

#WorldOtterDay Social Media



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 27th of May 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 wetlands. @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 *Use information on the countdown below for some facts and more information on the species. Otherwise, let everyone know why it is your favourite.

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Facebook

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Twitter

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COUNTDOWN TO WORLD OTTER DAY

14th Over the next 13 days, and the countdown to World Otter Day, we are going to highlight every species of otter that we are privileged to live alongside. #WorldOtterDay was started to raise awareness for otters and their conservation so we want to highlight all 13 amazing species.

We start with the world's largest otter, the Giant otter. As the name suggests, the Giant otter is the largest otter in the world and resides in the Amazonian basin in South America. Each individual otter is recognisable by the marks on its neck that stay the same throughout their lives. They live in small family groups and grow to around 2m in length – that's a big otter.

IOSF was fortunate enough to see wild Giant otters during our 2019 workshop in Guyana with Save the Giants.

15th 12 Days until #WorldOtterDay

Today is the turn of one of the rarest species of otter in the world. Thought to be extinct in the late 90s the Hairy-nosed otter was found once again shortly after. It started after a young cub was found in the pet trade and since then, populations have been found across a number of South-east Asian countries.

The species gets its name, as you probably guessed, from the fact it has a hairy nose, unlike other species that have no hairs.

16th 11 days until #WorldOtterDay

One of the two species of otter that lives in North America. The North American River Otter lives in a number of different wetland habitats across their range and, despite their name, do occupy coastal ecosystems as well as rivers.

The North American River Otter is the only species of otter that has a 'Stable' population. However, they are legally hunted across.

17th 10th days until #WorldOtterDay

The spotted-necked otter is widespread across sub-Saharan Africa. Despite living across a large range there is not a lot of information on the species within much of that.

Similar to the Giant otter, this species has unique spots on their neck and their fur is much darker, almost black, in comparison to other species across the globe.

18th 9 days until #WorldOtterDay

The Asian short-clawed otter is the smallest otter found across the world. As they are so small, and undeniably cute, the otter is highly sought after for the pet trade, particularly in Asia. Mother otters are killed trying to protect their young and her cubs are forced into a life of cruelty and neglect.

IOSF is passionate about ensuring that more is done to protect otters and inform people that these are not pets. Peoples love and passion for otters should be concentrated on helping wild populations and not ownership.

Wild. Means. Wild.

19th 8 days until #WorldOtterDay

Despite being smaller than the Giant otter, the Sea otter is the heaviest of any species and can grow up to 45kg in weight. They live across the Pacific coasts of Mexico, USA, Canada, Russia and sometimes Japan. As their name suggests, the Sea otter spends much of its life in the water but does come to land on occasions.

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The Sea otters fur is the densest fur of any animal in the world and has 150,000 hairs per square centimetre – that is the size of your thumbnail.

20th 7 days until #WorldOtterDay

The African Clawless otter can be found across much of sub-Saharan Africa – excluding the range occupied by its similar-looking relative, the Congo Clawless otter.

As its name suggests they have small claws and more dexterity and “hand-like” paws. This helps them eat prey such as worms and snails that they can hold.

21st 6 days until #WorldOtterDay

The Eurasian otter is the only species of otter that can be found in Europe. Its range spreads from Ireland to South Korea and most of the countries in between. It has also been found at nearly 4,000 above sea level in the foothills of the Himalayas.

22nd 5 days until #WorldOtterDay

The Neotropical otter can be found from Mexico down to South America. It has a large home range but very little is known about its distribution. It is a very shy and elusive species and is therefore very hard to spot and track.

Although much smaller than the Giant otter, the Neotropical otter has been cheekily spotted checking out Giant otter holts on Save the Giants Camera Traps Guyana when their larger cousins are away.

23rd 4 days until #WorldOtterDay

The Marine otter lives on the pacific coasts of Chile and Peru. Unlike other coastal otter species, the Marine otter does not wash its fur in fresh water when coming out of salt water. This is because it has a more rigid fur to protect it from rocks if it is in rough waters.

24th 3 days until #WorldOtterDay

The Congo Clawless otter, as the name suggests, live in the Congo River basin in Africa. It is very similar to the African Clawless otter with a noticeable white front. It is the rarest and least seen of all otter species in Africa.

25th 2 days until #WorldOtterDay

The Smooth-coated otter’s most famous populations live in Singapore where they have become a large part of the daily life of many of the country’s residents. The famous Bishan and Marina family are regularly seen in the waterways of the city.

More recently, smooth-coated otters have also been seen around Malaysia’s capital Kuala Lumpur.

It’s the largest otter found in Asia and gets its name from its shorter, smoother looking fur. This species is a large part of the fur trade across the continent and has seen populations decline from this, and other aspects.

26th 1 day until #WorldOtterDay

The Southern River otter lives in the most inhospitable ranges of all of the otter species. They are found in the Patagonia region of South America, in Chile and Argentina. This species is one of the rarest, and least seen, species across the world.

27th It’s #WorldOtterDay

Everyone’s favourite day of the year!

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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