

WELCOME TO STUDENTS OPPOSING SPECIESISM



Hey there,

Congratulations on becoming a part of PETA’s Students Opposing Speciesism (SOS) program, a movement dedicated to fighting human supremacy and taking steps to #EndSpeciesism. We are so excited to work with you and can’t wait to see all the actions you’ll take to fight for animal rights. This movement wouldn’t be possible without compassionate, dedicated young people like you, so thank you for joining!

You’re going to make a huge difference for animals, and we’re here to support you along the way. We’ve put together this handy guide for you that includes info on holding a protest, leafleting, tabling, running a hub Instagram account (for SOS organizers), and taking the best photos of your activism as well as a section full of frequently asked questions about animal rights to help you feel more comfortable doing outreach.

Remember that every time you protest, table, share a post from the SOS Instagram (@petaxsos), complete an online action, etc., you’re helping our movement get one step closer to achieving total animal liberation and ending speciesism! Your voice is extremely powerful and can make such a positive impact for animals.

If you have questions about anything in this guide, please e-mail us at SOS@peta.org.

Thanks for all that you do for animals.

Sincerely,

The SOS Team



Table of Contents

How to Organize a Protest	2
How to Leaflet	4
How to Table.....	6
Instagram Tips	8
How to Take Good Photos.....	12
FAQ.....	16



HOW TO ORGANIZE A PROTEST

**Make sure you
know the facts
about the issue
you're highlighting,
and make sure
your volunteers
know them, too.**

Following these steps makes it easy:

1. Plan ahead.

- Contact PETA to get all the materials you need (posters, leaflets, props, etc.).
- Choose a location, date, and time. The best time for a protest is when there's heavy foot traffic—think lunchtime or dinnertime. Typically, protests last about an hour. A Saturday between 10 a.m. and 2 p.m. is a good time, since that's when many people are out and about.
- Contact your local police department (using the non-emergency number) to make sure the location where you're planning to hold the protest is public property, and ask if you need a permit.
- Promote your event on your hub's social media accounts, and post reminders leading up to the event for your volunteers.

2. Take these steps before your protest starts.

- Make sure you're dressed appropriately, wearing your SOS shirt and avoiding any clothing that could distract from your message.
- Arrive at least 30 minutes early to greet your volunteers and double-check your materials.
- Lead a briefing once all volunteers have arrived to go over your message and tone and assign roles (who will hold signs, hand out leaflets, take pictures, etc.).

HOW TO ORGANIZE A PROTEST

3. Consider this when doing outreach.

- Make sure you know the facts about the issue you're highlighting, and make sure your volunteers know them, too.
- Be kind and relatable to those you're trying to engage with.
- Use animal rights chants during your protest.

4. Know how to interact with the police.

- Make sure all volunteers know to direct any questions from the police or security to you.
- Keep your cool, and tell the officer who gave you permission to be there, or show your permit.
- Know your rights. You can find some helpful resources from the ACLU [here](#).

5. Follow these guidelines for talking to media representatives.

- Have a designated spokesperson represent your hub during interviews—this person should prepare talking points and practice before the protest.

- Go easy on statistics. (They're harder for people to relate to.)
- Always offer an action step (e.g., "Join the SOS movement today to help end speciesism!").

6. Work with your volunteers.

- Make sure everyone is attentive and looks professional.
- Keep the talking among volunteers to a minimum during the protest.
- Respond with kindness to negative comments or hecklers.

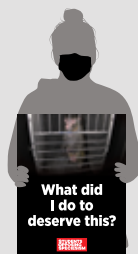
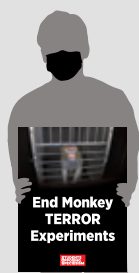
7. Wrap things up after the protest.

- Thank your volunteers and lead a debriefing, asking how they felt the event went and discussing the protest's importance.
- Collect all your materials, and pick up any trash.
- Complete an action report via the [SOS Action Write-Up Form](#) to let us know how it went!



During the COVID-19 pandemic, we want to take extra precautions to keep everyone safe and healthy:

- Practice social distancing by standing at least 6 feet apart.
- Wear gloves when handing out leaflets, or use posters with QR or short codes on them instead.
- Wear a face mask, and require all volunteers to do the same.
- Bring hand sanitizer to share.





