

SOCIAL MEDIA CAMPAIGN



**Created by
Kang Yang & Ruixin Zhang**



@HUMAN_NATUREBOND

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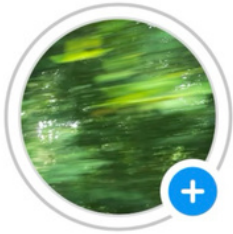
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INTRODUCTION

This is an exhibition promotional campaign on SDG 15 in the Future Museum, which we have created an Instagram account to promote. This is an exhibition promotion for SDG 15 in the future Museum, which will detail the exhibits in the exhibition, to create a harmonious relationship between humans and nature, and to address the world's major challenges of endangered species extinction, land health, and forest loss, it is crucial to enhance biodiversity and promote sustainable use of terrestrial ecosystems.

Using social media publicity can get more people to follow and participate in the joint efforts of the exhibition and the future. We face people of all ages. The extinction of endangered animals, land degradation and forest loss are all closely related to us, and every small act of each person may affect the achievement of these goals. In the account, we have Instagram story to introduce how to use the app designed to protect forests: Grovi. At the same time, there are also knowledge popularization and publicity of small and medium goals of SDG, we hope that more people can see and understand and act.

In our account, there are also promotional posters and content introductions about the various exhibits to be exhibited in the museum, clearly and simply showing the content that can be experienced and understood in the museum. People can easily find the exhibition time of our museum on the homepage, and they can also click on the profile link to see the full article.



9
帖子

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关注

SDG15

Endangered animals

Forest loss

Land degradation

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编辑主页

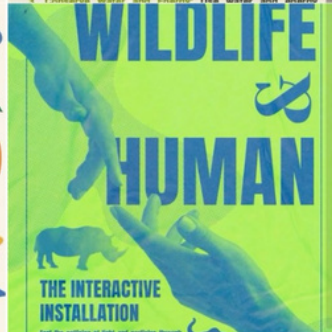
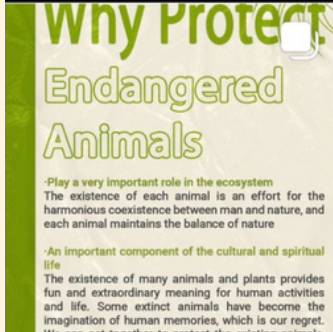
分享主页



Grovi



新建



HUMAN  NATURE


Stand — up — for —— the Earth

Digital
Media
Museum
of the
Future
05/2024

NATURE

Step into action at Future Museum with our latest exhibition inspired by SDG15: Life on Land. Experience interactive displays, meet endangered species, and combat deforestation with our app. Join us to make a real impact on forest and wildlife conservation. Your journey to sustainability starts now.

#Human&Nature #FutureMuseum

 human_naturebond

Digital Media Museum of the Future

WILDLIFE

ENDANGERED
ECHOES



HUMAN

INTERACTIVE INSTALLATION

Feel the collision of light and particles through simple interaction. Get back in time, connecting with the endangered animals. Enjoying encounters across time and space with us.





LAND DEGRADATION

Pose severe threats to the stability of the
Earth's ecosystems.

Land degradation has left about **700 million**
people at risk of food insecurity

Approximately **12 million hectares** of land
worldwide lose their productivity each year

Millions of people facing livelihood crises.

Many countries have now introduced
relevant policies

CHECK THE FULL VERSION IN BIO...

GROVI

An App Made For
A Better You.





GROVI

An App Made For
A Better You.



Get started

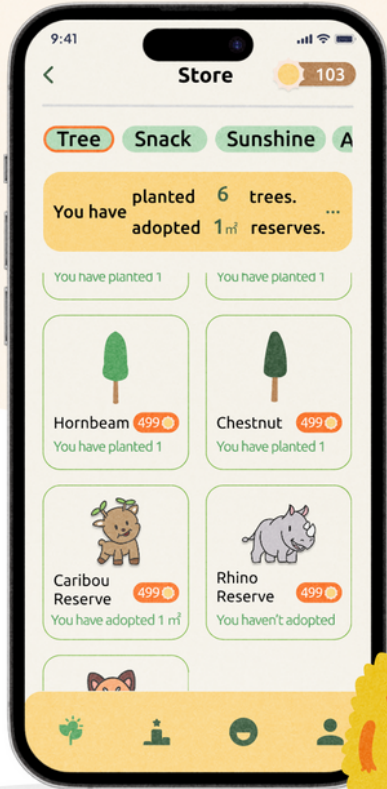


Stay Green To Gain Energy.





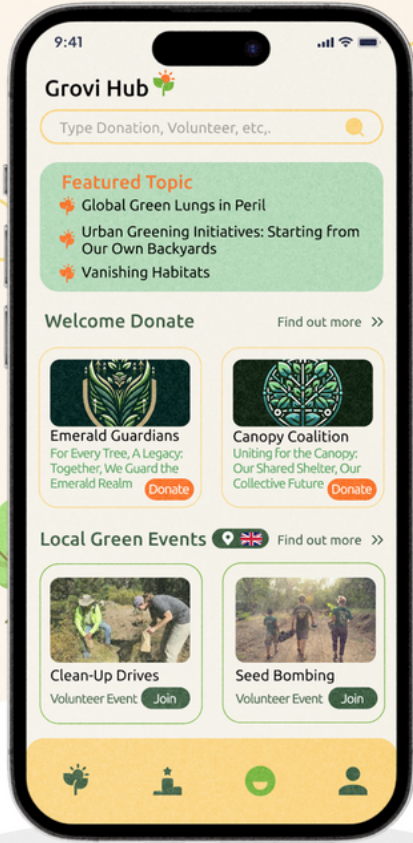
Change Your Behaviour To Plant Trees.



