



**RAW**  
RABBIT  
AWARENESS  
WEEK

A large orange rabbit silhouette is positioned behind the text. A green banner with white text is draped across the rabbit's body.

15<sup>TH</sup> ANNIVERSARY

How retailers can get  
involved in RAW 2021

RAW 2021  
28th June – 4th July



# How to get Involved



## 1. Liking, sharing & commenting on the RAW Facebook page.

The easiest way to get involved in Rabbit Awareness Week is to like, comment and share any of the posts of the posts on the RAW Facebook posts either with your shops page or your own Facebook account. This will help increase the visibility of these posts so that they can reach more people and therefore spread awareness of rabbit welfare.

## 2. Encourage rabbit owners to get involved with the Better Bunnies Programme

Despite being the UK's third most popular pet, many rabbits are neglected and given the incorrect diet, unsuitable housing and no companionship. We hope that the Better Bunnies Programme will incentivise bunny owners to step up and make changes, so they give their bunnies' a better and happier lifestyle. Print off the Better Bunny Programme sheets from your RAW pack and hand them out to bunny owners or encourage them to download a sheet from the RAW website. If they email their photos of their bunnies taking part to [info@rabbitawarenessweek.co.uk](mailto:info@rabbitawarenessweek.co.uk) then they could be in with the chance of winning a Burgess Excel goodie bag!

## 3. Posting your own rabbit welfare content on your Facebook page while tagging #RAWfest2021

As always with Rabbit Awareness Week we encourage you to bring out your creative side and create your own social media content to spread awareness. Have a read of the rabbit welfare pages on the RAW website and feel to free to use that content in your own posts or repurpose it into something of your own. Make sure to tag the RAW Facebook page and use the hashtag #RAWfest2020.

### Here are some examples of what you could do:

- Share key welfare facts about rabbits
- Create a quiz on Facebook/Instagram stories about rabbit welfare
- Run a fun competition
- Show some examples of the correct diets for rabbits (lots of hay!)

## 4. Registering your virtual event on the RAW website

Once you decide on the details of your virtual event, go to the RAW website, and register your event. Here you post the time, date, location and details of your event. This will appear on the RAW event finder which rabbit owners use to find any events that are happening near them.



# Social Media Help Guides



## A guide to making social media content

In these modern times, it is becoming easier for small businesses to create their own social media content. For writing the posts either use your own knowledge or borrow information from reliable sources such as the RAW, RWA, RSPCA, PDSA, Woodgreen, Blue Cross, Burgess Excel and more.

Creating images is easier too now. For basic social media posts, you don't need to be an expert on photoshop. There are plenty of free image editing tools online and on your phone that are easy to use and often come with lots of ready-made templates. A popular one online is called Canva which comes with a basic free package, but we recommend trying a few and finding out which works best with you.

Stock imagery often comes at a cost. However, there are different plans available at different price points, so if you are keen to use stock imagery there might be a plan that suits your needs. However, people tend to engage more with real photos rather than stock imagery and it is easier now than ever to capture real moments with our smart phones. There's no need to spend thousands on a professional camera, as the ones built into modern smart phones often rival more professional equipment. The same can be said for recording videos...

## A guide to Facebook and Instagram Stories

One of the best new ways to engage with people on social media is through stories. These are image or video content that appears on your brand page for 24 hours only (unless you archive them - which makes them last forever!). Stories appear at the top of the newsfeed on both Facebook and Instagram, so they are the best place to get your content seen.

The best thing about stories are the stickers feature and all the cool ways you can use them to engage with your audience. Instagram currently has more stickers than Facebook so to get some of these features on Facebook stories we have to first upload an Instagram story and then share to Facebook. Sounds confusing? Don't worry we'll explain below. First to access any of these features, create a new story and while editing click the stickers button (looks like a square with a smiley face).

## Types of Stories Stickers

**#HASHTAG** - The hashtag sticker can be used to help your content be seen by attaching it to a popular hashtag. If people click that hashtag they can see all of the other posts using that tag. For RAW this year, we're using #RAWfest2020.

**QUESTION** - The question sticker can be used to engage in a Q&A with your followers. Posting the question sticker on your story lets people submit questions to you, which you can then respond to in a follow up story or social media post.

**QUIZ** - The quiz sticker is exclusive to Instagram but can be shared to Facebook after uploading an Instagram story. The quiz sticker allows you to test your followers by asking them multiple choice questions. You just need to write your questions, think of a couple of possible answers, and then select the correct answer. Then once you've posted it people can answer on your stories. This sticker is currently only on Instagram, but it is possible to also share on Facebook by following these steps.

- Go to Instagram and create a story
- Go to stickers and add the Quiz sticker
- Fill in your questions and answers
- Press 'send to' and move to the next screen
- Under 'your story' click sharing options
- You should have the option to post to both Instagram & Facebook

# Video Content Help Guides



## A guide to making video content

As we said earlier, the technology on smart phones now is good enough to shoot some high-quality video content, so as long as you have a smart phone there's nothing stopping you! However, if you are planning on upping your video game, here are some top tips.

### Top tips for making video content

- Consider purchasing a flexible camera tripod that can grip to your smartphone to remove any 'shaky cam' videos
- Find a nice clear area to record in with good lighting. If you want to improve the lighting in your videos, an LED light ring are more affordable than you think and often come with a tripod
- Audio is important and if you are not happy with audio recording from your smart phone, then there are number of affordable microphones that will plug straight into the head-phone jack
- Having trouble recording without a script? Head to the app store on your device and search for a teleprompter app that will overlay your script onto your recording device. You can even adjust the speed if you want the script to scroll faster or slower!

Now that you're ready to start recording high quality videos you have to decide, pre-record or go live?!



## Pre-recorded vs live videos

Pre-recorded videos come with the benefit that if anything goes wrong, you can edit/delete and start again. Plus, if you feel like editing the audio or visuals of the video after you have recorded then you'll want to pre-record. Pre-recorded videos don't get as much reach on Facebook as livestreaming does. However, you can boost the reach of your video by scheduling it to 'premiere' instead of just uploading it. This is where you set a time and date that your video will be watchable, and once scheduled a countdown will begin. Your followers will get a notification to watch the video when the video is close to being watchable, which increases the chances of it being seen.

The other method is livestreaming which also comes with its benefits. The main one being that the reach of live videos easily highest of any social media post on Facebook (which is probably while you'll see more people going live!) Page followers get a notification that you have started a live video and also live videos appear at the top of the Facebook in a prime location in front of other people's Facebook stories. Live videos also have the added benefit of feeling more natural than pre-recorded videos and work as a great way to directly interact with your audience as you can answer their questions in real-time.

Whichever option you choose the easiest way to make these work is within the Facebook app/browser, rather than third-party scheduling app (Later, Hootsuite etc.)