HOW TO LEAFLET

**We can send you
FREE leaflets,
stickers, and
petitions to help
you speak up
about whichever
campaigns or
issues are most
important to you.**

Leafleting is a super-easy, fun, and effective way to speak up for animals at school and elsewhere. Follow these helpful tips and you'll be changing hearts and minds in no time:

1. E-mail PETA to get started!

Did you know that we can send you FREE leaflets, stickers, and petitions to help you speak up about whichever campaigns or issues are most important to you? Simply let us know which issue you want to focus on, giving an estimate of the number of stickers and leaflets you'll need.

2. Pick a location.

If you're leafleting at your school, get permission from administrators beforehand. If you're leafleting in your community, make sure you are doing so on public property or have permission from the business where you'll be leafleting. If you're not sure if a property is public, check with your local police department by calling the non-emergency number. The best places to leaflet have heavy foot traffic, such as the cafeteria, locations where students are waiting to get picked up after school, or the sidewalk along a busy intersection. If your leaflets are about fur or leather, pick a store or shopping center that sells it. You should always stand on a public sidewalk (unless you have permission from a business to leaflet inside), and never block any entrances or roads.

3. Take another hub member with you.

There's power in numbers. Petitioning and leafleting with a fellow hub member or a friend is a great way to campaign for change at your school or in your community.

4. Follow the basics and smile.

Don't be nervous. The worst that can happen is that someone might say, "No, thanks." But in the best-case scenario, you'll inspire others to save animals. Hold out a leaflet and say, "Hey, there! Did you get one of these yet?" or "Hi! Here's some information

on helping animals." When you're petitioning, ask, "Hey, have you signed this yet?" or "Do you mind signing this?" And be sure to smile, even if someone is rude or doesn't take your leaflet or sign your petition.

5. Know the facts.

Read our [animal rights issues](#) pages to learn the facts. If someone asks you a question that you don't know the answer to, just get the person's e-mail address so you can answer later or ask them to e-mail us at Student@peta.org.





Tabling is an effective way to get information out to lots of people at once.

Have you ever wondered how you can inform students at your school about animal rights? Set up a table with leaflets and stickers about animal issues! Tabling is an effective way to get information out to lots of people at once. Here's how:

1. Get set up.

Before you get started, contact PETA for help planning your tabling event. Keep in mind that we need at least a week's notice to hook you up with free posters, stickers, and leaflets. Get permission from your school (or wherever you're planning to table). If you're in high school or college, good places to set up a table may be in the cafeteria or dining hall, in the hallway between classes, in the library, or outside the student union—wherever there's lots of foot traffic. If you're part of a community hub, you could set up a table inside your local library, outside a Walmart store, or on any public property. On the day of the event, make sure your table looks inviting and orderly and put some type of freebie on it. This will not only entice people to stop by but also help them remember your message later.

2. Gather signatures.

Make sure your table has petitions or pledges (these can be virtual if you have them open on your laptop), and always have info letting folks know how to join your hub. The signatures and contact info on petitions are key to keeping people updated and involved after they've left your table.

3. Engage people.

Don't wait for people to come to you—stand in front of your table and talk to those who pass by. Prepare a friendly opening line, like “Hi! Did you get one of these yet?” or “Do you have a moment to sign my petition?” Talk to as many people as possible, and make sure everyone leaves with stickers and leaflets.

4. Be prepared.

By educating yourself on the issues in advance, you'll ensure that answering questions will be a breeze. It's helpful to memorize at least three facts from the

literature on your table. And make sure people leave with a leaflet on the issues that you discussed.

5. Don't be afraid of tough questions.

Animal rights issues can be deep and complex, so don't worry if you don't know the answer to a tough question. Simply get the questioner's contact information and offer to have someone get in touch with the answer. You can also prep a smartphone or tablet with one of PETA's issues pages for quick reference. But if you don't know something, that's OK—just don't ever lie about it.



INSTAGRAM TIPS

Want to grow your hub? Get active on social media! Posting regularly on Instagram is a surefire way to raise awareness and interest. **Here's what to do:**



1. Create the perfect bio.
2. Be sure to double-check for typos and grammatical errors.
3. Include interesting content that's pleasing to the eye.
4. Be professional.
5. Post regularly—you could even create a schedule for yourself.
6. Use Instagram stories.
7. Take advantage of Instagram highlights.
8. Go live on Instagram.
9. Consider using alt text for the visually impaired.
10. Make sure animal rights/speciesism is your central theme.
11. Add a LinkTree to your bio (like the one in the SOS bio) so that your followers can easily access helpful links.

