

# 21 RULES FOR DOMINATING SOCIAL MEDIA FOR FARMED ANIMALS

**Remember!** These are just guidelines based on Mercy For Animals social media pages.

Don't use these as strict rules; experiment to see what works best for you! When in doubt, try it out. :D



## PLATFORM



Post videos!

Post about animals or the negatives of animal products.

Or post about celebrities or the environment.



Share a video from another user or post a photo.

Post about the environment, celebrities, animal advocacy news, or cows. (But don't post cruelty footage.)

Post a longer tweet. (up to 166 characters)



Post a photo for likes and engagement but post a video for comments.

Keep your text short! (under 255 characters)

Post about dogs.



## LANGUAGE

*Unless otherwise specified, the overall Facebook results above apply to each language page!*

### English

1. Post cruelty footage about **cows**.
2. Post in the morning Pacific time.
3. Don't post about organizational (i.e., MFA) news.

### Spanish

1. Post a non-Facebook call to action, like "Go vegan!"
2. Post about **cows** but not about goats.
3. Don't post about organizational or animal advocacy news.

### Hindi-English

1. Post about **cows** and **goats**.
2. Don't post quotes or humorous things.
3. Post more frequently! (Don't wait a day between posts.)

### Portuguese

1. Post about **animals**, especially **pigs!** (maybe **chickens** and **dogs**)

### Chinese

1. Post longer messages, up to 398 characters.
2. Post about pigs or cows.



*Based on a Mercy For Animals study of 3,114 farmed animal advocacy posts across 980 million impressions.*

For more details, visit

[MercyForAnimals.org/dominate-social-media](https://MercyForAnimals.org/dominate-social-media)

Be sure to play by the rules and respect intellectual property laws and social media terms of service.  
**Learn more about each platform's guidelines below:**