

2019 OIE PHOTO COMPETITION will be held from 15 February to 15 April 2019, with the theme  
"Animal welfare, beyond the cliché"

From its first edition in 2015, the competition seeks to show, through the art of photography, the crucial importance of the work done to protect animal health and welfare worldwide, and to highlight the link between animal health and welfare and its significance to face the challenges of the future, and preserve human health and ecosystems.

Winners selection will be based on best depicting the work of public and private Veterinary Services in protecting animal health and promoting animal welfare worldwide in the context of the OIE Standards' implementation, thus ensuring public health.

The OIE PHOTO COMPETITION is a great tool to involve vet students, vet practitioners and OIE Network in a different kind of engagement, and to spread an artistic image on the OIE main action fields.

## USE THIS TOOLKIT TO BETTER DISSEMINATE THE ANNOUNCEMENT OF THE PHOTO COMPETITION AMONG YOUR CONTACTS!

### HOW CAN YOU DO IT

1. **Like and share the OIE social media** posts targeting potential participants to the competition, namely vet practitioners, vet students, and OIE Network
2. **Create your own social media posts** by adapting the messages and images we developed to your language and country, remaining short and engaging
3. **Follow and tag OIE Social Media Accounts**  
 Twitter: [www.oie.int/twitter](http://www.oie.int/twitter) - @oieanimalhealth  
 Facebook: @WorldorganisationforanimalhealthOIE  
 LinkedIn: [www.oie.int/linkedin](http://www.oie.int/linkedin)  
 Hashtags :  
 #OIEPhotoCompetition #animalhealth #animalwelfare #VetStudents #OIEbeyondthecliche

### MAIN MESSAGES OF THE CAMPAIGN

- #OIEPhotoCompetition will open in one week! Vets and Vets students, get your camera ready and prepare to run for the 2019 prizes! <http://www.oiephotocompetition.com>
- Show the world what #animalhealth and #animalwelfare beyond the cliché means! Get your camera and submit your best pictures to #OIEPhotoCompetition
- Discover the expertise of our jury members through their work! Watch their portfolio on <http://www.oiephotocompetition.com/jury/>
- Animal Welfare, Animal Production Systems, Veterinary Education, are ones of the themes you can explore with your camera for the #OIEPhotoCompetition <http://www.oiephotocompetition.com>
- Only 5 days before 2019 OIE Photo Competition closing! Don't miss the opportunity to be among the winners and apply on <http://www.oiephotocompetition.com>

## VISUALS FOR POSTS

Feel free to use one or several of the post visuals to accompany your own posts, downloading them [here](#)



**SPREAD THE INFORMATION ABOUT THE COMPETITION  
AND LET'S BREAK THE RECORD  
FOR THE NUMBER OF PARTICIPANTS THIS YEAR !**

OIE contact : OIE Communication Unit - [communication@oie.int](mailto:communication@oie.int)

FIND ALL INFORMATION ON THE COMPETITION ON  
**[WWW.OIEPHOTOCOMPETITION.COM](http://WWW.OIEPHOTOCOMPETITION.COM)**