



European Animal
Research Association



BE OPEN

ANIMAL RESEARCH DAY

**3 MAY
2024**
4th edition

YOUR GUIDE



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About #BOARD24



What is BOARD?

BOARD stands for *Be Open about Animal Research Day*.

The fourth edition of BOARD (#BOARD24) will take place on **Friday 3 May 2024**.

This is a 24-hour global campaign, taking place on social media, supported by the European Animal Research Association (EARA) and the wider biomedical community, both public and private.

This initiative is welcome to any institution, organisation or individual that would like to demonstrate openness and transparency about the use of animals in biomedical research. This includes signatories of national Transparency Agreements on Animal Research in Europe and globally, EARA members, and institutions in any country where there are discussions about openness on animal research. #BOARD24 also encourages individual researchers, science communicators and to take part.

The official hashtag of the campaign that will be used on social media is #BOARD24. The slogan is "Get on #BOARD24".

How does it work?

#BOARD24 participants are free to choose which activity they would like to carry out based on their resources and approach. Plenty of examples will be provided in this guide, to give you an idea of how to get involved and join this 24-hour period of activity across the globe. The materials you produce for #BOARD24 will be shared to EARA's social media on campaign day.

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About #BOARD24



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



2

Get involved with #BOARD24



If you would like to join the campaign, please register by filling in [this form](#) by **Friday 15 March 2024**.

Below are the main ways to get involved for #BOARD24. You can find out more about each activity in the following pages.

- Add your support as a partner. This means having your **logo** displayed in the list of institutions supporting the initiative (see [#BOARD23 examples](#)).
- 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 in section 2.2, and [#BOARD23 examples](#)).
- Provide us with a **quote or statement** highlighting the importance of communications about the use of animals in research (see guidelines in section 2.3, and [#BOARD23 examples](#)).
- Send us any other materials, case studies, links or videos. As long as it is in a format that can be shared on social media, it is suitable for #BOARD24 (see next page).

IMPORTANT! Please share your materials in advance with BOARD co-ordinator Gege Li, at gli@eara.eu, by **Friday 29 March**. This is so that all materials are featured on the EARA social media platforms on the day of the campaign. We also ask that you share your materials to your own social media using the hashtag #BOARD24.

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Get involved with #BOARD24



Other than a logo, statement or Q&A, you can send us any other materials of your choice that show how you or your institution are working on openness and transparency about animal research.

Here are some activities that you can plan ahead of #BOARD24, taking inspiration from past editions of BOARD!

- **Print case studies** (published to your website/social media/newsletters)
- **Web article/feature/story**
- **Events** – these must be within the last year, and preferably no earlier than June 2023
 - Examples: open day, lab visit, lab tour (in-person/virtual), webinar, lecture, panel discussion
- **Videos**
 - Examples: interviews with researchers/lab staff/communications staff, facility tours, experiment demonstrations, explainer videos, event recordings
- **Podcasts**
- **Infographics**

The activities can be organised in English and/or the national language of your country. If it is not in English, please provide English subtitles/captions, if possible.

2.1 EARA workshop at UAR conference



This year, EARA will be holding a **workshop** on Thursday 2 May (the day before #BOARD24) titled, “Demonstrating transparency in animal research for #BOARD24.” The workshop will be part of the Understanding Animal Research (UAR) [Openness in animal research](#) conference on 2-3 May in the West Midlands, UK.

Workshop attendees will have the chance to learn all about #BOARD24 and how to use social media to communicate animal research. As part of the workshop, attendees will also take part in the campaign itself by planning and recording their own Q&A video (or written statement) about the subject, with advice and support from EARA.

The conference programme will be released in due course – please check the [UAR webpage](#) for updates.



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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 **Friday 29 March 2024**.

- *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 #BOARD24?*

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.

This Q&A will have a similar format to EARA's #TransparencyThursday series – [see examples](#).

2.3 Quote/Statement

If you would like to provide us with a quote or statement, send it to us by email to gli@eara.eu by **Friday 29 March**.

- The quote should highlight the importance of communicating the use of animals in research in your institution/organisation, and why #BOARD24 is relevant (try to use around 500 characters, including spaces).
- Your name + photo + affiliation + country.
- See the template example (right) and [statements from #BOARD23](#).



Example of template from #BOARD23

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#BOARD24 on social media



Follow EARA on our social media (click the icons below) to stay updated about #BOARD24 ahead of campaign day, as well as to check out everything that is happening on the day.



On the day of the campaign, please share/retweet our posts, always using the hashtag #BOARD24.

Our other X 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 – #BOARD24 – even if you are posting in different languages. Using the same hashtag will make it easier for people on social media to discover all the posts about our initiative in one place.

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Timelines & contact details



*Registration deadline: **Friday 15 March 2024** – fill out the form [here](#) or scan the QR code.*

*Send material deadline: **Friday 29 March 2024***

*Day of the campaign: **Friday 3 May 2024***



For more information, visit the [EARA website](#), or contact:

Gege Li | BOARD co-ordinator and EARA senior science communications & social media officer

gli@eara.eu



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THANK YOU!