Keep Your Journey With Friends.

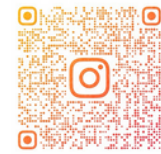


Find More Events!



AN APP COMBINE HUMAN & NATURE

The World Is Better Because Of You.



@HUMAN_NATUREBOND



Grovi: Make the world a little more green

make use of Grovi

Turn the daily travel into the green bud of the trees

Turn every consumption into a cultivated nourishment

Living Sustainably

You can choose to participate in the tree planting program in your region or around the world, and each tree represents your contribution and care. With Grovi, you can track your progress in planting trees in real time, understand your environmental footprint, and make every action meaningful.

Plant By Yourself

Grovi is simple and easy to use, by simply adding a little green to the earth. At the same time, Grovi is also a community platform where you can share with like-minded people around the world, and you can communicate with your friends and visit each other's results in the app.

More Green

Do not feel that the power is small, everyone's efforts are precious.

Join Grovi and turn your daily travel into a green bud of trees

Turn every consumption into a cultivated nourishment.

Download Grovi now, and let's work together to contribute to the future of the planet



SDG15 🌍

[FUTURE MUSEUM]

2024*May

Inspired by SDG 15: Life on the Land, discover the secrets of our land and become the hero of our planet in the latest exhibition of [Future Museum]! 🌳🦋

🌟 WHAT HAPPENED?

Immerse yourself in the interactive journey of vibrant ecosystems and get close to endangered animals in our latest presentation. This is not just an exhibition; it calls for the protection and treasure of every leaf, every creature, every breath on the earth.

📌 INNOVATE TOGETHER WITH US!

Get insight into our revolutionary applications designed to combat deforestation and protect wildlife. This is your opportunity to make real changes. — Adopt the forests, track conservation efforts, and join communities committed to the future of the planet.

👣 CHANGE THE STATUS QUO!

Participate in an interactive device to present the plight of an endangered species. By waving, interaction let you immersive. Every action, no matter how small, will bring about a greener tomorrow.

📱 VISIT US!

Don't just look on the side. Become a part of the movement. Come to [museum name], where every visit, every experience, every person can make a difference.

♥ #PreserveTheGreen # ProtectTheScene # MuseumForChange Your journey to a more sustainable world begins with us. Let's figure it out!

👉 Slide left to explore a preview and download our app now!

🌟 Mark a friend who should embark on a green adventure with you, and remember that the earth is what we all have in common. Let's protect it together!

[FUTURE MUSEUM] - Place 🌟 where the change started

Why Protect Endangered Animals

·Play a very important role in the ecosystem


The existence of each animal is an effort for the harmonious coexistence between man and nature, and each animal maintains the balance of nature


·An important component of the cultural and spiritual life


The existence of many animals and plants provides fun and extraordinary meaning for human activities and life. Some extinct animals have become the imagination of human memories, which is our regret. We can act together to protect the existing animals, make progress with us and live together in the map of the world.

·Important role in biodiversity and genetic resources

Many wild animals have their own unique genes, and they are interdependent and contain each other. At the same time, they are also of research value. All kinds of endangered animals play important roles in zoology, chemistry, ecology, modern medicine and bionics. Many animals have an important role in producing vaccines against disease and injury prevention.

 Protecting endangered animals preserves genetic diversity, which is vital for the resilience and adaptability of species in the face of environmental changes.

 Healthy ecosystems benefit humans too! They provide clean air, water, food, and resources essential for our survival.

 By saving endangered animals, we're not just safeguarding their future but also securing ours. Let's join hands to support science in this noble



HOW TO PROTECT ENDANGERED ANIMALS



 **Protecting endangered animals starts with simple actions in our daily lives! Here's how everyone can contribute:**

- 1. Reduce, Reuse, Recycle:** Minimize waste and recycle materials to reduce the demand for new resources. This helps preserve habitats that endangered animals rely on.
 - 2. Choose Sustainable Products:** Support companies that prioritize sustainability and ethical sourcing. Look for products certified as environmentally friendly or Fair Trade.
 - 3. Conserve Water and Energy:** Use water and energy efficiently to reduce your ecological footprint. Conserving resources helps preserve habitats and reduce pollution that harms wildlife.
 - 4. Support Conservation Organizations:** Donate to reputable conservation organizations working to protect endangered species and their habitats. Even small contributions can make a big difference.
 - 5. Responsible Pet Ownership:** Adopt pets from shelters rather than buying from breeders. Ensure your pets are spayed or neutered to prevent overpopulation and habitat destruction.
 - 6. Mindful Consumption:** Be conscious of the impact of your purchases on the environment. Choose sustainably sourced seafood, avoid products made from endangered species, and opt for eco-friendly alternatives.
 - 7. Educate Others:** Share information about endangered species and conservation efforts with friends, family, and communities. Raise awareness about the importance of protecting wildlife and their habitats.
 - 8. Volunteer for Conservation:** Get involved in local conservation projects or volunteer with organizations working to protect endangered species. Your time and skills can make a significant impact.
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