

Vegan Education in Schools

Vegan Clubs

Years 7 to 12

Create animal rights TikTok videos or reels

Overview

Creating animal rights TikTok videos or reels is a fun and creative way for students to raise awareness about important animal protection topics. By producing short, engaging and shareable content, students can highlight issues such as animal farming, vegan lifestyles, rescue success stories, or wildlife conservation. This activity combines advocacy with multimedia skills, empowering students to spread vegan messages to a broader audience.

How to create animal rights TikTok videos or reels

1. Define the purpose and focus of the videos.

- Establish clear objectives for the content:
 - a) Raise awareness about specific animal rights issues.
 - b) Promote vegan lifestyles and sustainable choices.
 - c) Celebrate rescue success stories and conservation efforts.
 - d) Encourage viewers to take actionable steps, such as volunteering, donating, or adopting.
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2. Brainstorm creative and engaging video ideas.

- Collaborate with students to generate content ideas:
 - a) **Educational clips:** Share quick facts about animal rights, such as the impact of animal farming or benefits of veganism.
 - b) **Storytelling:** Feature the journey of a rescued animal, showcasing its transformation.
 - c) **Challenges and trends:** Use popular TikTok trends to incorporate animal-themed messages, such as dances or challenges with animal rights slogans.

- d) **How-to guides:** Create short tutorials, such as making a vegan meal or building a bird feeder.
 - e) **Before-and-after clips:** Highlight the difference sanctuaries or shelters make in the lives of rescued animals.
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3. Assign roles and responsibilities for video production.

- Divide tasks among students to ensure collaboration and efficiency:
 - a) **Content creators:** Develop scripts, research facts and outline the video structure.
 - b) **Performers:** Act, narrate, or demonstrate in the videos.
 - c) **Editors:** Use editing tools to add music, captions, or special effects.
 - d) **Promoters:** Manage posting and engaging with the audience on social media platforms.
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4. Provide resources and training for video creation.

- Teach students the basics of video production:
 - a) **Filming:** Use smartphones or school-provided cameras for recording.
 - b) **Editing:** Use apps like CapCut, InShot, or TikTok's built-in tools to enhance videos.
 - c) **Storyboarding:** Plan scenes, transitions and timing to make the videos cohesive.
 - d) **Messaging:** Ensure the content is accurate, positive and aligns with animal rights values.
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5. Use trends and tools to maximise engagement.

- Leverage TikTok's features to create captivating content:
 - a) Add trending sounds, hashtags and filters to increase visibility.
 - b) Incorporate interactive elements like polls, questions, or challenges.
 - c) Use captions and subtitles to make videos accessible and informative.
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6. Promote the videos and encourage sharing.

- Share the videos on school or club social media accounts and encourage followers to engage:
 - a) Use captions that call for action, such as *"Help us protect wildlife - watch and share!"*
 - b) Post teasers or behind-the-scenes clips to build excitement.
 - Encourage students, teachers and parents to like, comment and share the content.
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7. Reflect on the impact of the videos with the group.

- Host a discussion or review session after posting the videos:
 - a) "What feedback did we receive from viewers?"
 - b) "Which video performed best and why?"
 - c) "How can we improve or expand on our content in the future?"
 - Celebrate milestones, such as reaching a certain number of views, likes, or shares.
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8. Use the videos to inspire ongoing advocacy.

- Build on the momentum created by the videos:
 - a) Create a series focused on different animal rights topics.
 - b) Collaborate with local sanctuaries or organisations to feature their stories.
 - c) Host workshops to teach other students how to make advocacy videos.
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Outcomes

- **Awareness and education:** The videos inform viewers about animal protection issues and inspire empathetic actions.
- **Creative expression:** Students develop skills in storytelling, videography and social media content creation.
- **Collaboration and teamwork:** Working together fosters a sense of shared purpose and community.
- **Engagement and outreach:** The videos reach a broader audience, amplifying the message of animal rights advocacy.
- **Inspiration to act:** Both creators and viewers are motivated to take steps to support animal rights.