

## Whale and Dolphin Conservation Streamer Guidelines

Thank you for supporting WDC! On this sheet you can find some basic guidelines to use when talking about WDC during your stream as well as some general info and facts about WDC, and whales and dolphins.

Although we are fairly relaxed about the content of your stream, there are some key principles that we would kindly ask that all streamers adhere to while livestreaming for WDC:

### Talking about WDC:

- Please try to refer to the charity as 'WDC' or 'Whale and Dolphin Conservation', rather than *'the WDC'*.
- Please feel free to mention WDC where you think it's appropriate. In this document you find info about our work and lots of facts about whales and dolphins that you are welcome to use as part of your stream or in any pre- or post-event promotion.

### Donations:

- Please feel free to encourage your viewers (where appropriate) to donate to WDC to help raise money for our conservation efforts around the globe.
- We recommend you set up a fundraising page through [Tiltify](#) as this integrates best with streams but you can also use [JustGiving](#) or [GoFundMe](#).
- To avoid any confusion, please remember to give clear messaging to your viewers that they need to donate through your chosen fundraising method (Tiltify / JustGiving / GoFundMe) and provide the relevant links to your fundraising page to your audience.

### Socials:

- Please tag our main accounts, which are all @whalesorg on Twitter, Facebook and Instagram.

### Other notes:

- You **must not** use any type of racist/sexist/discriminatory language at any point in your stream.
- One of our key areas of work is ending captivity, so we also ask that you refrain from sharing images or anecdotes about whales or dolphins you may have encountered in captive settings during your stream or in its promotion.
- We would also kindly ask that you **refrain from playing any games that depict overt violence towards whales and dolphins** (for example, Assassin's Creed 4: Black Flag, Dishonored etc.) where whales and dolphins are harmed in a realistic fashion i.e.





whaling. You can check out our [gaming webpage](#) for inspiration on ocean-themed games to play.

- We encourage you to talk about ocean conservation if it is something you feel passionate about, however, we ask that you please **do not promote the work of any other charity** during your stream. If you would like more information on any areas of our work so you can talk about it in more detail, please contact us on [partnerships@whales.org](mailto:partnerships@whales.org)
- We'd also ask that you limit the promotion of any other partnerships, affiliations or brands other than those directly related to your stream and the event.

By agreeing to stream for WDC, you are agreeing to comply fully with any requirements outlined above for the duration of your stream and in any pre- or post-event promotion linked to your event, or WDC. If you feel that you are unable to meet any of the above for any reason please contact us on [partnerships@whales.org](mailto:partnerships@whales.org).



## About WDC

**Whale and Dolphin Conservation:** <https://uk.whales.org/>

WDC, Whale and Dolphin Conservation is the leading global charity dedicated to the conservation and protection of whales and dolphins. We defend these remarkable creatures against the many threats they face through campaigns, lobbying, advising governments, conservation projects, field research and rescue. Our mission is to share the wonder of whales and dolphins with people all across the world, and inspire global action to protect them. Our vision is a world where every whale and dolphin is safe and free.

WDC has offices in the UK, US, Australia, Germany and South America and currently works on a range of campaign areas including:

- Stopping hunting and [commercial whaling](#). Around **1,500** whales and dolphins are hunted each year
- Ending the keeping of whales and dolphins in [captivity](#). There are around **3,600** whales and dolphins held in captivity across the globe.
- Preventing the [accidental entanglement and death](#) of whales and dolphins in fishing gear. **Hundreds of thousands** of whales and dolphins are accidentally caught and killed in fishing gear each year.
- [Creating healthy seas](#) and safe homes for whales and dolphins. **81%** of all whale and dolphin species have been affected by plastic pollution.

### [The Green Whale](#)

Whales play a hugely significant role in maintaining the ocean ecosystems that every creature on Earth depends upon. Man has been responsible for causing enormous damage to the planet, including killing millions of whales and wiping out up to **90%** of some populations like the blue whale which was reduced from **350,000 individuals to a mere 25,000 over the last 100 years**.

Yet few people, let alone governments, are aware that enabling whale populations to recover can **help fight the climate damage we cause**. By re-distributing nutrients around the ocean, which feeds oxygen-producing phytoplankton, as well as capturing carbon in their own huge bodies, great whales are instrumental in keeping our shared ocean and planet healthy and fighting climate change.

With our four organisational goals, we are fighting to prevent the major threats that whales and dolphins face, and create a safe and pollution-free ocean for them to thrive in, so they can continue their vital role in maintaining a healthy ocean. A healthy planet needs a healthy ocean and a healthy ocean needs **whales**.

Check out our Climate Giant video featuring WDC Patron and Game of Thrones star Jerome Flynn: <https://www.youtube.com/watch?v=tPNM6HbQtJ4>



## Facts about whales and dolphins

Here are just a few fun facts about whales and dolphins and you can check out our [species guide](#) for more info on all known species as well as our [four goals](#) to learn more about the threats they face and why we must protect them.

### Dolphins

- There are currently 42 known species of dolphins and seven species of porpoises.
- Dolphins are marine mammals, like us. They must surface to breathe air and give birth to live babies.
- A group of dolphins is called a pod.
- Most pods contain anywhere from 2 – 30 dolphins depending on the species and the situation, however there are occasions when pods gather with other pods to form superpods of 100 or even a few thousand dolphins!
- Dolphins live in the world's seas and oceans and in some rivers and lakes too.
- Bottlenose dolphins can live up to 40 years of age
- Dolphins use echolocation to help find their food – they make lots of clicking sounds and use the soundwaves to navigate towards their favourite food.

### Narwhals

- Narwhals inspired many a seafaring legend and their tusks were once sold as unicorn horns
- They are also known as sea unicorns or unicorn whales
- Narwhals live in groups of 10 to 20 individuals but in the summer they come together in groups of hundreds or even thousands of whales to migrate
- Narwhals are one of the deepest diving whales and can hold their breaths for an amazing 25 minutes.
- They are fond of flatfish, cod, shrimp and squid and species like crab that they find on the seabed during their long dives.
- The narwhal's tusk is actually a tooth with millions of nerve endings inside it, meaning they can use it to 'feel' or taste.
- Narwhals are threatened by hunting and climate change



## **Orcas**

- Orcas are not whales – they are actually the world’s largest dolphin.
- Orcas live in close family groups or pods usually led by an older female
- Orcas learn important skills, like where the best food is and how to catch it, from their family member, much like we do from our own parents and families.
- Different groups of orcas eat different types of food and can range from fish, seals and sea lions, to dolphins and porpoises, sharks and rays, large whales, seabirds and more.
- There are currently 59 orcas held in captivity across the globe, being held in small concrete tanks and forced to perform tricks for ‘entertainment’. The longest surviving captive orca is Corky who was captured from the wild in 1969 - that’s 52 years in captivity!
- Orcas are threatened by pollution, captivity, fishing gear and hunting.

## **Whales**

- The bowhead whale can live over 200 years
- Humpback whales travel thousands of miles to find the best food and places to raise their babies
- There are 43 different species of whales.
- The sperm whale has the biggest brain in the world – it’s 6 times heavier than a human brain and weighs the same as a small dog!
- Many whales sing long and mysterious songs and humpback whales can sing for up to 30 minutes.
- It is estimated that one great whale can capture as much carbon in their body as 30,000 trees.

