21 RULES FOR DOMINATING SOCIAL MEDIA FOR FARMED ANIMALS

Platform:

Facebook:
- Post videos!
  - Post about animals or the negatives of animal products.
  - Or post about celebrities or the environment.

Twitter:
- 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)

Instagram:
- Post a photo for likes and engagement but post a video for comments.
  - Keep your text short! (under 255 characters)
  - Post about dogs.

Language:

**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.

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

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

For more details, visit MercyForAnimals.org/dominante-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:

Facebook: facebook.com/terms.php
Instagram: help.instagram.com/478745558852511
Twitter: twitter.com/en/tos