



MESSAGING CHECKLIST

Who is this message for?

- What do they care about that could make this issue feel relevant to them?
- What positive identity do they hold that you can connect with?
- Would this wording feel normal and motivating to someone who likes animals, but isn't aware of many animal issues?

Are you communicating what we want and stand for?

- Is it rooted in shared values?
- Does it point to a better future that feels possible?

Do you talk about animals as individuals?

- Do you use she, he, they and who (not *it* or *that*)?
- Do you name an animal (eg. cows/chickens/fish), not a 'product' (e.g. *livestock/poultry/seafood*)

Do you make clear who's doing what and why?

- Do you use plain language that clearly names actors, actions and motivations?
- E.g. "Industries that kill male chicks because they don't produce eggs" (not *male chicks are culled*)

Have you used truthful, everyday words?

- Have you swapped industry euphemisms for clear terms?
- E.g. killing (not *culling*), slaughterhouse (not *abattoir*), confined (not *housed*)

Have you avoided defining animals by their supposed use?

- Have you used animal-first language?
E.g. animals experimented on (not *laboratory animals*)
E.g. animals confined in zoos (not *zoo animals*)
E.g. horses forced to race (not *race horses*)

Do you invite your audience into the story?

- Have you used inclusive language (eg. people who care about animals, neighbours, communities), not labels that divide (eg. *vegans*, *meat-eaters*)?
- Do you make clear that people like them care and are taking action?

Are you avoiding othering animals?

- Avoiding terms like *non-human* or *voiceless*
- E.g. Our animal cousins communicate in many ways

Have you created conversation topics that can resonate?

- Have you talked about protecting homes, families, and communities, not just populations?
- Have you used language that shifts thinking? For example, if a term is harmful (e.g. *invasive species*), try using 'animals introduced by humans'.

Quick A/B social media test

- 1 Duplicate your post:
Version A: Write a message that incorporates some or all of the elements above.
- 2 Version B: Change just one thing – either a key word, the image or the ask.
- 3 Post both to the same channel on different days at similar times.
Track the simple metrics you already use: link clicks, shares/saves, comments.
- 4 Pick the winner. Save that messaging approach to your team's style guide.

Example post versions A & B

Version A (hopeful line #1)

We need our government to support farmers to move away from factory farming and help build a kinder, healthier food system. Please sign this petition. [link]

Version B (hopeful line #2)

We need our government to support farmers to move away from factory farming and help build a kinder, more sustainable food system. Please sign this petition. [link]

Unsure how to apply this to your comms messaging?

Have a comment about this checklist?

Contact us for a quick chat or drop us a line on the [Slack #ask channel](#).

