

# THE RISE

# OF THE MEME

## How to Engage Your Audience in Social Media

# SPEAKERS:

Abigail Monico

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Nivasha Howery

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# **MEME:**

pronounced [neem]

an idea, style or action which spreads, often as mimicry, from person to person via the Internet, as with imitating the concept.

And build relationships with them!



# Make the experience different



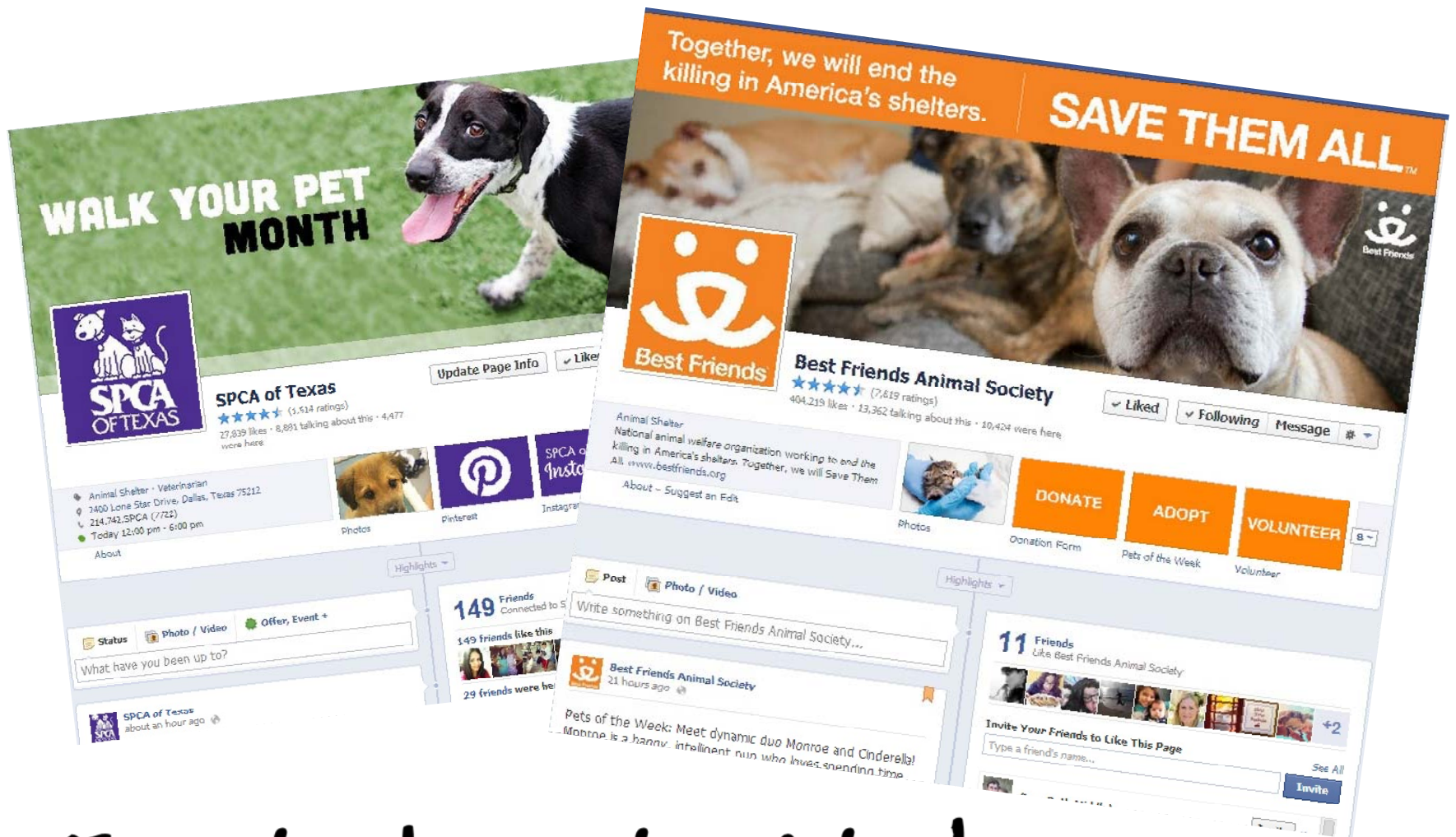
Age 25 to 34, 29.7% of users, is the most common age bracket.



The fastest growing demographic on Twitter is the 55-64 age bracket.

