

SOCIAL MEDIA TOOLKIT

#AnimalWelfare



WORLD
ANIMAL
DAY

OCTOBER 4

JOIN OVER
50 MILLION
ANIMAL LOVERS
ONLINE ON
OCTOBER 4!

worldanimalday.org.uk

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#SpeakUp



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WORLD ANIMAL DAY... WHAT'S IT ALL ABOUT?

#AnimalAdvocates

Every year on October 4, World Animal Day reaches over 100 million people online. We're inviting you to be one of them!

From Afghanistan to Zimbabwe, advocates around the globe unite to celebrate, and speak up for, the incredible animals we share our planet with.

But you don't have to wait until October 4! It's never too early to start raising awareness of the only day that recognises all animals – why not share our messages throughout the year?



This year's theme

What's this year's World Animal Day theme? You'll find it on our [home page](#) in the 'What's happening around the world?' section.

Win a logo pin!

Enter our annual competition to suggest the **next** World Animal Day theme!



We'll share details of the contest on our social media channels and in our occasional email updates ([sign up here](#)).



A word of warning



Social media can be a powerful tool for raising awareness of animal welfare issues and speaking up for the voiceless.

However, some users create and promote content that cruelly exploits animals, including fake animal 'rescues' and unethical tourism interactions. Watch out for those posts and please don't engage with them.

On their website, the Social Media Animal Cruelty Coalition (SMACC) shares '[Five Steps to Stop Online Cruelty](#)' and provides a [reporting form](#) to share your concerns.



Did you know?

World Animal Day has **over 90 Ambassadors in over 70 countries** – they're all dedicated to making the world a better place for animals.

Show your support for their work by following them on social media.

You'll find more details on our [Ambassador](#) pages.



#WORLDANIMALDAY ISN'T JUST A HASHTAG!



#GetInvolved

World Animal Day is an opportunity to really make a difference for animals.

So why not go one step further than social media and organise an event, either in-person or virtual?

Take a look at the [events](#) that have been added to the website so far. Our [Ambassadors](#) host events too, acting as representatives to inspire action in their communities.

It's never too late to play your part for animals! Visit our [resources](#) page, where you'll find other toolkits and lots of great event ideas.

YOU can help make World Animal Day bigger and better than ever!

Add an event

Free flag and bandana

We'll offer a **free** 5'x3' World Animal Day logo flag and a dog bandana to everyone who adds their first event to the website around October 4!

Use your flag and colourful bandana to help promote your activity.

(Make sure you add your event early, so we can get them to you in time!)



Edgar's Mission, Australia



Hope Rescue, Wales

**TAG US IN YOUR
WORLD ANIMAL DAY
PHOTOS AND WE'LL
SHARE THEM ON OUR
CHANNELS!**

**You'll find our social
details on page 4.**



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SOCIAL MEDIA POSTS AND RESOURCES

Help make animals front page news

#SpreadTheWord

Share our social media posts throughout the year, not just on October 4.

You'll find a variety of prepared posts on our [resources](#) page, including:

- General animal welfare messages
- Selfie signs
- Countdown to World Animal Day

Feel free to adapt the posts. We'd love to see what you come up with, so please tag us!

Resources



Follow us!



Are you feeling inspired, or do you have something specific to say about animal welfare issues?

Create your own social media posts too – don't forget to tag us:

 **Facebook**
[@WorldAnimalDayInternational](#)

 **X (previously Twitter)**
[@worldanimalday](#)

 **Instagram**
[@worldanimalday](#)

 **LinkedIn**
[@world-animal-day](#)



[worldanimalday.org.uk](#)

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What are the animal welfare issues in YOUR country?

#RaiseAwareness

Download the image in the relevant language. Add your own social media description about the animal welfare issues in your country and what can be done to improve the situation.

(The translations were kindly provided by our team of voluntary World Animal Day Ambassadors.)



Buzz words



Apart from #WorldAnimalDay, other hashtags might include:

- #Animal
- #Animals
- #Animales
- #AnimalLover / #AnimalLovers
- #DogsOfInstagram
- #CatsOfInstagram
- #Pets
- #Dog
- #Cats



Graphic in various languages



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THE COUNTDOWN TO WORLD ANIMAL DAY!

#Countdown

Use our World Animal Day Twibbon!

Show your support for animals by adding a World Animal Day Twibbon to your social media profile photo.

There are **five** fantastic designs to choose from. It's simple! Just follow the instructions on the right.

