



How to... use social media for animal activism

One of the best ways to raise awareness for animals is by being their voice on social media.

Social media platforms are an easy way to get people aware and excited about an animal cause. They can also provide a platform for creating and sustaining positive social change for billions of animals in need.

Here are some tips if you're interested in using social media for positive change but you're not sure where to start:

Take a moment

Choose an issue that means something to you and research it across a number of different sources or organisations and then share information/images or videos that you think your followers will respond to.

Be yourself

Put some thought into your post/s. Remain authentic to yourself and don't simply use someone else's speaking points. You might not get everything 100% correct but allow yourself room to make mistakes and grow rather than being silent or too scripted.

Beyond awareness

Raising awareness is good but genuine social media activism supports concrete actions like behaviour change, donations or other real-world outcomes. Find ways to link your posts to actions that can make a difference for animals. Things like sharing online petitions or running a fundraiser for animals on your birthday may be a great place to start.

Don't feed the trolls

Not everyone will agree with you. Lively discussions are okay but unfortunately, some people may be abusive or hateful. It's best to respectfully make it clear that this behaviour is not okay, and block, report, and ignore insulting or bombarding online behaviour.

Look after yourself

Being a voice for animals can take its toll. It's important to look after yourself not just our furry and feathered friends, so be kind to yourself and take time out from social media if you feel you need to.

Loop us in

And finally, follow World Animal Protection New Zealand on Facebook/Instagram or YouTube so we can like your posts.

Whether volunteering for a community workshop, attending a protest, or retweeting an animal issue to your social network, there are so many ways to use your voice for animals in need.