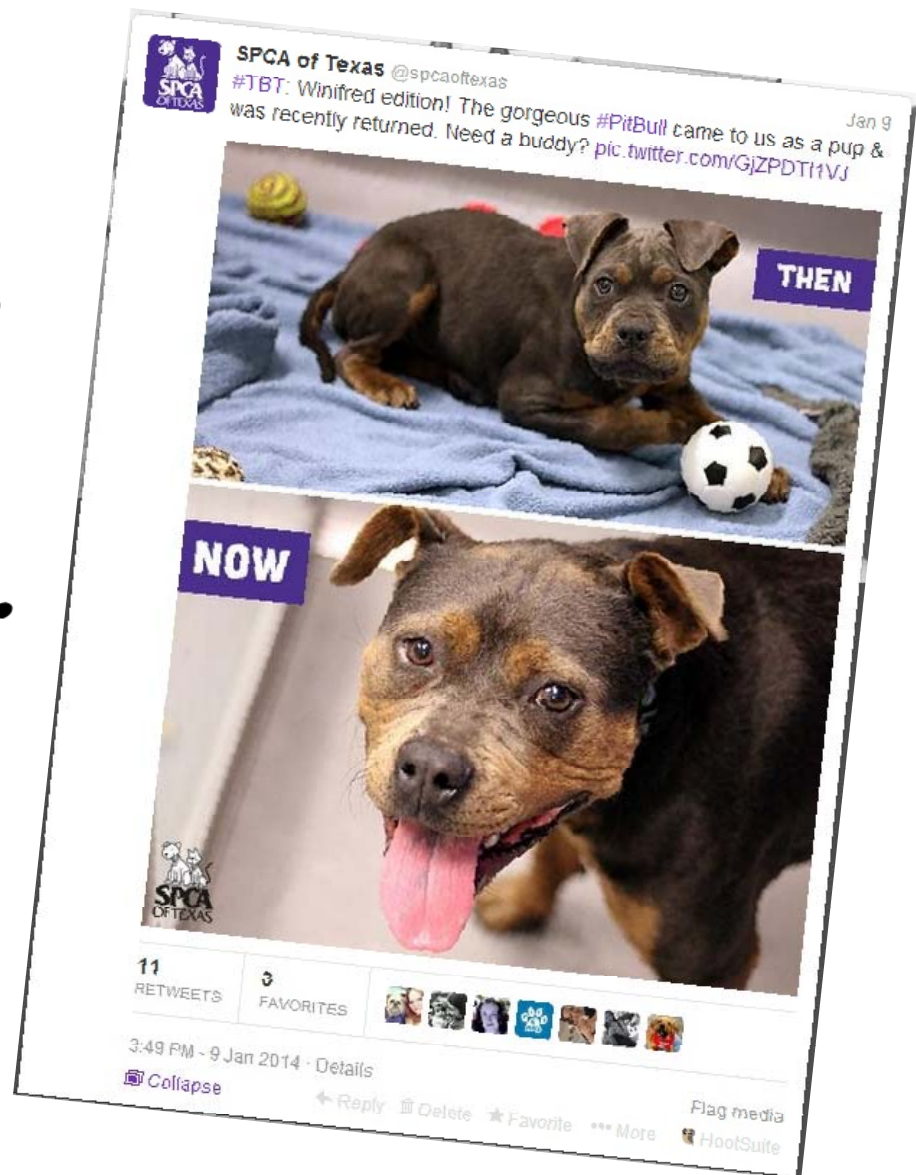


90% of Instagram users are under the age of 35.



Facebook is about building relationships & storytelling

Twitter is  
all about what  
you say &  
how you say it.



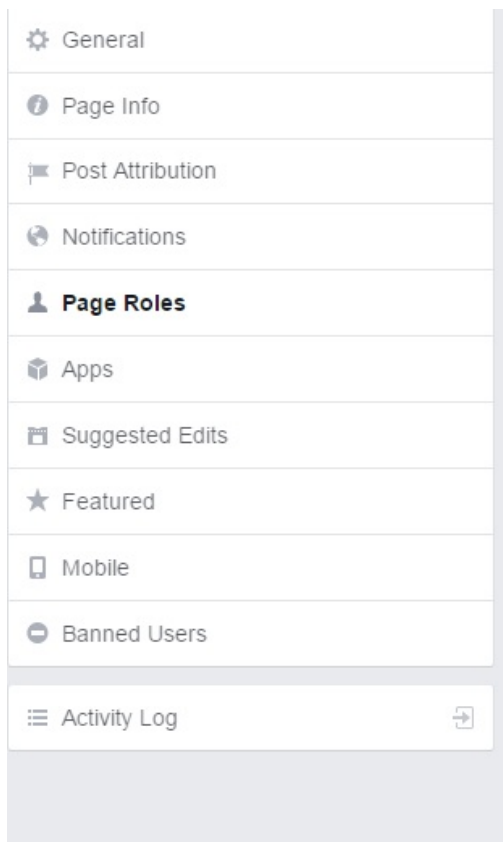
# Instagram tells your story through pictures.



