

2015 Activity

Distributing videos on Facebook

Since Facebook is the most impactful online platform for the distribution of educational vegan videos, most of our efforts and resources were put there. Within a few months, the page became one of the most popular vegan pages in the world with over 800,000 fans.

Our work with Facebook includes: editing existing videos, editing new videos, writing appealing and informative descriptions, designing thumbnails, replying to messages, analyzing insights, advertising and more.

Notable videos we posted in 2015:



Teenagers Learning the Truth (Mercy For Animals)
530,000 shares / 23 Million views.



Planet Earth
865,000 shares / 27 Million views.



Last Moment of Grace (original work)
52,000 shares / 5 Million views.



The Saddest Place on Earth (original work)
76,000 shares / 5 Million views.



Toronto Pig Save - One Moment of Grace
79,000 shares / 8 Million views.



Toronto Pig Save - July 2015
209,000 shares / 18 Million views.



100 Years Young
125,000 shares / 6 Million views.



Through Their Eyes (Anonymous for Animal Rights)
157,000 shares / 10 Million views.



Austria's Gas Chambers Exposed (VGI)
99,000 shares / 6 Million views.



New Zealand's Dairy Industry Exposed (SAFE)
85,000 shares / 2.6 Million views.



The National Animal Rights Day 2015
66,000 / 2.9 Million views



Emma the Cow (Denis Vila)
236,000 shares / 10 Million views.



My Story (Mercy For Animals)
59,000 shares / 3.8 Million views.



Here's to ALL mothers (Mercy For Animals)
119,000 shares / 7 Million views.



The Beast Burger - Beyond Meat
164,000 shares / 11 Million views.



The Impossible Burger
157,000 shares / 10 Million views.



Freedom is Beautiful (Mercy For Animals)
65,000 shares / 2.8 Million views.



The World's First Plant-Based Scrambled Egg
113,000 shares / 8 Million views.



Cow stops bus that killed her son every day
90,000 shares / 5 Million views.



A Cow anxiously protecting her baby
63,000 shares / 8 Million views.



The Destroyer (Unilad)
111,000 shares / 6 Million views.



Today in 25 Years... (Cowspiracy teaser)
94,000 shares / 3.3 Million views.



Sara's Story (Mercy For Animals)
41,000 shares / 2.2 Million views.



Vegan activist challenges a cop to press the ON button to the machine that grinds chicks alive.

Israeli Activist, Tal Gilboa, Challenges Cop
49,000 shares / 2.3 Million views.



We All Love Animals
52,000 shares / 2.4 Million views.



The Lie We Live
150,000 shares / 4 Million views



Irish girl doesn't want to eat animals (English)
900,000 shares / 47 Million views.



Irish girl doesn't want to eat animals (Spanish)
180,000 shares / 9 Million views.



Whaling in the Faroe Islands (original work)
123,000 shares / 9 Million views.



3 year old kid saving a goat from slaughter
297,000 shares / 14 Million views.