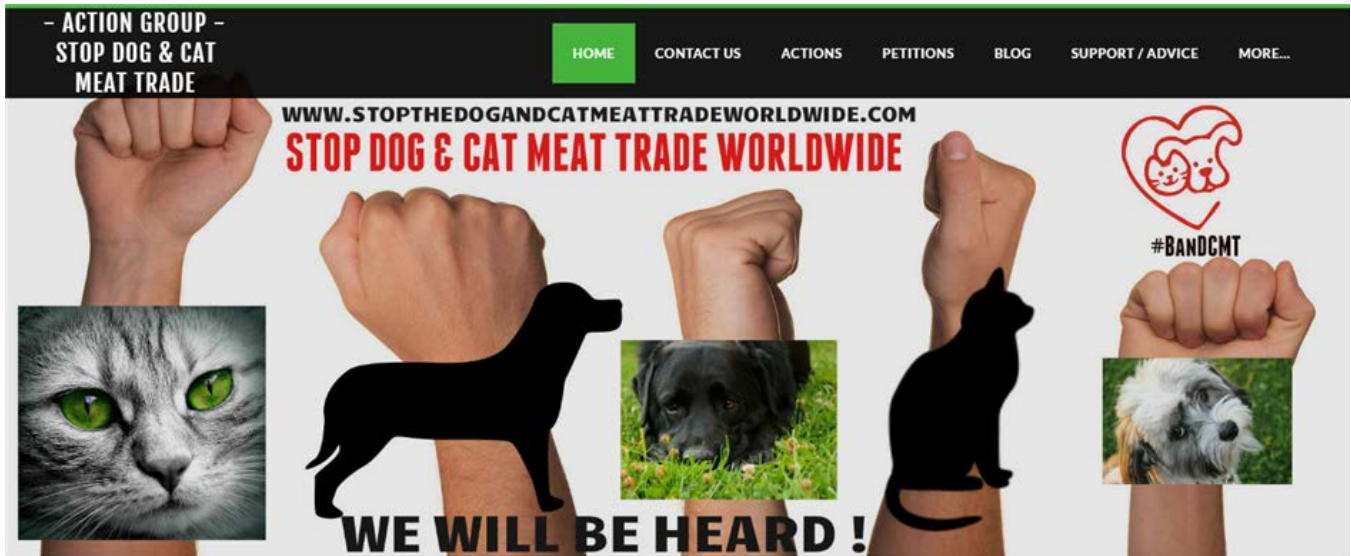


## Boycott Activity: Stop Buying and Say Why!



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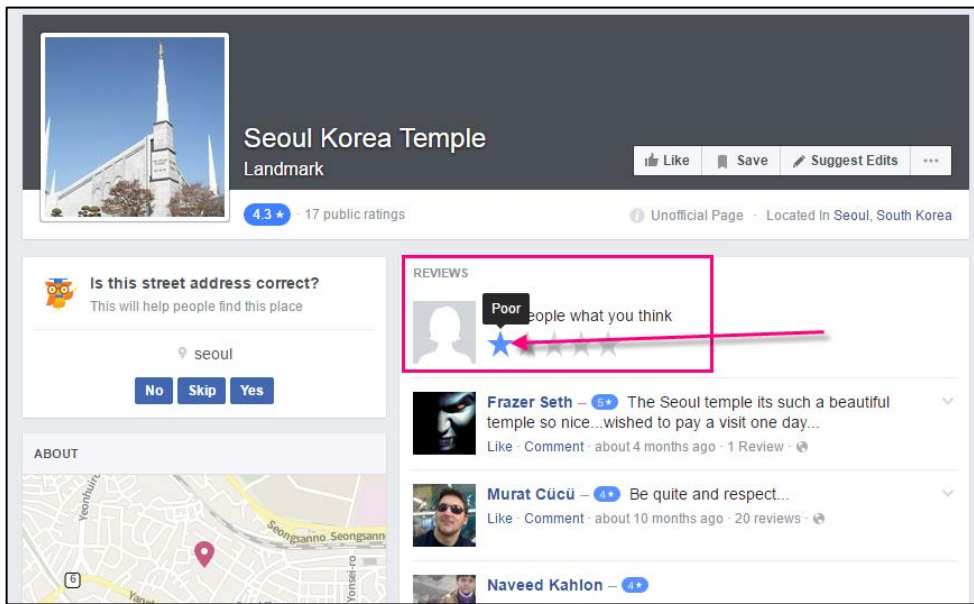
# HOW TO USE FACEBOOK REVIEWS TO COMMUNICATE YOUR BOYCOTT

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This document and all contents have been produced by Stop Dog & Cat Meat Trade Worldwide Group and published on the [Worldwide Action Website: www.stophthedogandcatmeattradeworldwide.com](http://www.stophthedogandcatmeattradeworldwide.com). You are welcome to share this document for use in activism, however, please remember to credit our group with the content. Thank you and sincerely, Stop Dog & Cat Meat Trade Worldwide Group.

