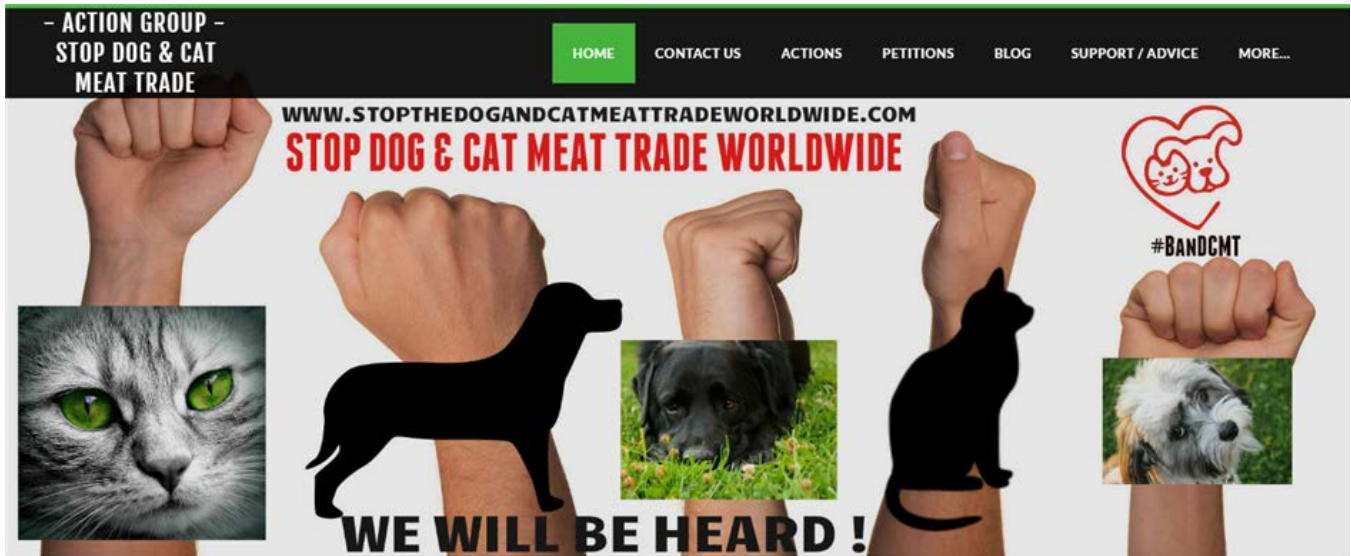


Boycott Activity: Stop Buying and Say Why!

