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YOPA SOCIAL MEDIA POSTS

1 message

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Dear Sirs/Mesdames,

Good day!

This is in reference to the up-coming Year of Protected Area (YoPA) Campaign which is scheduled on **May 23, 2022 (Monday)-- please save the date**. In preparation for the launching, the BMB through the BioFin Project have lined-up social media posts to drum up the celebration. On this note, we would like to request the support of the regional offices through the **Regional Strategic Communication Initiatives Group and those PAs with existing Official social media accounts** (facebook, instagram, twitter, etc.) to post the same materials.

We started to post last Saturday April 23, 2022 to promote the YoPA campaign via Biofin Philippines's FB, Instagram and twitter accounts and BMB's FB page. Provided here is the content calendar which we follow for all the posts where you can find the caption and artwork for posting per day. Please refer to this link: <https://bit.ly/YoPASocialMediaPosts> when posting.

If you have any questions, please feel free to message us anytime and we'll be glad to help out. Also attached herewith is the Advance Copy of the DENR-SO for reference.

List of RPAOs included in this email:

Regs 2, 7, 8, 11, & 13

for other regions po, kindly send us the RSCIG email address/es.

Thank you very much for your unwavering support!

Our kindest regards,

National Parks Division

DENR - Biodiversity Management Bureau

Ninoy Aquino Parks and Wildlife Center

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