

## WORLD BONOBO DAY SOCIAL MEDIA TOOLKIT FEBRUARY 14

### Background:

World bonobo day was first celebrated in 2018.

Bonobos are often known as the 'make love not war' apes, so St. Valentine's Day, February 14th, is the perfect date for World Bonobo Day. It's a day to raise awareness about bonobos and the threats they face.

### Key messages:

- ★ February 14th is World Bonobo Day
- ★ Bonobos are found only in the Democratic Republic of Congo
- ★ Bonobos are humans' closest relatives
- ★ They are endangered
- ★ They are kind, loving and generous!
- ★ Friends of Bonobos of the Congo has the only bonobo rescue, rehabilitation, and release sites in the world.

### RESOURCE GUIDE:

[https://drive.google.com/file/d/1GJMzJGdi38dKNPkQQgy-PTVoT9fPw9bf/view?usp=share\\_link](https://drive.google.com/file/d/1GJMzJGdi38dKNPkQQgy-PTVoT9fPw9bf/view?usp=share_link)

### Assets:

Website: <https://www.bonobos.org/>

Twitter: [https://twitter.com/Lola\\_ya\\_Bonobo](https://twitter.com/Lola_ya_Bonobo)

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

Instagram: <https://www.instagram.com/lolayabonobo/>

LinkedIn: <https://www.linkedin.com/company/friendsofbonobos/>

Accounts to tag: @lolayabonobo

Hashtags: **#WorldBonoboDay #BonoboLove**

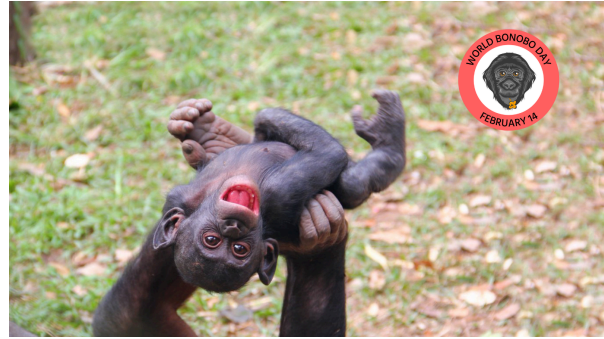
Social media graphics:

[https://drive.google.com/drive/folders/1XQtr-hVnxXmJTROLkIS61uBFaFLhmd-B?usp=share\\_link](https://drive.google.com/drive/folders/1XQtr-hVnxXmJTROLkIS61uBFaFLhmd-B?usp=share_link)

### Suggested Posts:

Twitter:	Graphic/image:
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It's #WorldBonoboDay! Join us in celebrating man's closest living relatives. We share 98.7% DNA with bonobos yet they are the least known apes. Please share this post to grow awareness about them! #BonoboLove



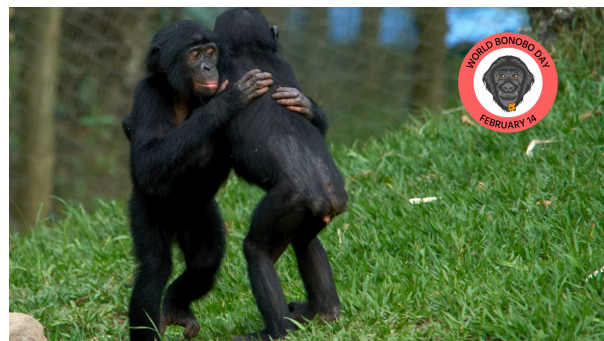
[https://drive.google.com/file/d/1nv4oBD2WqMU\\_Ygel58jznE5ljDQHwfcuq/view?usp=share\\_link](https://drive.google.com/file/d/1nv4oBD2WqMU_Ygel58jznE5ljDQHwfcuq/view?usp=share_link)

Happy #WorldBonoboDay! Bonobos are masters at avoiding conflicts. They prefer to show love and generosity. That's why February 14th is the perfect day to spread #BonoboLove.



[https://drive.google.com/file/d/15FxE23rNic9SmRSVOHT8Y2X1l5uvuTVP/view?usp=share\\_link](https://drive.google.com/file/d/15FxE23rNic9SmRSVOHT8Y2X1l5uvuTVP/view?usp=share_link)

Here's why you should love bonobos. They are lovers, not fighters! When they meet someone new or a stressful situation arises, they seek reassurance and diffuse tension through physical contact. #BonoboLove



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Did you know that bonobos are matriarchal? The dominant bonobo in any group is always female despite them being smaller than males, how cool is that?

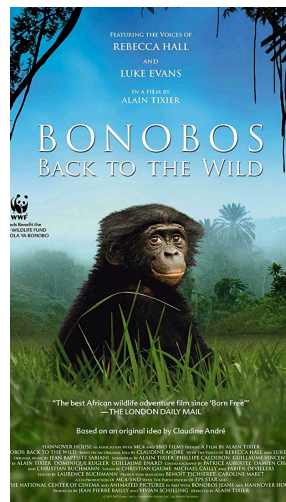


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What's a better way to spend #WorldBonoboDay than sharing your love for these lovely apes? Bonobos are endangered with only 15,000 or fewer left in the wild. Spread awareness by sharing this video about the "forgotten ape."