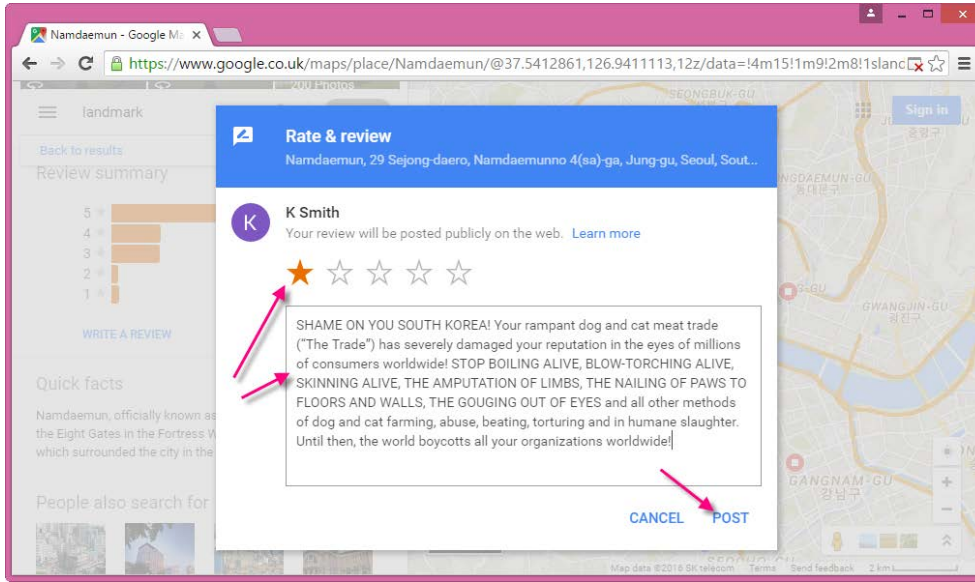


HOW TO USE GOOGLE REVIEWS TO COMMUNICATE YOUR BOYCOTT

This document and all contents have been produced by Stop Dog & Cat Meat Trade Worldwide Group and published on the [Worldwide Action Website: www.stophedogandcatmeattradeworldwide.com](http://www.stophedogandcatmeattradeworldwide.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 Google Reviews to Communicate Your Boycott

You can use Google reviews of organizations and businesses to protest against The Dog and Cat Meat Trade, “The Trade”, along with announcing your boycott of all business from the country worldwide.



To do this, post one-star (★) reviews on the Google page of the businesses or organization for 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.

IMPORTANT: There appears to be a maximum character limit of anywhere between 250 and 2000 characters, including spaces, in the review text box. The exact character maximum has yet to be determined. Also, it appears, at the time of writing this guide, that reviews may not contain hyperlinks. After posting your first review, you should check whether it is showing up by **logging out of your account** and **viewing the review from another browser** to see if it has posted. Testing on the character limit is inconclusive, so please share your findings with the group admin.

Example Boycott Message

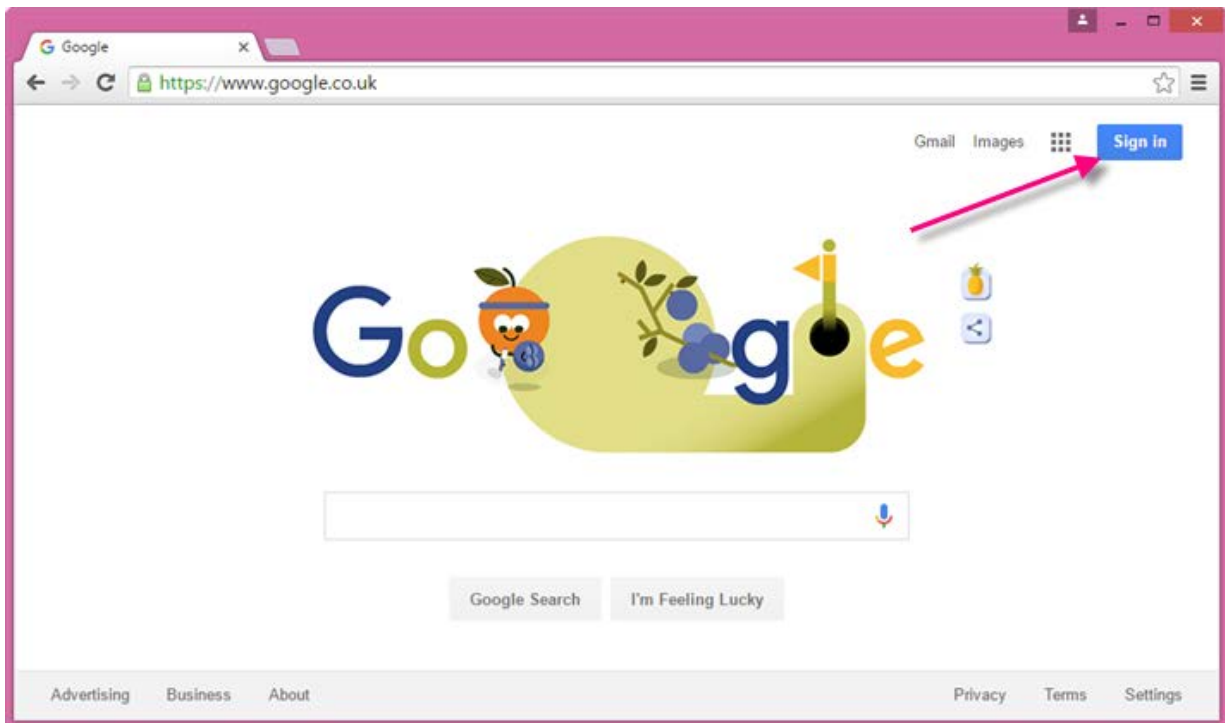
IMPORTANT: Create and save a standard boycott message that you can quickly copy and paste in each review. This way you don't have to keep typing the same or different messages, and you can do more reviews in less time, for example 20 reviews in five minutes! You can write your own boycott message, or you can use/customize the sample message below. Please replace the country as needed, for instance, with China or Vietnam.

