



How can you get
involved in GPAW 2024

GPAW 2024
23rd - 27th September



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How to get Involved



1. Download your pack from the GPAW website!

Head over to our GPAW page guineapigalliance.com to download your pack. A social media schedule will be included in the pack which includes ready-made posts you can share throughout the week.

2. Liking, sharing & commenting on the GPAW Facebook page.

The easiest way to get involved in Guinea Pig Awareness Week is to like, comment and share any of the posts of the posts on the GPAW Facebook posts either with your shop's 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 guinea pig's welfare.

3. Take part in the Perfect Piggies Programme

Many guinea pigs are given the incorrect diet, unsuitable housing and no companionship. We hope that the Perfect Piggies Programme will incentivise guinea pig owners to step up and make changes, so they give their guinea pigs a better and happier lifestyle. Print off the Perfect Piggies Programme sheets from your GPAW pack and fill it out each day.

Here are some examples of what you could do:

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

4. Posting your own guinea pig welfare content on your Facebook page while tagging #GPAW2024

Bring out your creative side and share your own social media content to spread awareness. Read through the guinea pig welfare pages on the GPAW website and feel free to use this content for your posts! Just make sure the tag the GPAW Facebook page and use the hashtag #GPAW2024.



Social Media Help Guides



A guide to making social media content

In these modern times, it is becoming easier for everyone 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 RSPCA, Raystede, Woodgreen Pets Charity, Blue Cross, Burgess Excel and more.

Creating images is now easier than ever.. 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 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 out there at different price points. It is worth remembering people tend to engage more with real photos rather than stock imagery and it is easier 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 our modern smart phone 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 is the sticker feature as you can use these to engage with your audience in new ways. 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 Story 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 GPAW this year, we're using #GPAW2024

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

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

- **Share key welfare facts about guinea pigs**
- **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 headphone 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.

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. Don't forget to tag us in your posts @guineapigawarenessweek #GPAW2024

