

# SOCIAL MEDIA POSTS

#AnimalWelfare



WORLD  
ANIMAL  
DAY

OCTOBER 4

SHARE THESE WORLD  
ANIMAL DAY POSTS OR  
CREATE YOUR OWN!

[worldanimalday.org.uk](http://worldanimalday.org.uk)



# WORLD ANIMAL DAY... BE THEIR VOICE ON OCTOBER 4!

#SpeakUpForAnimals

Every year on October 4, World Animal Day reaches over 50 million people online. Will YOU be one of them?

Use this unique day to raise awareness of an animal welfare issue, fundraise for an animal charity or [promote your World Animal Day event](#).

We look forward to seeing you online on October 4!



## 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.



## 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](#)



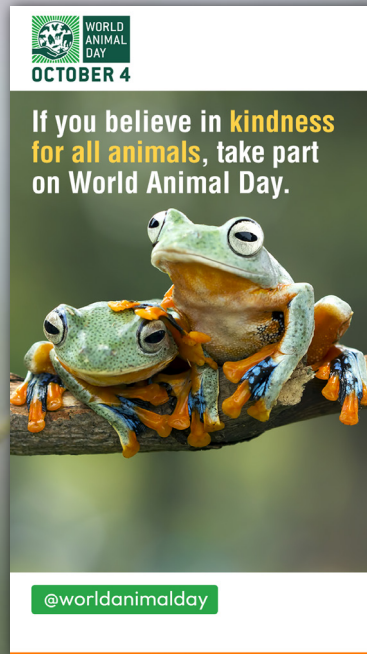
# GENERAL MESSAGES

## #GetInvolved

We think **every day** should be World Animal Day - share these messages throughout the year, not just on October 4!

'If you believe in kindness for all animals, play your part on World Animal Day.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## Personalise it!

Add your own stickers to your World Animal Day Instagram story!

Get others involved by adding a link sticker leading to:

[worldanimalday.org.uk](https://www.worldanimalday.org.uk)

## Suggested social caption

Are YOU ready to make a difference for animals on #WorldAnimalDay?

Join the movement to recognise ALL species by organising an event, raising awareness, or supporting a charity!

Let's work together to help animals on October 4:

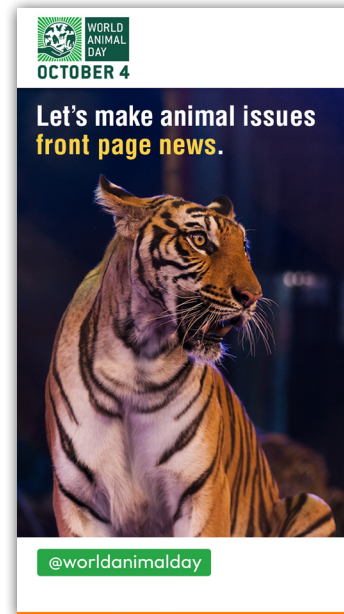
<https://www.worldanimalday.org.uk/get-involved>



[worldanimalday.org.uk](https://www.worldanimalday.org.uk)

## 'Let's make animal issues front page news.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## Suggested social caption

Are you concerned about animals exploited for 'entertainment'?

Our first step is to NOT support animal attractions.

But we can do more.

Raise awareness on #WorldAnimalDay, when advocates around the world unite. YOUR voice is needed too!

<https://www.worldanimalday.org.uk/get-involved>

## Suggested social caption

Hey #WildlifeLovers! Animals, large and small, need US to be their voice on #WorldAnimalDay.

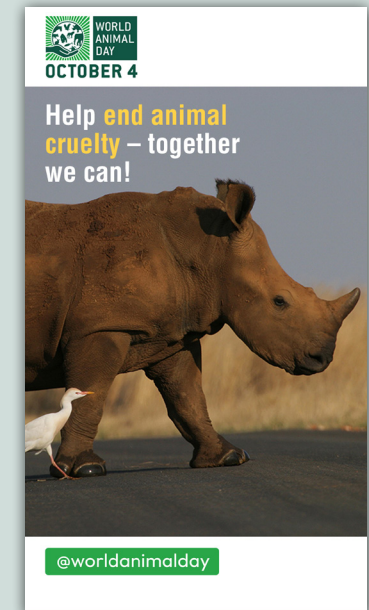
We can help protect them from harm – fight poaching, draw attention to cruelty & support our favourite animal charities.