Sample Message Text

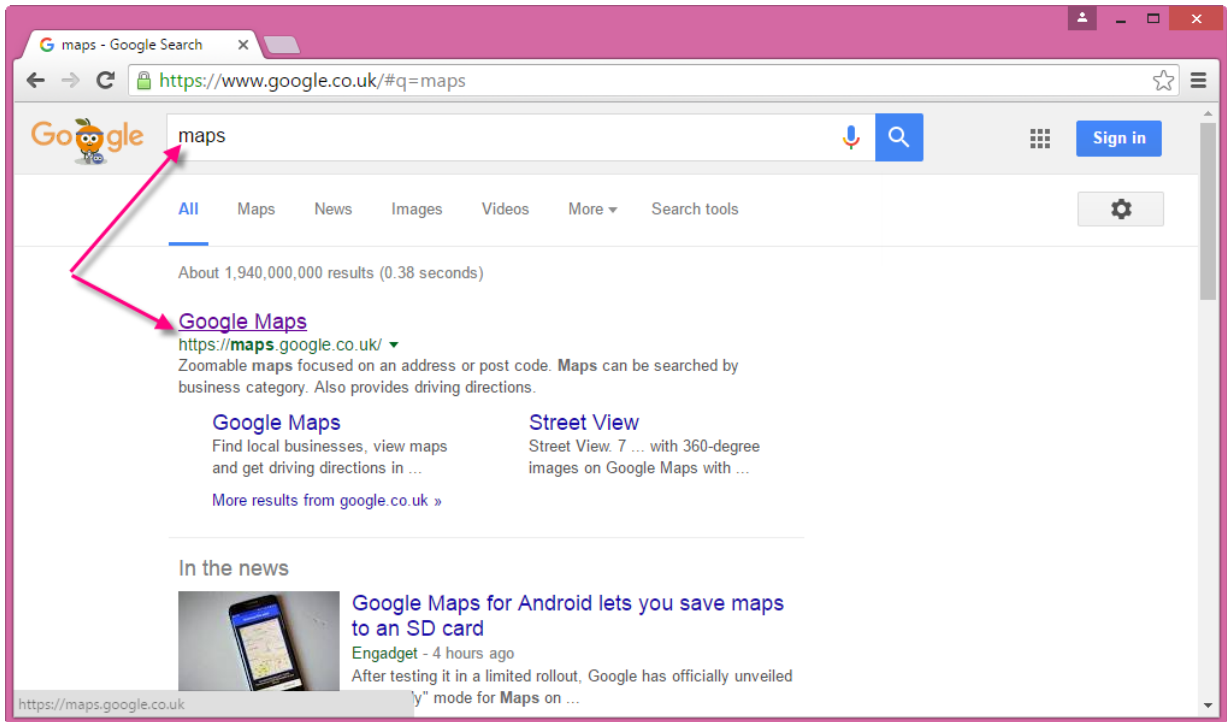
SHAME ON YOU SOUTH KOREA! Your dog/cat meat trade is damaging your reputation around the world! STOP BOILING ALIVE, BLOW-TORCHING ALIVE, SKINNING ALIVE and all other cruel methods of dog/cat preparation for meat. Until then, the world boycotts your businesses worldwide!

