

**GET ON**  
**GO**

**#BOARD22**



**YOUR GUIDE**

# What you need to know

1 About #BOARD22

2 Get involved with #BOARD22

2.1 EARA Q&A video

2.2 Quote/Statement

3 Felasa Congress, Marseille, France

4 Social Media

5 Timelines & contact details

## 1 About #BOARD22

- BOARD stands for “**Be Open about Animal Research Day**”
- The second edition of #BOARD22 will take place on the final day of the Felasa Congress – Federation of European Laboratory Animal Science Associations – on Thursday, **16 June 2022** in Marseille, France.
- This is a 24-hour global campaign supported by the European Animal Research Association (EARA), and the wider biomedical community, both public and private.
- This initiative is designed for signatories of the National Transparency Agreements in Europe, institutions in any country where there are discussions about openness and transparency about the use of animals in biomedical research, plus any institution or individual that would like to join the 24-hour period of activity across the globe.
- The slogan of the campaign is “Get on #BOARD22” and the official hashtag to be used on social media is **#BOARD22**.
- Each institution/organisation/individual can decide what activity they would like to carry out based on their resources and approach. In this guide we will share some ideas on how you can get involved.

**1** About #BOARD22

This is the official logo of the campaign. Feel free to use the logo in your materials.



## 2 Get involved with #BOARD22

Join the campaign by filling in [this form](#) before Friday, **29 April 2022**.

Here are the main ways to get involved with EARA for #BOARD22 – please share these with us in advance so that they are featured on the EARA social media platforms on the day of the campaign. Send us your materials by email to [abarros@eara.eu](mailto:abarros@eara.eu) by **Friday, 6 May 2022**.

- Add your support as a **partner**. This means having your logo displayed in the list of institutions supporting the initiative.
- Be our guest in a **Q&A video** answering questions about how you/your institution communicate about the use of animals in research (see guidelines on the next slides and examples from #BOARD21 [here](#)).
- Provide us with a **quote** highlighting the importance of communications about the use of animals in research (see guidelines on the next slides and examples from #BOARD21 [here](#)).
- Send us any other **materials/case studies** or **links/videos** in advance showing how you/your institution/organisation are working on openness and transparency on animal research. We will publish these examples on EARA social media accounts (see examples from #BOARD21 [here](#)).

## 2 Get involved with #BOARD22

Here are some other activities that you/your institution can plan ahead of #BOARD22, and be posted/presented on your social media platforms during the day of the campaign.

- Run a series of **print case studies** on your website, social media, or in your newsletter featuring how animal research is communicated in your organisation or institution.
- Organise a **webinar** to address how your organisation/institution has been working on openness and transparency on animal research.
- Produce a **podcast** interviewing scientists about their animal research.
- Hold an **open day, lab visit** or **virtual lab tour** to inform the public about animal research.

The activities can be organised either in **English** and/or in the **national language** of the country.

## 2.1 EARA Q&A video

If you would like to be featured in an **EARA Q&A video** to be published on the day of the campaign, send us a recording of your answers to the following questions by **6 May 2022**:

- How do you/your institution communicate about the use of animals in research?
- What are the challenges when speaking about animal research?
- Why do you think it's important to support #BOARD22?

### **Instructions for recording the videos:**

- Start the video by introducing yourself (name, profession, your institution, country).
- Answers *must* be recorded using a mobile phone/tablet in portrait.
- Make sure the sound is good quality and with little or no background noise.
- Record one individual video for each answer.
- You can speak in English (please supply a transcript of your answers in English), or your native language (please supply a transcript of your answers, in both English and in your native language).
- A maximum of 30 SECONDS per question.

**Examples:** This Q&A will have a similar format to EARA's #TransparencyThursday. Please check here some examples.





### 3 Felasa Congress, Marseille, France

- #BOARD22 takes place on the final day of the Felasa Congress – which this year will focus on communication – on Thursday, **16 June 2022** in Marseille, France.
- Although the campaign takes place during the congress, this initiative welcomes not only European Laboratory Animal Science Associations, but all institutions across the globe aiming to celebrate the increasingly proactive approach by the biomedical community to communicating about animal research.
- If you are attending the Congress and you would like to be a guest on an EARA Q&A video recorded during the conference, please contact Ana Barros (abarros@eara.eu) to arrange this.
- For those attending the conference, from 13 to 16 June 2022, please visit the EARA stand for more information about the campaign and how to get involved.

## 4 #BOARD22 on social media

- Follow us on [Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#) and [YouTube](#) and share/retweet our posts always using the hashtag #BOARD22.
- Our [EARA Twitter accounts](#) in Belgium, Czechia, Estonia, Denmark, France, Germany, Greece, Ireland, Israel, Italy, Netherlands, Poland, Portugal, Slovenia, Spain, Switzerland and Turkey will also be posting during the day.
- The hashtag should **always be the same** - #BOARD22 - even if your are posting in different languages.
- Using the same hashtag is a way to make it easier for people on social media to discover all the posts about our initiative in one place. This is because hashtags aggregate all social media content and also help us to measure the impact of the campaign.

## 5 Timelines & Contact details

- **Registration deadline:** Friday, 29 April 2022 – Enrol [here](#)
- **Send material deadline:** Friday, 6 May 2022
- **Day of the campaign:** Thursday, 16 June 2022

Visit our [website](#) for more information. Or contact:



**Ana Barros**

Communications and engagement officer  
BOARD global campaign co-ordinator  
[abarros@eara.eu](mailto:abarros@eara.eu)

**GET ON**  
**GO**

**#BOARD22**

**16**  
**JUNE**  
**2022**  
2nd edition

 **BEOPEN**  
**ANIMAL RESEARCH DAY**

**THANK YOU!**