# How to Use Facebook Reviews to Communicate Your Boycott

You can use Facebook to protest against The Dog and Cat Meat Trade, “The Trade”, along with communicating your boycott of businesses in countries involved in The Trade in Facebook reviews.



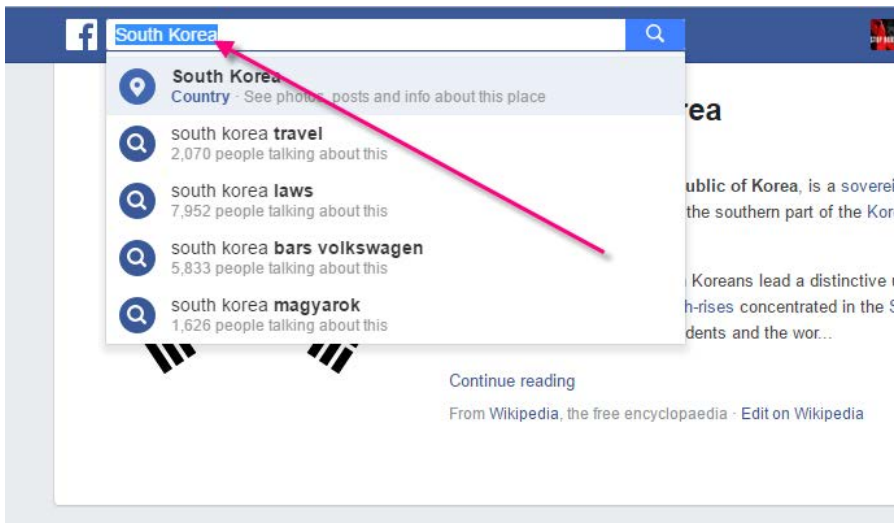
To do this, post one-star (★) reviews on the Facebook page of businesses and organizations in the boycott region, such as Seoul, South Korea, Beijing China or Hanoi, Vietnam. Along with choosing one star for the rating, you should copy and paste a powerful review comment.

## Example Review Comment

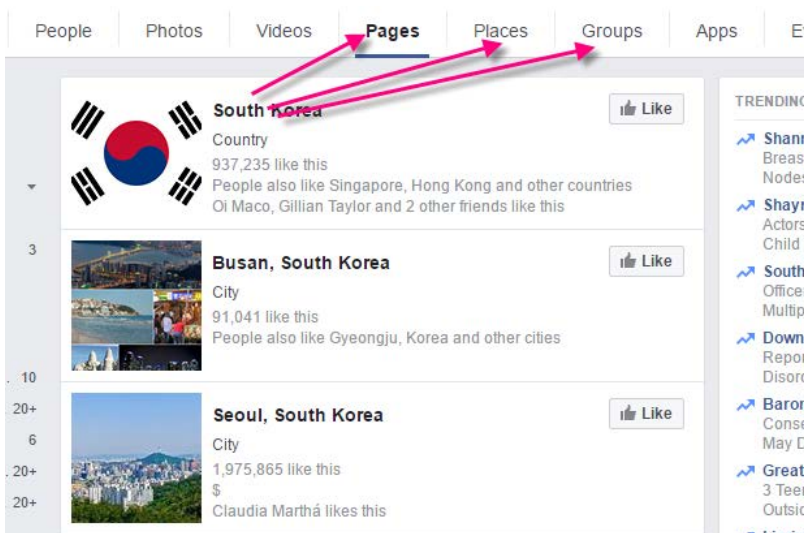
SHAME ON YOU SOUTH KOREA! A global boycott of your country, including all businesses, services and organizations, is growing fast! You will watch your ECONOMY CONTINUE TO SUFFER and you will NOT BE HOSTING THE 2018 OLYMPICS until your Dog and Cat Meat Trade STOPS boiling alive, skinning alive, cutting paws off, gouging out eyes, nailing paws to floors, and beating and torturing dogs and cats in many other ways for UP TO 2 DAYS, only to kill them using the most brutal methods, just because you think the meat tastes better or improves health! This is wrong! MILLIONS AND MILLIONS WORLDWIDE ARE OUTRAGED AT YOUR ACTIONS. Citizens of the world unite TO BOYCOTT SOUTH KOREA UNTIL YOU STOP THE DOG AND CAT MEAT TRADE! To help end The Trade, please join our Facebook group “Boycott Dog & Cat Meat Trade Worldwide”. Together we can stop the horror!