To Use Google Reviews to Communicate Your Boycott

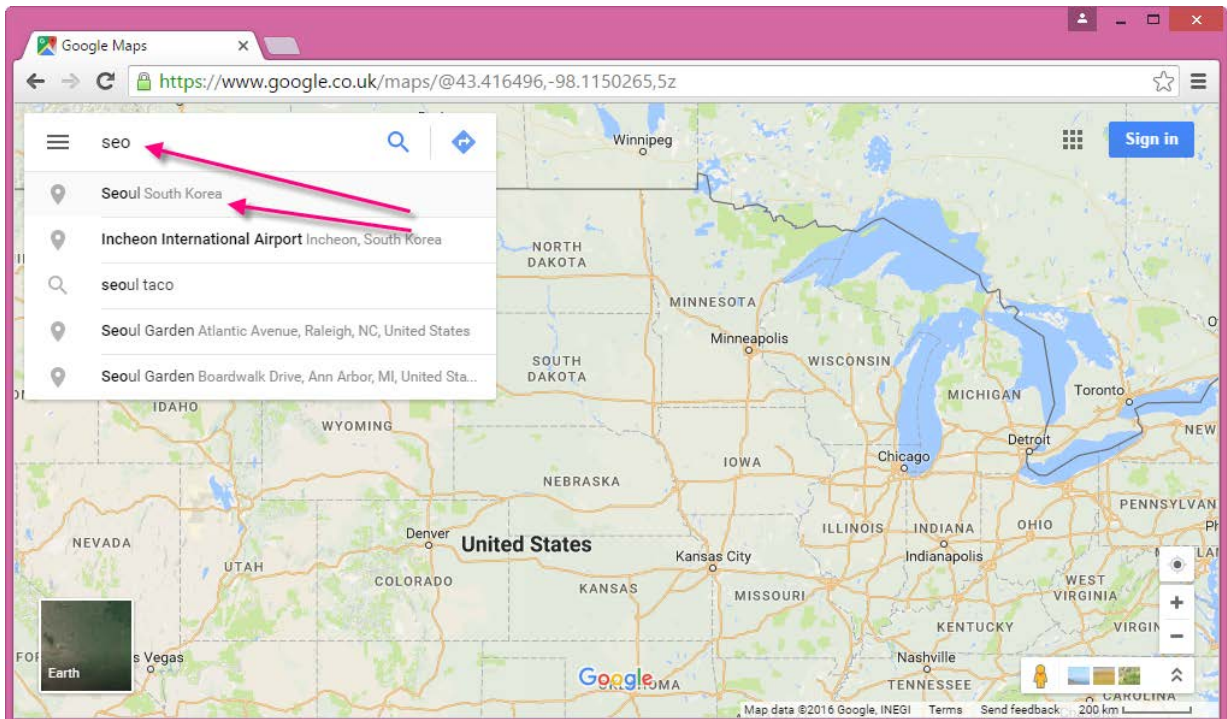
- 1) Ensure that you have a Google account, and go to the Google website.



