marine National Monument (Hawai'i)

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

Stellwagen Bank National Marine Sanctuary (Massachusetts)

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

Twitter: @NOAASBNMS

Thunder Bay National Marine Sanctuary (Michigan)

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

Twitter: @ThunderBayNMS