

## Vegan Education in Schools

### Vegan Clubs

#### Years 7 to 12

## Social media challenges

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### Overview

Social media challenges are an exciting way to raise awareness about animal rights and rights while engaging students and the wider community. By launching creative, animal-themed challenges - such as sharing rescue videos, posting animal facts or creating content that promotes empathy - students can use their digital platforms to inspire change. These challenges encourage participation, amplify important messages and build a sense of collective advocacy for animals.

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### How to launch social media challenges

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#### 1. Define a clear and engaging theme for the challenge.

- Choose a focus that resonates with students and encourages participation:
    - a) **Rescue stories:** "Share a story of a rescued animal and how their life has improved."
    - b) **Animal rights awareness:** "Post a fact about an animal issue you care about."
    - c) **Advocacy through art:** "Create and share an animal rights poster, drawing or digital artwork."
    - d) **Meat-free meals:** "Post a photo of your favourite vegan meal and tag three friends to join."
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#### 2. Create a catchy name and hashtag for the challenge.

- Examples of names and hashtags:
  - a) #AnimalHeroesChallenge
  - b) #VeganForChange
  - c) #RescueStorySpotlight
  - d) #WildlifeWonders

- Ensure the hashtag is unique and easy to remember to track participation and amplify visibility.
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### **3. Provide clear instructions on how to participate.**

- Share step-by-step guidelines to make the challenge easy to join:
    - a) Step 1: Post a photo, video or fact about an animal issue you care about.
    - b) Step 2: Tag three friends to join the challenge.
    - c) Step 3: Use the hashtag #AnimalHeroesChallenge in your post.
  - Include examples of posts to inspire creativity and provide a starting point for participants.
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### **4. Use engaging visuals to promote the challenge.**

- Design eye-catching graphics or videos to introduce the challenge:
    - a) Posters or infographics about the issue the challenge focuses on.
    - b) A short video featuring students or teachers explaining how to participate.
  - Share these materials on school social media pages, newsletters and student networks to reach a wider audience.
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### **5. Highlight the importance of the challenge and its impact.**

- Explain why the challenge matters and how it can create change:
    - a) "By sharing animal facts, we're educating others about issues like habitat destruction and animal farming."
    - b) "Your posts can inspire people to take action, whether it's adopting a rescue animal or choosing vegan meals."
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### **6. Encourage creativity and diversity in posts.**

- Encourage students to express their unique perspectives:
  - a) Use art, music or poetry to convey a message about animal rights.
  - b) Share personal stories of how they've helped animals or made empathetic choices.

- c) Film short videos explaining a key animal rights issue and how to address it.
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## **7. Recognise and reward participants to encourage engagement.**

- Offer small prizes or recognition for standout contributions:
    - a) Feature creative posts on school social media pages or during assemblies.
    - b) Present certificates or small gifts to students who go above and beyond.
    - c) Organise a raffle for all participants, with animal-themed items as prizes.
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## **8. Incorporate a call-to-action to drive real-world impact.**

- Use the challenge to encourage participants to take further steps:
    - a) Donate to an animal shelter or sanctuary.
    - b) Volunteer at a wildlife rescue centre.
    - c) Learn more about being vegan to respect the rights of animals.
  - Provide links or resources for taking these actions.
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## **9. Track the reach and engagement of the challenge.**

- Monitor the hashtag to see how many people participate and share posts.
  - Highlight key metrics during or after the challenge to show its impact, such as the number of posts or the reach of the campaign.
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## **10. Reflect on the challenge with participants.**

- Gather feedback from students about their experience:
  - a) "What did you enjoy most about the challenge?"
  - b) "What did you learn while participating?"
  - c) "How do you think we could improve future challenges?"
  - d) Use their input to plan future advocacy campaigns or challenges.

## Outcomes

- **Increased awareness:** Students learn about animal rights issues and share this knowledge with their peers and the wider community.
- **Empowerment and creativity:** Participants feel empowered to use their platforms for advocacy while expressing themselves creatively.
- **Community engagement:** The challenge fosters collaboration and builds a sense of shared purpose among students.
- **Amplified advocacy:** The use of social media allows messages to reach a broader audience, inspiring collective action for animals.
- **Inspiration to continue advocacy:** The success of the challenge motivates students to remain involved in animal rights efforts.