



## Overview

We have an opportunity in 2025 to ensure the continued recovery of America's grizzly bears. Members of Congress, including many who do not have grizzly populations in their home states, need to understand why this iconic animal is important to all Americans, the continued threats they face, and why the Endangered Species Act is the best tool to ensure their ongoing protection.

The following guide provides language and tools you can use to help defend the great American grizzly.

### Key messaging

In order to take action, Americans must understand four main things:

**1. The national importance of grizzly bears**

- "Grizzlies are an iconic species and an important part of our shared American heritage."

**2. Existing threats to grizzly bears**

- "2024 was a record-breaking, deadly year for grizzlies. Throughout the Northern Rockies, at least 90 grizzly bears died last year due to human causes."

**3. Maintaining grizzly bears' Endangered Species Act listing is currently our best option for ensuring they stay on the path to recovery.**

- "Keeping grizzlies protected under the Endangered Species Act until they are recovered is currently the best way to defend these iconic animals and our American landscapes and heritage along with them."

**4. The Endangered Species Act itself is under attack**

- to protect grizzly bears, we must also protect the Endangered Species Act.

### Calls to action

These are sample phrases you can use in posts on social media or letters to members of Congress to relay the importance and urgency of continued Endangered Species Act protections for grizzlies:

- **Defend grizzlies**

Right now, the grizzly bear must remain protected under the Endangered Species Act.

- **Ensure their recovery**

Defend the great American grizzly.

- **Uphold the Endangered Species Act**

Protect the grizzly and all species listed under the ESA.



# Social media

## Posting Recommendations

### X POSTING STRATEGIES

- Post content in response to existing popular or relevant threads
- Tag relevant elected officials, journalists, influencers, and organizations concerned with wildlife conservation
- Schedule posts for the morning and early afternoon for higher visibility

### FACEBOOK POSTING STRATEGIES

- Can expand to post longer captions, or add links to full articles
- Share within local groups when possible and encourage followers to share
- For videos, upload directly instead of sharing YouTube links

### INSTAGRAM POSTING STRATEGIES

- Try carousel posts and reels for dramatic visuals and storytelling
- Include polls and quizzes in Stories for engagement
- Pin key stories with action links to Highlights
- Do not include links in post copy, instead use bio links/Linktrees or include in bio
- Incorporate hashtags into post copy

## Hashtags

### PRIMARY HASHTAGS

#grizzlybear #Wildlife #bearviewing

### SECONDARY HASHTAGS

#naturelovers #wildlifeConservation  
#animalkingdom #WildlifeAddicts #WildCreatures  
#AnimalPlanet #WildlifeLovers #bearlove #nature  
#bearweek #welovebears #bearlovers



## Social graphics

You can download campaign social graphics and our video spot in our shared Google Drive. Graphics are sized for both Feed and Stories placements.

[DOWNLOAD](#)

## Sample post copy



### OVERALL STATUS

Grizzly bear recovery isn't done yet. Threats to grizzlies remain including loss of the habitat bears need to thrive. Removing them from the Endangered Species Act now risks undoing decades of progress. Grizzlies need the chance for a recovery that is secure.



### THREATS LINGER

Losing habitat, human interactions, and climate change threaten American grizzlies every day, despite current protections. If grizzlies are stripped of their Endangered status, they could be pushed to the brink.



### HABITAT CONNECTION

Grizzlies need room to roam. Isolated bear populations can't survive long-term. They need connected wild spaces to find food, mates, and safety. Removing grizzlies' Endangered Species Act protections now puts that future at risk.



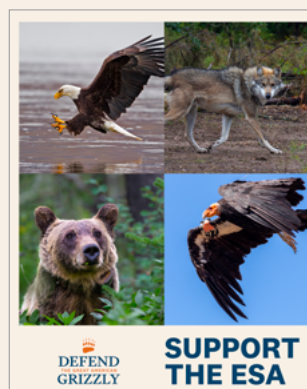
### THE ESA WORKS

The Endangered Species Act is the most successful conservation law in history and has helped keep grizzlies from disappearing from the landscape. But they aren't recovered yet. Let's not abandon grizzlies by removing ESA protections for them before the job is done.



### ROLE OF CONGRESS

Will we keep the great American grizzly? Decisions on the status of species under the ESA should be made solely on the basis of the best available science. Congress should not play politics with the ESA. Keep grizzlies listed on the Endangered Species Act.



### THE ESA UNDER ATTACK

The ESA is our nation's most effective tool for preventing extinction and promoting species recovery. Congress is waging a massive assault on the law and the species that rely on it for protection. We must urge members of Congress to support the Endangered Species Act and oppose these profound dangers to imperiled wildlife.