SOCIAL MEDIA
Tip Sheet

- Share educational and ethical posts regarding wild animals. In addition to messages on animal rights and welfare, you can also appeal to different audiences with different angles. For example, when talking about the exotic pet trade, you can refer not only to animal welfare but also public health and safety, zoonotic diseases, impact on conservation, etc. The wider your appeal, the more effective your messaging will be.

- Keep posts short and to the point. Highlight the most crucial message, keep posts to 30-40 words or less, and use an emotive graphic that could stand alone without any text.

- Remember that libel laws apply to social media, too. Ensure that your posts are always factual and that you can prove that they are if challenged.

- Engage with and promote examples of positive posts that are pro-animal welfare and conservation. This includes media depicting wild animals in their natural environment engaging in normal behaviors, legitimate sanctuary or rehabilitation/rescue work like the Born Free USA Primate Sanctuary, or legislation updates created to protect animals from exploitation.

- Know the signs of harmful animal content, including animals in any unnatural environment that is not a genuine rescue facility, abnormal social grouping, unnecessary close contact with humans, and/or engaging in atypical or repetitive behaviors not observed in the wild indicative of stress/trauma.

- Do not view, like, comment on, save, post, or share any harmful content. Even "dislikes" or "angry" reactions or comments add to the overall popularity of the posts.

- Report abusive content directly to the social media platform whenever possible.

- Reach out to social media users privately (and respectfully) if they posted harmful content instead of commenting or "liking" it.