

**GET ON
GO**

#BOARD21



YOUR GUIDE

What you need to know

1 About #BOARD21

2 Get involved with #BOARD21

2.1 EARA Q&A video

2.2 Quote/Statement

3 Social Media

4 Timelines & Contact

1 About #BOARD21

- BOARD stands for “Be Open about Animal Research Day” – Thursday, 1 July.
- This is a 24-hour global social media campaign linked to local activities, supported by the European Animal Research Association (EARA), and the wider biomedical community, both public and private.
- The aim is to celebrate the increasingly proactive approach, by the global biomedical community, to communicating about animal research.
- This campaign is designed for signatories of the national Transparency Agreements in Europe, institutions in any country where there are discussions about openness and transparency, plus anyone else who would like to join the 24-hour period of activity across the globe.
- The slogan of the campaign is "Get on #BOARD21" and the official hashtag to be used on social media is **#BOARD21**.
- Each institution/organisation/individual can decide what activity they would like to carry out based on their resources and approach. In this guide we want to share some ideas on how you can get involved.

1

About #BOARD21

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



2 Get involved with #BOARD21

Join the campaign by filling in this [form](#) by Friday, 18 June.

Here are the main ways to get involved with EARA for #BOARD21 – please share these with us so that they are featured on the EARA social media platforms on the day of the campaign.

- 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).
- Provide us a **quote** highlighting the importance of communications about the use of animals in research (see guidelines on the next slides).
- 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 which will be published on EARA social media accounts.

2 Get involved with #BOARD21

Here are some other activities that you/your institution can additionally plan ahead of #BOARD21 to 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 a **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 your answers by 18 June, to the following **questions**:

- How do you/your institution communicate about the use of animals in research?
- Can you give us an example of your/your institution's proactive communications?
- What are the rewards of talking about the use of animals in research?
- What are the challenges of speaking about animal research?
- Why do you think it's important to support #BOARD21?

Tips to record the videos:

- Start the video by introducing yourself (name, profession, your institution, country).
- Answers must be recorded using a mobile phone/tablet in portrait.
- Record one individual video for each answer.
- Maximum 30 SECONDS per question.

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

2.2 Quote/Statement

If you would like to provide us a **quote/statement** to be published on EARA's social media accounts on the day of the campaign, send it to us by **18 June**:

- The quote should highlight the importance of communicating the use of animals in research in your institution/organisation, and why #BOARD21 is relevant (try to use around 500 characters, including spaces).
- Your name + photo + affiliation + country.

See the template example.



GET ON
#BOARD21

#####



Name + Affiliation + Country

Example of the template

3 #BOARD21 on social media

- Follow us on [Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#) and [YouTube](#) and share/retweet our posts always using the hashtag #BOARD21.
- Our [EARA Twitter accounts](#) in Czechia, Belgium, 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*** – #BOARD21 – 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.

4 Timelines & Contacts

- Day of the campaign is Thursday, 1 July 2021.
- To enrol your organisation or institution as a partner of this initiative, please complete the [online form](#) and send any materials by Friday, 18 June.
- Visit our website [here](#) for more information.
- Or contact:
Ana Barros | EARA Communications Officer
(mobile) +44 (0) 7575668954
abarros@eara.eu

**GET ON
GO**

#BOARD21



THANK YOU!