

NINE RULES

FOR *DOMINATING* *FACEBOOK* FOR FARMED ANIMALS

1. Post tons and tons of Facebook videos. Then post some more.
2. Make people feel something, especially sadness, anger, amusement, or nausea.
3. Use fewer than 10 words.
4. Ask for shares, not likes or comments.
5. Quote often.
6. Link to a news article, not a blog, when you want more traffic.
7. If it's about an animal, make it a baby.
8. Farmed animal + companion animal = win.
9. Post food and meme photos.

Based on a Mercy For Animals study of 1,655 farmed animal advocacy posts across 500 million impressions.

For more details, visit mercyforanimals.org/dominate-facebook

