



**RIGHTS +  
RESOURCES**

## Rights and Resources Initiative Social Media Toolkit

Urgency and Opportunity: Addressing global health, climate, and biodiversity crises by scaling-up the recognition and protection of Indigenous and Community land rights and livelihoods

On September 15, the Rights and Resources Initiative will release new reports on the importance of securing the land rights of Indigenous peoples, local communities, and Afro-descendants to protect the world's biodiversity and reverse the impacts of climate change. Below you will find relevant links and sample social media posts that can serve as a guide when posting about the report.

### Relevant links

- [Full Area Report](#)
- [Urgency and Opportunity](#)
- [Opportunity Framework](#)
- [Press Release](#)

### Recommended Social Media Copy

We encourage you to promote the report on your social media channels using the global and regional specific copy (Asia, Latin America, Africa) below. Sample social content can be copied/pasted directly or tweaked as needed.

Here are a few tips for sharing these messages on your social channels:

- When sharing on social media, consider using the following hashtags to increase the reach of your posts: #IndigenousPeoples and #LandRightsNow
- Tag RightsResources, Wyss Campaign for Nature, and National Geographic on Facebook and Twitter.
- Include a link to the report: <https://bit.ly/UrgencyOpportunity>

Global	
Facebook	Scaling up the recognition of Indigenous, community, and Afro-descendant land tenure, while promoting environmental and social protections for communities, can speed up progress towards meeting climate and biodiversity goals. A new report by @RightsResources finds that communities claim at least 50% of global land area, but their rights

	<p>to half of this area have yet to be recognized. #LandRightsNow  <a href="https://bit.ly/UrgencyOpportunity">https://bit.ly/UrgencyOpportunity</a></p>
	<p>Deforestation data shows that community lands are the best preserved areas of the rainforest biome. In the Amazon region, Indigenous territories, which make up 23% of the region, have the lowest deforestation rate, an average of just 1 percent. Read @RightsResources full report to learn more about the importance of protecting Indigenous and community land rights to achieve forest protection.  <a href="https://bit.ly/UrgencyOpportunity">https://bit.ly/UrgencyOpportunity</a></p>
Twitter	<p>Governments + businesses must work closely with Indigenous Peoples, local communities, + Afro-descendants to build a stronger economy + combat the climate crisis in order to meet development + sustainability targets. @RightsResources @WyssCampaign @NatGeo  <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a></p>
	<p>Science shows that the role of Indigenous and community lands are essential to prevent the emergence of future pandemics. By protecting forests and land rights, we are also contributing to better health for people and the planet. @RightsResources <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a></p>
	<p>Clear and secure land rights for #IndigenousPeoples, local communities and Afro-descendants directly contribute to:</p> <ul style="list-style-type: none"> <li>● improved local food security</li> <li>● more resilient supply chains</li> <li>● reduced impacts on local livelihoods and incomes</li> </ul> <p><a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a></p>

Asia	
Facebook	<p>Only 6 percent of #IndigenousPeoples land area in Asia —outside of China— is legally recognized. IPLCs, governments and the private sector must work together to enact laws and policies to scale-up the recognition of land rights and transform rural areas and forest landscapes. See @RightsResources and @WyssCampaign to learn more:  <a href="https://bit.ly/UrgencyOpportunity">https://bit.ly/UrgencyOpportunity</a></p>
Twitter	<p>Outside China, 94% of Asia’s land and territories held by #IndigenousPeoples + local communities are not recognized. Read @RightsResources new report to learn more about the key role communities play in achieving social and economic progress in the region. <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a></p>
	<p>#IndigenousPeoples in Asia are facing displacement, environmental degradation + rising poverty due to land-grabbing. Governments, the international community, + the private sector must work to secure the</p>

	collective land + resource rights of IPLCs. <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a>
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Latin America	
Facebook	Governments' efforts to scale-up the recognition of the rights of Indigenous Peoples and local communities can stimulate economic growth in Latin America and accelerate progress towards sustainable development. Read the new @RightsResources report [link] #LandRightsNow <a href="https://bit.ly/UrgencyOpportunity">https://bit.ly/UrgencyOpportunity</a>
Twitter	Latin American governments have the greatest potential to implement forest tenure reforms. Find out which four countries out of nine studied are ready to absorb large investments for scaling up rights recognition in @RightsResources new report. <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a>
	Stronger political will + capacity to recognize the #landrights of IPLCs in Latin American countries represent one of the most promising pathways to secure local livelihoods and protect vital ecosystems. Join @RightsResources briefing to learn more: <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a>

Africa	
Facebook	A new report by @RightsResources reveals that 75% of land and territories held by Indigenous Peoples and local communities in Africa remain to be recognized, the world's only existing, large-scale and cost-effective solution to addressing biodiversity loss and climate change. #LandRightsNow <a href="https://bit.ly/UrgencyOpportunity">https://bit.ly/UrgencyOpportunity</a>
Twitter	An analysis by @RightsResources reveals which African countries are ready for large investments to secure collective tenure rights in the forest areas for #IndigenousPeoples. Read the report to find out which countries are ready to scale up investments: <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a>
	The continent of Africa holds the greatest proportion of unrecognized Indigenous lands, and the greatest potential for large-scale advancement of collective rights globally. Read the full report by @RightsResources and @WyssCampaign <a href="https://bit.ly/UrgencyOpportunity">bit.ly/UrgencyOpportunity</a>