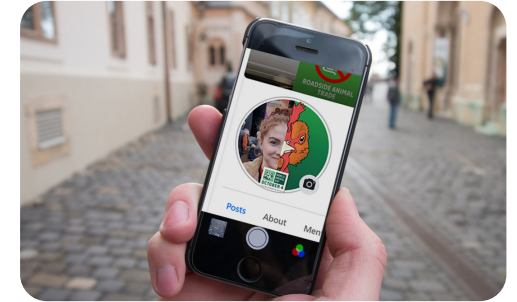
- [Lenny the Lion](#)
- [Turbo the Turtle](#)
- [Bugsy the Bunny](#)
- [Cuddles the Koala](#)
- [Chirpy the Chicken](#)

Visit our [resources](#) page to find other social media content!



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Here's how...



X (previously Twitter)

It couldn't be easier to add a World Animal Day frame.

Just click on the name of your chosen animal, then follow the instructions and the frame will be added to your X profile picture!

Facebook

To add the frame on Facebook, follow the instructions above, but download the resulting image.

Then just upload it as your profile photo.

USE THE WORLD ANIMAL DAY TWIBBON ON OTHER SOCIAL NETWORKS TOO!

IT'S WORLD ANIMAL DAY!

#WorldAnimalDay

Get involved, from start...

World Animal Day kicks off in Kiriritimati, a small island in Oceania, also known as Christmas Island... when it's still October 3 for many of us around the globe!

It's closely followed by Tonga and Samoa and then New Zealand.

Do you live in that part of the world? It's up to YOU to get the ball rolling on social media on October 4!

...to finish!

One of the last places to celebrate World Animal Day will be American Samoa, which includes the inhabited islands of Tutuila, Tau, Olosega, Ofu, and Aunuu.

Over 45,000 people live on the islands so, if you're one of them, YOU can help keep the momentum going!

**FIND SOCIAL MEDIA POSTS
ON OUR RESOURCES PAGE!**

Resources



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Keep your eyes peeled!



Every year, well-known animal advocates use the World Animal Day hashtag on their social media channels.

From Jean-Claude Van Damme to Ricky Gervais and countless Bollywood actors, their mentions help World Animal Day reach new audiences.

If your favourite animal-loving star uses the **#WorldAnimalDay** hashtag on or around October 4, let them know it's appreciated!

- Add a 'thank you' comment to their post – maybe even add a link to the World Animal Day [website](#).
- Don't forget to tag World Animal Day in your comment (see page 4).
- Share their post on your own channels.

Some people might not use the official **#WorldAnimalDay** hashtag, so look for these variations:

- #WorldAnimalDay2023
- #WorldAnimalsDay
- #InternationalAnimalsDay
- #InternationalDayOfAnimals
- #AnimalWelfareDay
- #AnimalDay

(Search for the hashtag in your own language too!)

Other suggestions for social media

#ShareShareShare

- Is there a species of animal that's found only in your country? Share a great photo on your social media channels, along with a few fun facts. (Make sure the image is copyright-free!)
- World Animal Day is a fantastic opportunity for your favourite animal welfare organisations, shelters and sanctuaries to raise awareness of their work. Check their social media accounts – if they haven't mentioned October 4 yet, let them know about it or tag them in a post.
- Make a quick video of yourself with any adopted furry, feathered or scaly friends you share your home with.
- Hundreds of animal lovers have previously shared our **Happy #WorldAnimalDay** sign (right). Print it out from our [resources](#) page or just display it on your phone in your photo.
- If you haven't already added a World Animal Day Twibbon to your social media profile picture, use it on October 4! (See page 6 for details.)

Please use the #WorldAnimalDay hashtag and tag World Animal Day HQ in your posts! You'll find our social media accounts on page 4.)



Happy #WorldAnimalDay



Above: English naturalist, nature photographer and television presenter, Chris Packham

AFTER WORLD ANIMAL DAY

#AVoiceForAnimals

On behalf of animals, thank you!

Thank you for being a voice for animals.

After October 4, watch out for our overview of the most recent World Animal Day. We'll share it on the [website](#) and on social media or, if you aren't already on our mailing list, you can [sign up here](#).

We might live in different parts of the world, and the animals we share our lives with might be diverse, but we all have one thing in common... we want to make a difference.

We can **all** help make the world a kinder, fairer place for animals, so let's make **every day** World Animal Day! Why not get in touch with your local [Ambassador](#) to find out how to get involved in your area throughout the year.

World Animal Day HQ



Questions?

If you have any queries about World Animal Day, please get in touch:

info@worldanimalday.org.uk

Join our mailing list for occasional news from World Animal Day HQ:

Sign up for updates



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