# To Use Facebook Reviews to Communicate Your Boycott

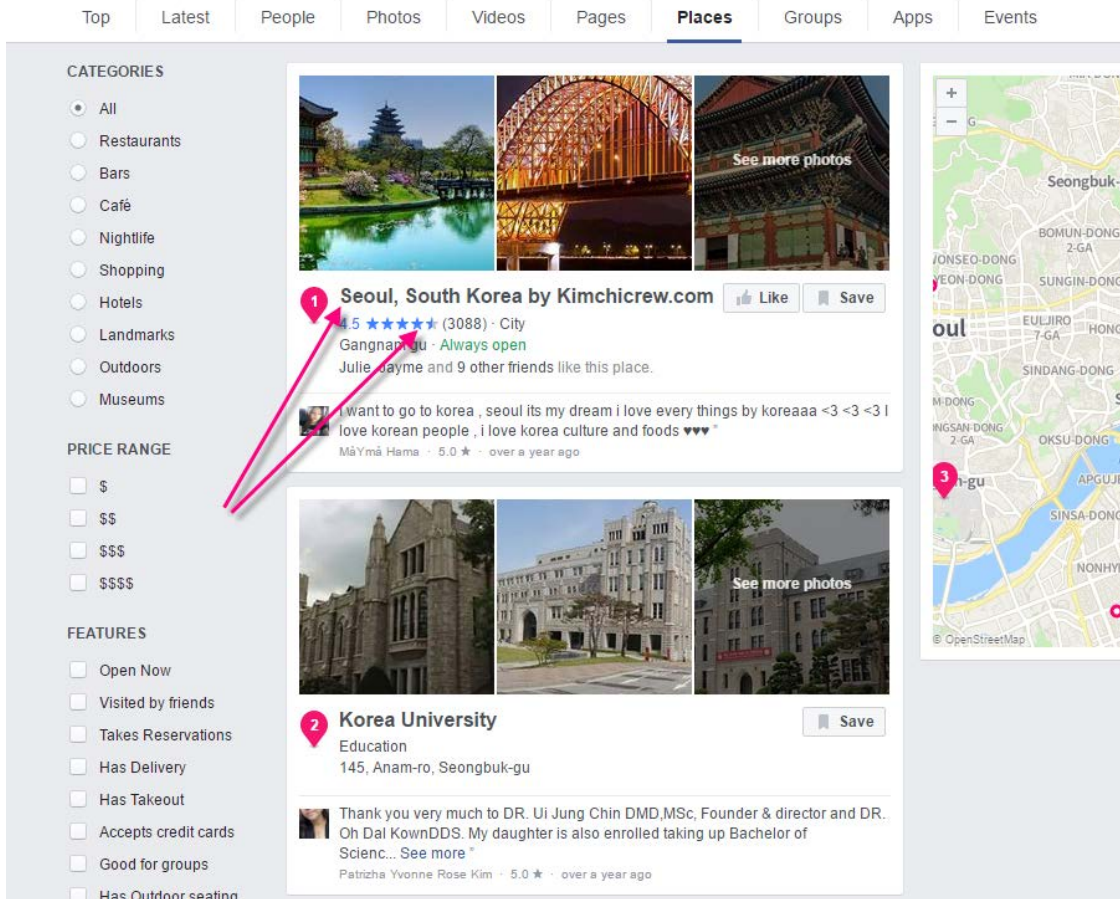
1. Log into your Facebook account.
2. In the search field, type the name of the city, region, or country you are boycotting, for example, "South Korea".



3. A drop-down list presents the categories available.
4. Select the category you want, for example, "South Korea". The South Korea main page opens.



5. From the top menu, choose **Pages**, **Places** or **Groups**. Facebook presents a list of one or more organizations or businesses.



If blue stars are shown for an organization, this means you can rate them.

