

## Digitising Kids with Chooks to Supercharge One Online Activism Campaign

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In July 2014 the peak national animal welfare organisation, Animals Australia, took on McDonalds and other fastfood companies with regards to their continued use of cage eggs. As part of their ultimately successful campaign – and what has been detailed as instrumental towards that success – Animals Australia put out the following invitation to young Australians and their parents:

Children and animals — it's a tale as old as time. If you've ever seen a child and a dog, cat, chicken or any other animal together, you'll have witnessed the unique bond they share.

But how many children you know would support keeping chickens in cages?

It's time for McDonald's to hear what the kids of Australia think of keeping hens in cages.

If you have a child who cares about animals, or you know someone who fits that description, we want to help them make their voice heard! And to say thanks for speaking up for hens we'll send them some fun stickers and a fridge magnet PLUS a petition to get their friends on board!

Here's what to do:

Grab your kids and help them compose their personalised message asking Maccas to free chickens from cages. You can do this one of two ways:

Write a handwritten letter (and take a photo of your child holding their letter);  
or

Film a short video message — whether it's 5 seconds or 5 minutes — it doesn't matter!

When that's done, complete the form below to send it to us and we'll make sure Maccas gets the message that kids want to see hens freed from cages!

Our interest with this paper is to analyse this invitation, the responses – specifically those made into the short video that went viral in social media – and their reception. More specifically, we will explore the management of children's voices, images and authenticity within this domain in the context of charges of green-zealotry and the propagandising of children and the recognition that digital campaigning always needs an effective affective hook to capture attention.