#petaxsos **#Veg**
#EndSpeciesism **#Animals**
#PETA **#Vegan**
#AnimalRights
#CrueltyFree **#ConsiderAnimals**

Here are some animal rights-themed hashtag suggestions:

Try using four or five of the same hashtags on each of your posts! (Pro tip: Make a saved note on your phone, and copy and paste to save time.)

POPULAR WEEKLY HASHTAGS

Monday

#MondayMotivation #MotivationMonday
 #MindfulMonday

Tuesday

#TipTuesday #TechTuesday
 #TuesdayTasting #GoodNewsTues
 #TakeMeBackTuesday #TastyTuesday

Wednesday

#WisdomWednesday
 #WellnessWednesday
 #WoofWednesday #WackyWednesday
 #WayBackWednesday

Thursday

#ThrowbackThursday (or #TBT)
 #ThankfulThursday #ThoughtfulThursday
 #ThursdayThoughts

Friday

#FlashbackFriday #FearlessFriday
 #FeatureFriday #FridayFun #FactFriday
 #FreebieFriday

Saturday

#Caturday #SaturdayStyle
 #SaturdayShoutOut (or #SS)

Sunday

#SundayFunday #SpotlightSunday
 #SelfieSunday #WeekendVibes
 #ScienceSunday #SundayBrunch

POSTING ON INSTAGRAM

- Be picky about what you choose to post.
 - Share high-quality material.
 - Use consistent colors and fonts for a cohesive look.
 - Captions should be in your voice—set the tone and stick with it.
- Decide how often you want to post, and be consistent.
- Post behind-the-scenes and exclusive content (for example, posts about making demo posters, creating masks, interviewing SOS hub members, etc.)
- Use #petaxsos and your hub account hashtag.
 - Ask members to post with those hashtags, too.
 - Keep checking your hashtags to see what members are posting.
- Regram (with permission).
 - If you see content you like and want to share on your page, regram it.
 - This encourages other people to post about animal rights topics and gets more eyes on our important message.
- Using a question in your caption encourages people to comment, share, or otherwise engage.
 - Ask people questions in the comments: “How are you helping to end speciesism?”
 - Ask people to comment or share.
- Ask people to take screenshots and share them to their stories.

On the following page are some examples.



This is an effective post for these reasons:

- The color theme matches our website.
- There's an engaging caption with a call to action (asking people to join the movement).
- Hashtags are used in the caption.



petaxsos We are SOS! Students Opposing Speciesism (SOS) is a PETA-backed, youth-led revolt against human supremacy. Our goal is to end speciesism and to bring the social justice issue of animal rights to the forefront of people's minds and create real change by influencing our peers. Oppression of any kind is wrong—no matter the species of the victim. Join using the link in our bio! [#petaxsos](#) [#animalrights](#) [#peta](#) [#endspeciesism](#)



This is an effective post for these reasons:

- It features an eye-catching image.
- There's shareable content.
- The descriptive caption includes hashtags.
- There's a call to action.



petaxsos We are SOS! Students Opposing Speciesism (SOS) is a PETA-backed, youth-led revolt against human supremacy. Our goal is to end speciesism and to bring the social justice issue of animal rights to the forefront of people's minds and create real change by influencing our peers. Oppression of any kind is wrong—no matter the species of the victim. Join using the link in our bio! [#petaxsos](#) [#animalrights](#) [#peta](#) [#endspeciesism](#)



This post isn't ideal—here's why:

- There's a lot of text, and people generally have a short attention span.
- It's very plain, just black and white.

8 WAYS TO BE CONSTANTLY IMPROVING

1 READ BOOKS

IT'S LIKE HAVING THE BEST ADVICE FROM MENTORS THROUGHOUT HISTORY ON DEMAND.

2 LISTEN TO PODCASTS

FILL IN THE GAPS OF YOUR LIFE WITH EDUCATIONAL AUDIO. I USE A BLUETOOTH SPEAKER.

3 TAKE A COURSE

THERE'S FREE INFO ONLINE, BUT A QUALITY COURSE BRINGS IT ALL TOGETHER AND SAVES YOU TIME.

4 PRACTICE OLD PASSIONS

TAKE A BREAK OR GO ON A SABBATICAL. REVISIT THE THINGS YOU ENJOY BUT DON'T NORMALLY DO.

5 GET FEEDBACK & CRITIQUE

SKIP THE COMPLIMENT SANDWICHES. SEEK FEEDBACK FROM TRUSTED PEOPLE AND GET STRAIGHT TO THE MEAT.