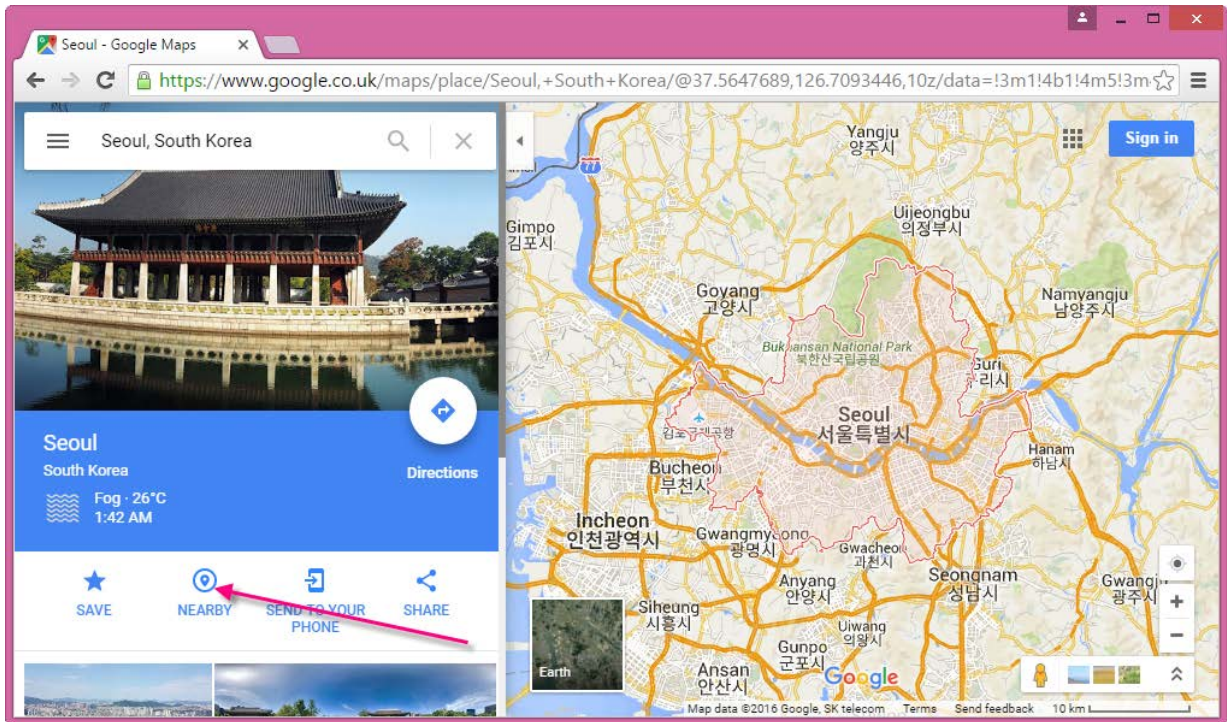
- 2) Sign into your Google account. You need to be signed into your account to be able to submit reviews and other contributions.
- 3) Search for "maps".



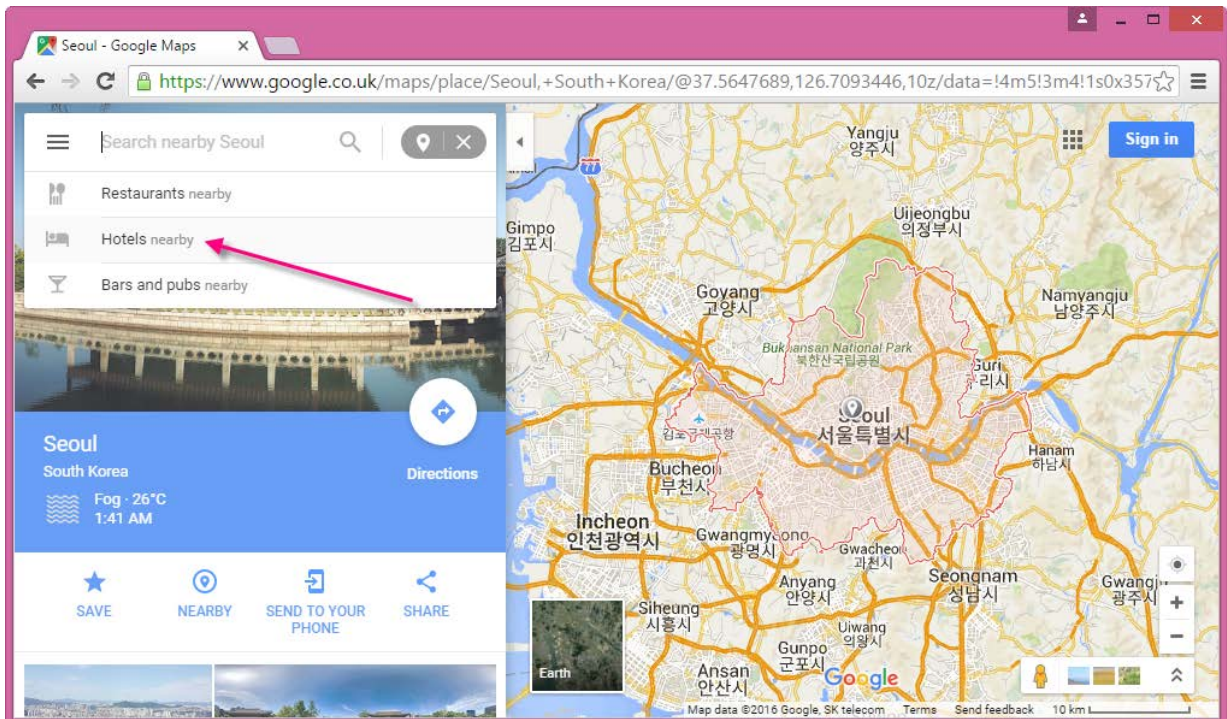
4) Click Google Maps. The map view opens.