Get involved today!

<https://www.worldanimalday.org.uk/get-involved>

## 'Help end animal cruelty – together we can!'

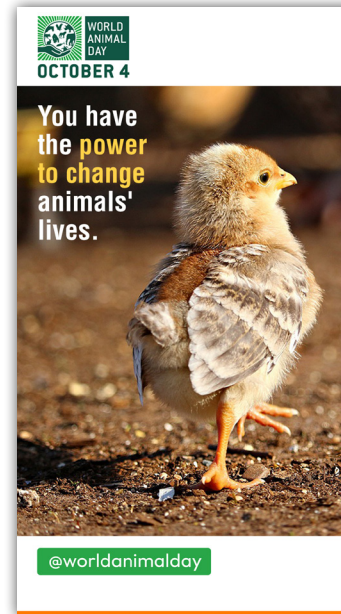
- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)





## 'You have the power to change animals' lives.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## Suggested social caption

Slowly but surely, attitudes are changing around the world.

Thanks to animal welfare organisations like #WorldAnimalDay's Ambassadors, education is improving conditions for farmed & working animals.

Let's ALL help change lives on October 4:

<https://www.worldanimalday.org.uk/get-involved>

## Suggested social caption

#WorldAnimalDay is OUR chance to speak up for the voiceless, including animals who live #UnderTheSea.

Let's take a stand against over-fishing, pollution, habitat destruction and other threats.

We can ALL play our part on October 4!

<https://www.worldanimalday.org.uk/get-involved>

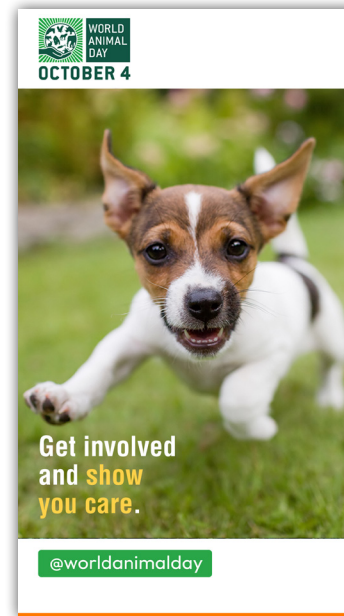
## 'Take a stand on World Animal Day.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## 'Get involved and show you care.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## Suggested social caption

Help improve life for companion animals on #WorldAnimalDay - not just those we share our homes with.

- \* Support spay/neuter projects
- \* Fight rabies
- \* Campaign against tethering
- \* Promote adoption

Let's show we care on October 4! What will YOU do?

<https://www.worldanimalday.org.uk/get-involved>

## Suggested social caption

We can ALL be part of a kinder world – one small step is to go #CrueltyFree when we shop! Let's only support compassionate companies that don't test on animals.

Find out what else you can do for #WorldAnimalDay:

<https://www.worldanimalday.org.uk/get-involved>

#AgainstAnimalTesting

## 'Every effort, big or small, can make a difference for animals.'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)





# 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



worldanimalday.org.uk

# 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.

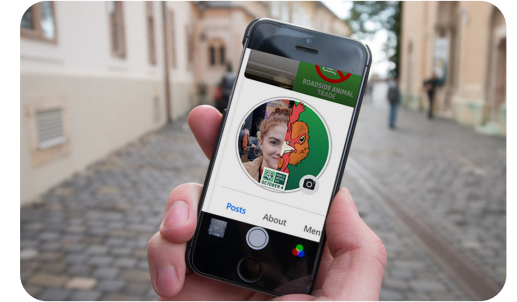
- [Lenny the Lion](#)
- [Turbo the Turtle](#)
- [Bugsy the Bunny](#)
- [Cuddles the Koala](#)
- [Chirpy the Chicken](#)

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



[worldanimalday.org.uk](http://worldanimalday.org.uk)

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!**



## Other hashtags for your animal-related posts

Take your pick from these hashtags or use your own!