6 WORK TOWARDS A GOAL

COMMIT TO DAILY PRACTICE. DO ONE SMALL THING EVERY DAY THAT WILL GET YOU A LITTLE BIT CLOSER.

7 BE OPEN TO CHANGE

TO IMPROVE YOURSELF, YOU MUST CHANGE. IF YOU AREN'T WILLING TO CHANGE, IT'S HARD TO MOVE FORWARD.

8 GET AROUND COMMUNITY

YOUR MOM WAS RIGHT ALL ALONG! YOU BECOME LIKE THE PEOPLE YOU SPEND THE MOST TIME WITH.

petacampusreps "Big goals are important. You should always have a clear vision of where you would ultimately like to be. But be sure to set yourself a number of smaller goals along the way. Accomplishment drives ambition. The dream might be the destination, but the little triumphs will get you there" - Beau Taplin 🌟 [#wednesdaywisdom](#)

Here are some types of photos to avoid posting:

- Low-quality photos (see “How to Take Good Photos” below)
- Photos in which the table banner or sign isn’t visible
- Photos that don’t show a costumed person with a demo poster
- Photos of people just standing around

IG Stories: Get People to Watch Them All the Way Through

- Make them pleasing to the eye.
- Keep them short.
- Use a maximum of six slides per story.

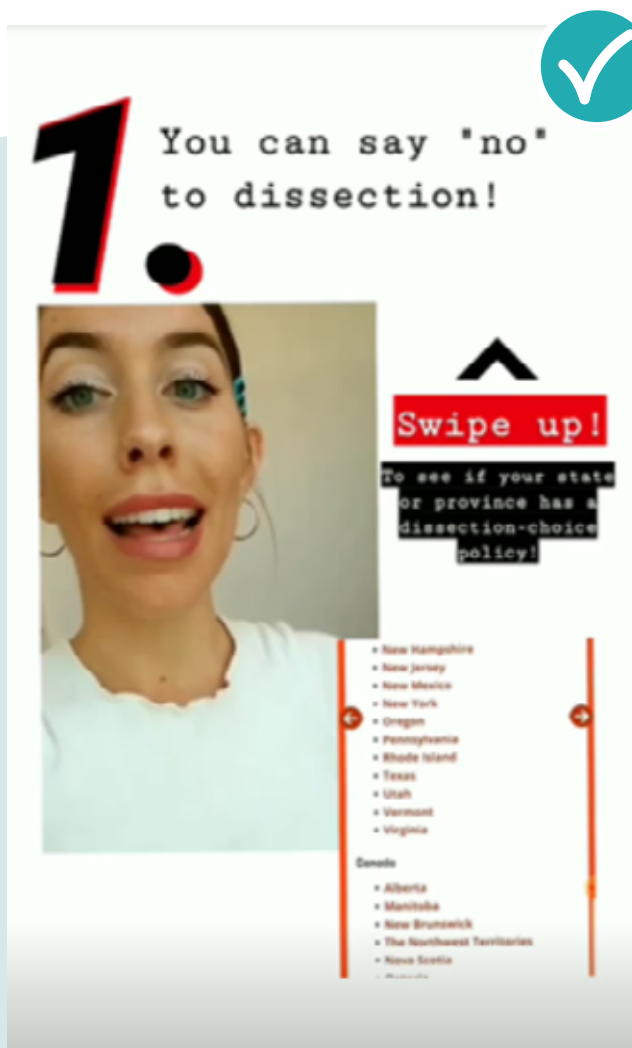
- Add interactive elements, like a quiz or a slide bar.
- Choose a color scheme and stick with it.
- Include numbered slides if you’re creating a list (like a “top five” list).
- Make headings big and bold.

Here are some tips:

- Type out the content you want to post about, and then make stories on either Instagram or Photoshop.
- Use hashtags on stories.
- Use location tags and hashtags (you can slide them off the screen so they aren’t distracting).
- Make content shareable so people can spread the message.



This story is colorful, and the photo is arranged well.



In this story, the slide is numbered, the heading is bold and large, and the color theme is consistent.



HOW TO TAKE GOOD PHOTOS

The pair of photos below shows that you should position yourself or objects based on lighting. Make sure you have sufficient light shining on yourself or your object. If your light source is coming from the back, it will be hard to see the focal point of the photo because of the shadows.



This photo is backlit, so viewers can't really see what's happening.



In this photo, natural light is shining on the focal object.