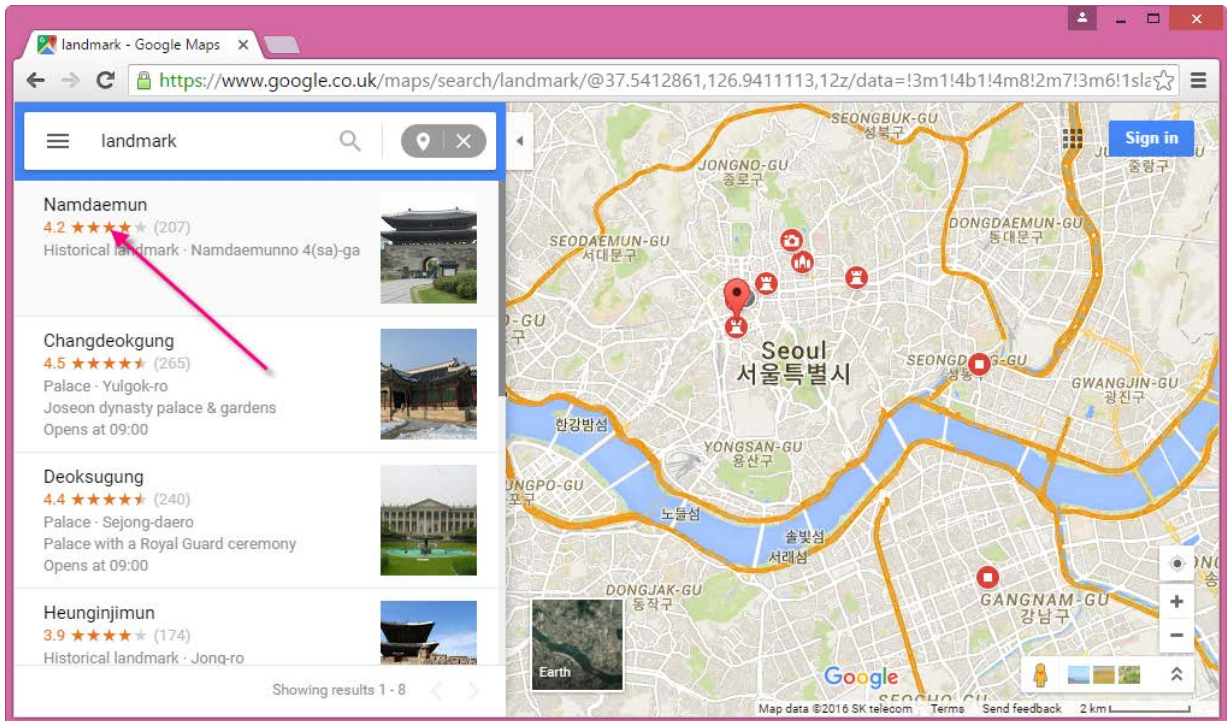
5) In the search bar, start typing the city and country name for the country you are boycotting, for example, "Seoul South Korea". The main page for the city opens.