6. Click the blue stars. The Facebook page opens.

**TIP:** Create and save a standard boycott message that you can simply copy and paste in each review. This way you don't have to keep typing different messages, and you can do more many more reviews in less time, for example 20 reviews in five minutes!



The screenshot shows a Facebook page for 'Seoul, South Korea by Kimchicrew.com'. The page features a header image of a traditional Korean pavilion and a pagoda. Below the header, there is a navigation bar with 'Home', 'About', 'Photos', 'Reviews', and 'More'. The 'Reviews' section is active, showing a 4.5 star rating based on 3k reviews. A table of star ratings is displayed:

Star Rating	Count
5 stars	2.3k
4 stars	329
3 stars	162
2 stars	64
1 star	155

Below the rating table, a review by Eileen Nicklaus is shown, dated 31 March. The review is a 1-star rating and contains the following text:

Poor people what you think

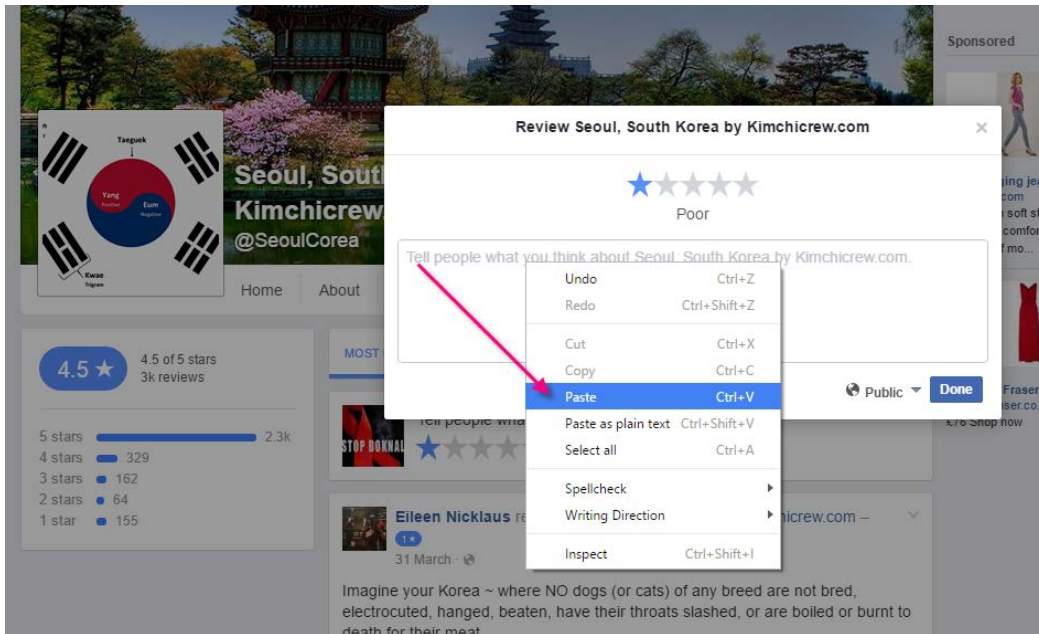
Imagine your Korea ~ where NO dogs (or cats) of any breed are not bred, electrocuted, hanged, beaten, have their throats slashed, or are boiled or burnt to death for their meat.....

Imagine your Korea ~ where Koreans join together to finally end this barbaric and uncivilized practice and instead rescue, rehome, love and care for these voiceless creatures.....