<https://www.youtube.com/watch?v=svuZl4o95o&t=6s>

Movie night anyone? There's no better way to spend #WoldBonoboDay than watching 'Bonobos Back to the Wild' with your family - an incredible film starring bonobos and our founder.



[https://drive.google.com/file/d/1JPUK6Zm0OG2ejMCMCthHSe25vfQj0YQL/view?usp=share\\_link](https://drive.google.com/file/d/1JPUK6Zm0OG2ejMCMCthHSe25vfQj0YQL/view?usp=share_link)

Cozy up to a book about bonobos this #WorldBonoboDay!  
Here are a couple of options that are our favorites!



[https://drive.google.com/file/d/1resDxpCN5ZcFkpC6vY\\_jPlmHgxpjlZEj/view?usp=share\\_link](https://drive.google.com/file/d/1resDxpCN5ZcFkpC6vY_jPlmHgxpjlZEj/view?usp=share_link)

#### Facebook/Instagram:

What's a better way to spend #WorldBonoboDay than sharing your love for these lovely apes? Bonobos are endangered with 15,000 or fewer left in the wild.

Without our help, your children and grandchildren may live in a time when bonobos are extinct in the wild. Spread awareness by sharing this video about the "forgotten ape."  
#BonoboLove

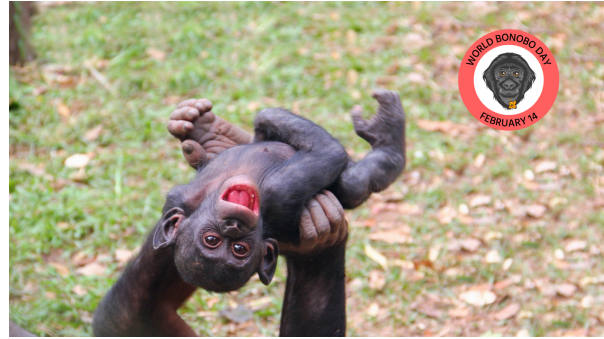
#### Graphics:

[https://www.youtube.com/watch?v=svuZI4\\_o95o&t=6s](https://www.youtube.com/watch?v=svuZI4_o95o&t=6s)



It's #WorldBonoboDay! Join us in celebrating man's closest living relatives. Humans are more closely related to bonobos (and chimpanzees) than to any other animals alive today.

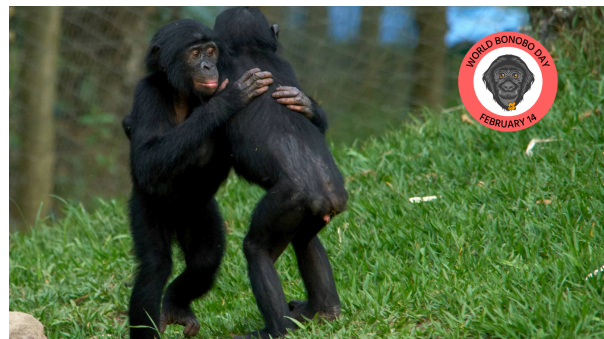
We share 98.7% DNA with bonobos yet they are the least known apes. Would you share this post and create awareness?



[https://drive.google.com/file/d/1nv4oBD2WqMUyGel58jznE5ljDQHwfcuq/view?usp=share\\_link](https://drive.google.com/file/d/1nv4oBD2WqMUyGel58jznE5ljDQHwfcuq/view?usp=share_link)

Happy #WorldBonoboDay! Bonobos are masters at avoiding conflicts. Bonobos have evolved to avoid fighting – about anything. Whenever they are in stressful situations, they react by seeking social reassurance.

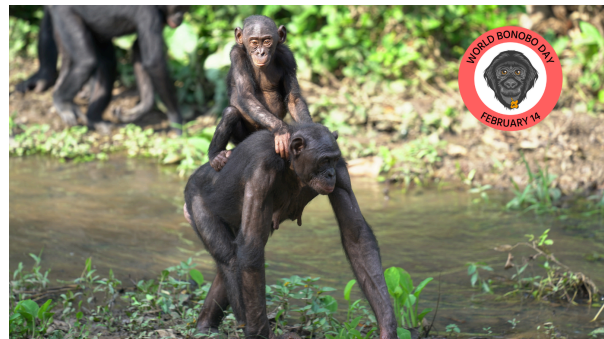
Bonobos prefer to spread love and generosity! That's why February 14th is the perfect day to spread #BonoboLove.



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Did you know that bonobos are matriarchal? The dominant bonobo in any group is always female despite them being smaller than males, how cool is that?

If a male bonobo becomes aggressive, the females use their strength in numbers to prevent him from hurting anyone.  
#WorldBonoboDay #BonoboLove



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favorites!

Adults:

- Bonobo Handshake: A memoir of love and  
Adventure in the Congo
- Bonobo: The Forgotten Ape

Young Adults:

- Endangered:
- Queer Ducks (and other animals): The Natural  
World of Animal Sexuality

Children:

- Fujo the Bonobo
- Bonobos (Living in the wild)



[https://drive.google.com/file/d/1resDxpCN5ZcFkpC6vY\\_jPlmHgxpjlZEj/view?usp=share\\_link](https://drive.google.com/file/d/1resDxpCN5ZcFkpC6vY_jPlmHgxpjlZEj/view?usp=share_link)