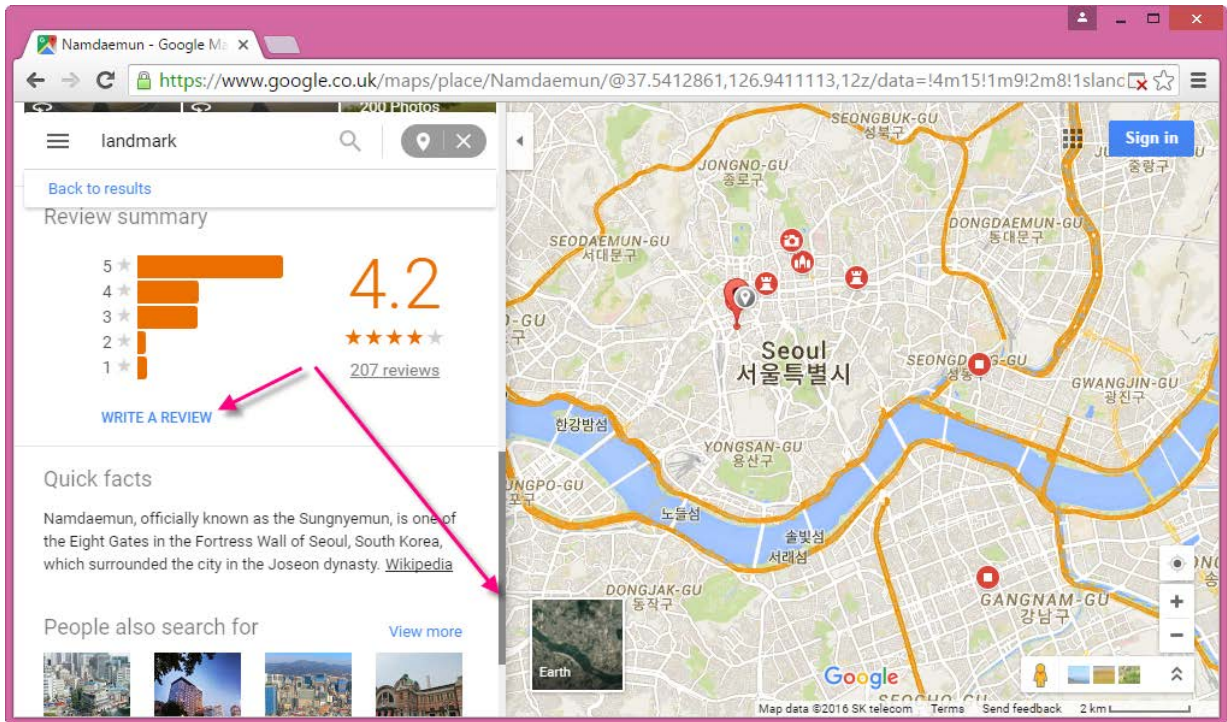
6) Click **Nearby** to open another search bar.



- 7) Choose “Restaurants nearby” or “Hotels nearby”. You can also search for other categories, such as:
 - Tourist attractions
 - Landmarks
 - Bars and nightclubs
 - Shopping malls
- 8) Google shows a list of search results in the category you chose.