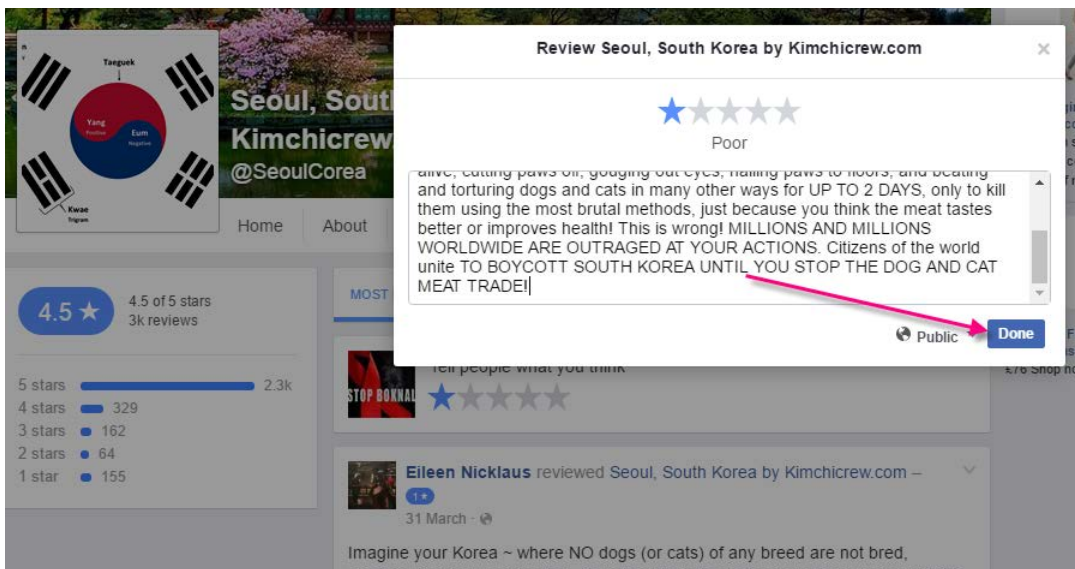
Imagine your Korea ~ where law makers, politicians, educators and civil servants shut down, criminalise and prosecut... See more

The review has 'Like', 'Comment', and 'Share' buttons below it. A red arrow points to the 1-star rating in the review.

7. Select one-star (★), which is “poor”, the lowest possible rating. The review message dialog window opens.



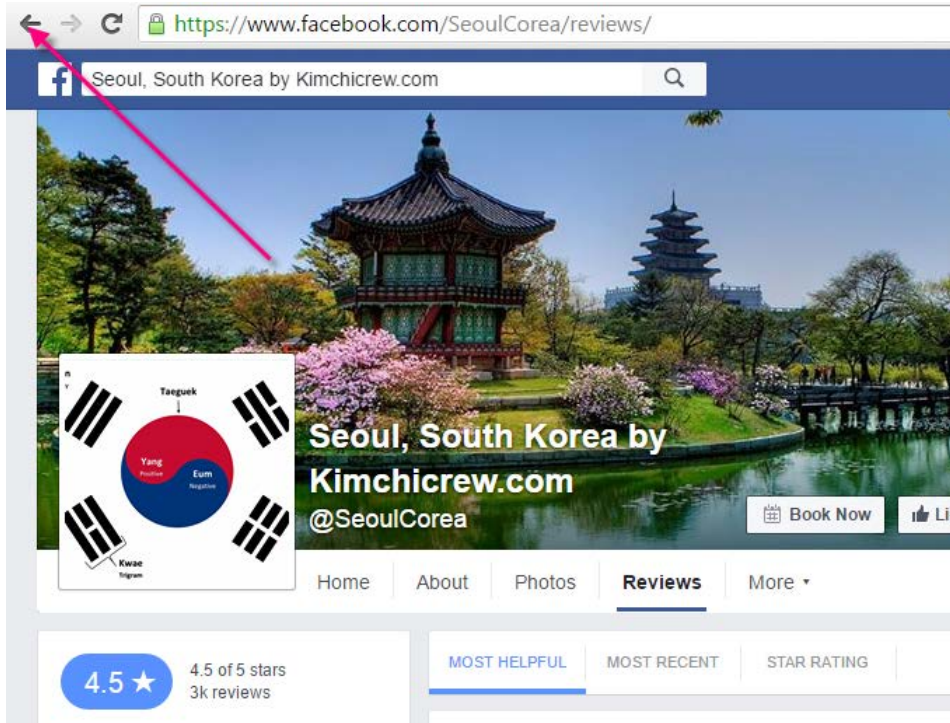
8. Copy and paste your saved review message text, or customize the Example Review Comment from page 2. To paste the text, put your cursor in the message box, right-click and choose **Paste**.



9. Click **Done**.

Success! You have posted your review!

**Note:** Your review message may be removed, however, the message will likely have been seen by many people by the time it is removed. Many reviews will remain. Plus, the one-star rating stays, even if the review is removed.



10. In your browser, click back-page to return to the list of organizations.
11. Repeat steps 6 to 10 for the next organization on the list.
12. Once you have left reviews for each organization in the list, choose a different category or city, and start again from Step 2.

## Review Checklist

You can keep track of the organizations you review using a table or list like this:

City, Region or Country Reviewed	Facebook Page Name/Link	Done! 😊
South Korea	<a href="https://www.facebook.com/SeoulCorea/">https://www.facebook.com/SeoulCorea/</a>	✓