Watch out for these mistakes, too:

- You can't tell what the event is about just by looking at the photo.
- There are people blocking the important elements of the event (e.g., table banners, free samples, or the costumed person holding the demo poster).

It's good to show lots of people participating in your protest or other event, but also be sure that the reason for the event is clear. Below are some examples.

LARGE PROTEST PHOTOS

These photos are dynamic, exciting, and organized.



This photo shows movement and action and also has a nice focal point.



This photo does a good job of showing how many people came to the protest—there are two clear rows, and the posters and faces are all visible.

LAYOUT
PHOTOS



- The background for the layout is clean and not distracting.
- Each item is placed strategically to show everything in good lighting.



- The brands are visible, and we can clearly see the “Vegan Eggnog” label.
- The subject of the photo is in the center.

DISRUPTION
PHOTO



murphyncxsos Disrupting a Kroger. Speaking up for the forgotten and hidden victims of the animals ag industry. Due to COVID-19 🦠, there has been a stall in the amount of animals sent to slaughter and sold in the supermarket. One farm in Iowa, who supplies to Kroger, roasted thousands of pigs alive. With no one to buy the “pork” flesh, farmers resulted to killing thousands of pigs they couldn’t make money off of. I won’t stand for this. We won’t stand for this. Speak up. Act out.

9w



murphyncxsos #peta #petasos #sos #disruption #animallover



- This looks like an exciting action shot because of the person using the megaphone.
- The event has context, because the demo posters are visible.
- The large “Meats” sign in the background also adds context.

INSTAGRAM
CHALLENGE
PHOTO



utkxsos the orcas and other dolphins in captivity at seaworld spend their lives in bathtub like conditions. my dog and i stand against seaworld and speciesism. #seaworldbathtubchallenge #seaworldsucks #peta #endspeciesism

17w

danyellnowak 17w 1 like Reply

sos petaxsos 17w Reply

Liked by petauk and 21 others

APRIL 26

- The lighting is good, shining on her face and the poster.
- The image is closely cropped, which keeps the focus on the “bathtub challenge” message.



erika.wilkinson • Following

erika.wilkinson @johnshopkinsu leave owls alone ❤️👉 Go leave a comment on their Instagram page 🍌

6w

noochbaby Done 6w Reply

PROTEST
PHOTO

- This is a great shot of an individual at a protest.
- The poster is clear and has a strong message.

FAQ

What is SOS?

Students Opposing Speciesism (SOS) is a PETA-backed movement led by young people in cities all over the U.S. and Canada who want to take action to challenge the norm and help end speciesism. Our goals are to bring the social justice issue of animal rights to the forefront of people's minds and create real change by influencing our peers. SOS is here to shape the future, and all young people are welcome to join in this effort. Oppression of any kind is wrong—regardless of species.

What is speciesism?

Speciesism is the belief that all other animal species are inferior to humans—even though, in the ways that matter the most, we are all the same. All animals feel love, pain, joy, and fear, which means that all animals deserve equal consideration and to be free from exploitation. Animals are not ours to experiment on, eat, wear, use for entertainment, or abuse in any other way. Rejecting speciesism means taking an objective look at our personal choices and eliminating the ones that hurt animals.

What is an SOS hub?

An SOS hub is a group of individuals who take action against speciesism in their community. SOS hubs take meaningful actions that inform the public and drive change for animals. Members stand up against speciesism and encourage others to question their own actions and the status quo.

Why should I go vegan?

If you go vegan, you'll save nearly 200 animals every single year, you'll be reducing your carbon footprint and otherwise helping the environment, and you'll be improving your health by lowering your risk of developing heart disease, cancer, obesity, diabetes, and more. It's a win-win situation!

Where am I legally allowed to stand at a protest?

Most public sidewalks are fair game, but some cities require that you obtain a permit. Call your local police department (using the non-emergency number) and ask if you need one to organize a peaceful demonstration. You can say something like this: "Hi. My name is [insert name], and I'd like to hold a peaceful protest soon at [insert location address]—is this location public property, or will I need a permit?"

How can I engage with my hub to help it grow?

Communication is key! Create a hub Gmail account and send weekly updates to all your members, or create a group on another messaging platform like Discord. You can also try creating positions within your hub for other members to fill. This will not only help distribute the workload but also allow others to become more invested in your hub's work. For example, you can create a hub board and assign roles such as social media director, event planner, etc.

Some other ideas: Host animal rights trivia nights on Zoom, or use Netflix Party to watch animal rights movies together! Invite folks outside your hub to attend.