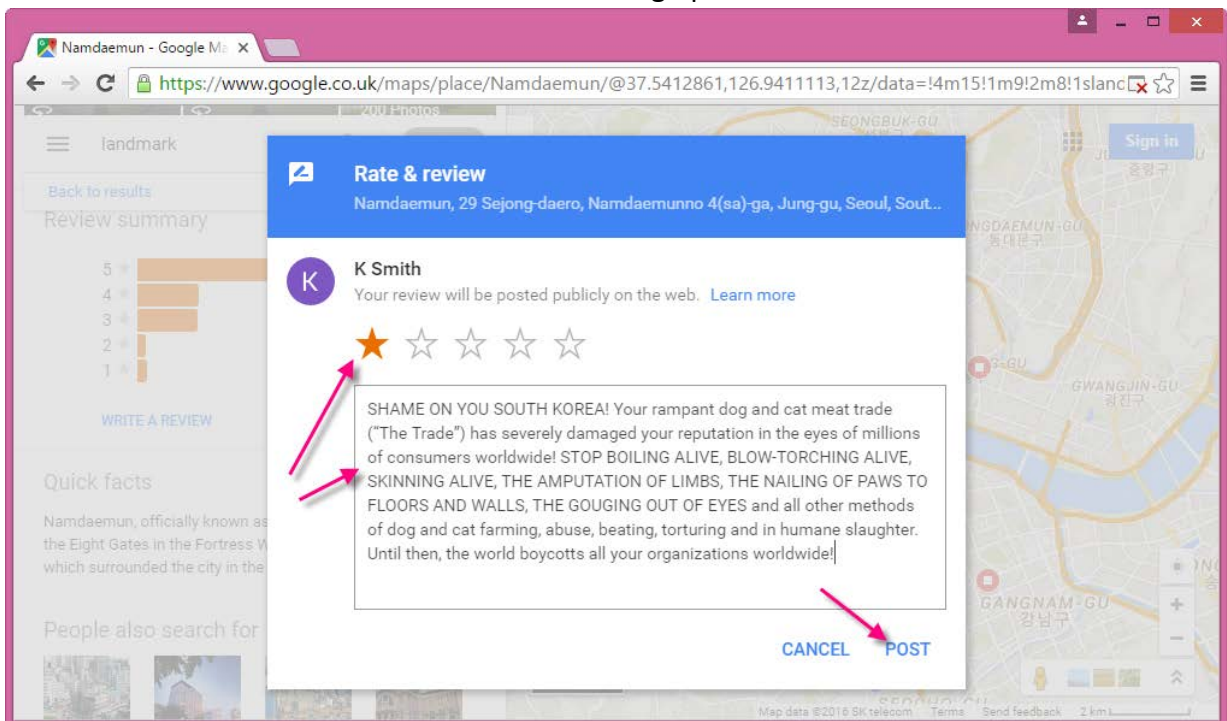


- 9) Starting with the first business on the list, click the yellow stars. The Google page for the business opens.



10) Scroll down to the bottom of the scrolling-window until you see “Review Summary”.

11) Click **WRITE A REVIEW**. The “Rate & review” dialog opens.



12) Select one-star (★), which is “poor”, the lowest possible rating.

13) Into the text box, copy and paste your review text. For instance, right-click and choose **Paste**.

Note: You may need to limit the text to around 250 characters, including spaces. However, the exact maximum character length cannot be determined precisely at this time.

14) Click **POST** and **DONE**.

You have posted your review!

15) Under the **Search** field, click **Return to Results** to go back to the previous list of businesses.

16) Starting with the next business on the list, repeat steps 9 to 15 for each business, continuing to go down the list.

17) Once you have left reviews for all businesses on the list, go to step 5 to search for a new category of businesses, and keep reviewing!

Removal of Reviews

Your review message may be removed at some point. However, the message will likely have been seen by many people by the time it is removed. It is possible that your review will remain for a long duration of time. The business owner must go through a process to get the review removed, which may deter them from removing it and also impress on them the boycott announcement.

Text Box Restrictions

Several online sources state that the maximum number of characters is 4000 for review text, but several other sources indicate that this number is much smaller, such as **250 characters, including spaces**. If your review contains a greater number of characters than this, it may not be published to the outside world, even though you can see it in your Google Maps > Menu > Contributions > Reviews area.

Checking that Your First Review Is Published

PLEASE REMEMBER! Just because your reviews show up in your Google Maps > Menu > Contributions > Reviews area, while you are logged into your Google account, this does not mean that the reviews are actually published to the outside world. For this reason, you should check that your first review has not exceeded the maximum character length and been successfully published.

To check that your first review is published

- 1) For the first business you reviewed, copy the Google link/URL to your clipboard. This way you can go straight to the Google business page to check that your review is there.
- 2) Log out of your Google account.
- 3) Open a different Internet browser, for example, if you were using Internet Explorer, open Chrome.

- 4) Go to the Google link for the first business you reviewed, and view the most recent review for the business. If you see your review, SUCCESS! ☺

Note: For more instructions, please see:

<https://support.google.com/maps/answer/6304221?co=GENIE.Platform%3DDesktop&hl=en>

Review City Checklist

You can keep track of the cities and categories you review in each city using a table or list like this:

City and Country Reviewed	Category (Hotel, Restaurant ...)	Google Page Name/Link	Done! ☺
Seoul, South Korea		https://www.Google.com/SeoulCorea/	✓