#October4 #AnimalWelfare #MakeAChange #AnimalLover #MakeADifference  
#JoinTheMovement #BeTheChange #TakeTheLead #LoveWildLife #EndExtinction  
#ProtectWildlife #RespectAnimals #KindnessMatters #CompassionForAnimals  
#WildlifeConservation #Conservation #MarineConservation #FriendsNotFood  
#BanFur #CrueltyFree #EndAnimalTesting #EndHunting

And some 'days of the week' hashtags:

#MeatFreeMonday #MeowMonday #ToungeOutTuesday / #TOT #CharityTuesday  
#WildlifeWednesday #WetNoseWednesday #WhiskerWednesday  
#WoofWednesday #WoofWoofWednesday #Fursday #ThursdayFursday #FurryFriday  
#Caturday #SaturdayCaturday #SelfieSaturday #SelfieSunday

## #DaysToGo

Share these images and add a caption - tell the world what you're doing for World Animal Day and how **they** can get involved too!

Why not count down to your own event? And don't forget to keep an eye on the countdown clock on our [home page!](#)

'7 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)





## '6 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## '5 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)







### '4 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



### '3 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)





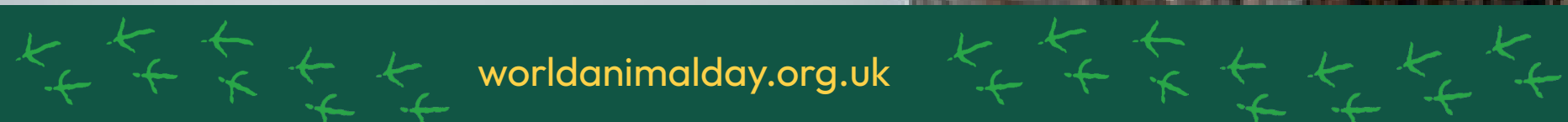
## '2 days to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)



## '1 day to go'

- [Facebook](#)
- [X \(previously Twitter\)](#)
- [Instagram post](#)
- [Instagram story](#)





# IT'S WORLD ANIMAL DAY!

#WorldAnimalDay

## Get involved, from start...

World Animal Day kicks off in Kiribati, 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.

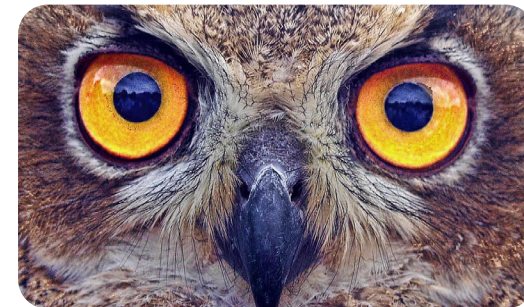
**Over 45,000 people live on the islands so, if you're one of them, YOU can help keep the momentum going!**

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!)

## 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](https://www.worldanimalday.org).
- Don't forget to tag World Animal Day in your comment!
- Share their post on your own channels.



[worldanimalday.org.uk](https://worldanimalday.org.uk)



## Other suggestions for social media

### #TakeASelfie

You will find other downloadables for social media on our resources page, including our selfie signs:

- I care about animals
- We care about animals
- 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.

## Resources

## Happy #WorldAnimalDay



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





## #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.
- If you haven't already added a World Animal Day Twibbon to your social media profile picture, use it on October 4!

**Please use the #WorldAnimalDay hashtag and tag World Animal Day HQ in your posts! You'll find our social media accounts on page 2.**

## Share our Ambassadors' posts!

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 and share their posts on October 4!

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



[worldanimalday.org.uk](http://worldanimalday.org.uk)



# 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](mailto:info@worldanimalday.org.uk)

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

**Sign up for updates**



[worldanimalday.org.uk](http://worldanimalday.org.uk)