# Make the experience different

<div> Today &lt; &gt; February 2014 <div> Day Week Month 4 Days Agenda More Settings </div> </div>						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27 <div> McKinney Monday POTD: Fox 4 SPCA of Texas Spotlight </div>	28 <div> Big Fix Post/Tweet Charity Tuesday CultureMap POTW Post Tuna Tuesday </div>	29 <div> Staff Favorite Wish List Wednesday Wordless Wednesday </div>	30 <div> Big Fix Post/Tweet Featured Pet Segment (YouTu POTD: WFAA Tailwagger Terrier Thursday or Twinkie TI </div>	31 <div> Adopt Me Video Black Friday Fundraising Friday iFoster Friday POTD: Fox 4 </div>	Feb 1 Saturday
2	3 <div> McKinney Monday POTD: Fox 4 SPCA of Texas Spotlight </div>	4 <div> Big Fix Post/Tweet Charity Tuesday CultureMap POTW Post Tuna Tuesday </div>	5 <div> Big Dog video Wish List Wednesday Wordless Wednesday </div>	6 <div> Big Fix Post/Tweet Featured Pet Segment (YouTu POTD: WFAA Tailwagger Terrier Thursday or Twinkie TI </div>	7 <div> Adopt Me Video Black Friday Fundraising Friday iFoster Friday POTD: Fox 4 </div>	8 Saturday
9	10 <div> McKinney Monday POTD: Fox 4 SPCA of Texas Spotlight Volunteer of the Month Mentio </div>	11 <div> Big Fix Post/Tweet Charity Tuesday CultureMap POTW Post Tuna Tuesday </div>	12 <div> Staff ACT Staff Favorite Wish List Wednesday Wordless Wednesday </div>	13 <div> Big Fix Post/Tweet Featured Pet Segment (YouTu POTD: WFAA Tailwagger Terrier Thursday or Twinkie TI </div>	14 <div> Adopt Me Video Black Friday Fundraising Friday iFoster Friday POTD: Fox 4 </div>	15 Saturday
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23	24 <div> McKinney Monday POTD: Fox 4 SPCA of Texas Spotlight </div>	25 <div> Big Fix Post/Tweet Charity Tuesday CultureMap POTW Post Tuna Tuesday </div>	26 <div> Staff Favorite Wish List Wednesday Wordless Wednesday </div>	27 <div> Big Fix Post/Tweet Featured Pet Segment (YouTu POTD: WFAA Tailwagger Terrier Thursday or Twinkie TI </div>	28 <div> Adopt Me Video Black Friday Fundraising Friday iFoster Friday POTD: Fox 4 </div>	Mar 1 Saturday

# Who should handle your accounts?



Everyone who works on your Page can have a different role depending on what they need to work on.

[Learn more about the different roles people can have on your Page.](#)



**Maura Leigh Keese Davies**

Admin ▾

Maura can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.



**Nivasha Howery**

Admin ▾

Nivasha can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.



**Abigail Monico**

Admin ▾

Abigail can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.



**Kelsey Keys**

Editor ▾

Kelsey can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.



**Stephanie Knight**

Editor ▾

Stephanie can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.



# And build relationships with them!



The Humane Society of Utah  
Liked · April 8, 2014 ·

According to our friends over at the Animal Rescue League of Iowa today is Dog Farting Awareness Day. Tag your photos #dfad and share your stories on how you have been affected by this issue.

Like · Comment · Share

530 people like this.

2,253 shares

View previous comments

6 of 144

Brian Lorimer David Baird  
April 17, 2014 at 2:01pm · Like

Vonnie Carrick Susan End Bsl Fiona  
April 17, 2014 at 3:26pm · Like

Suz Knox Gav Clark  
April 17, 2014 at 4:31pm · Like

Keegan Jersey Hughes Jesse Dale  
May 10, 2014 at 3:40pm · Like

Jesse Dale These dogs never stop farting.



Write a comment...

I will never look at my cat's paws the same...



Like Comment

Tag Photo



**SPCA of Texas**

It's #WiggleYourToesDay! Post a photo of your pets' furry feet in the comment section below!

Like • Comment • Share • Edit • August 6, 2013



Stephanie Knight, Robin Beasley, Emily Dawn Huddleston and 205 others like this.

79 shares

Album: Timeline Photos

Shared with: Public



Tag This Photo



Edit Location



Change Date

# FACEBOOK

What sets your organization apart from the pack? *(pun intended)*

Use great ideas wisely!

# And build relationships with them!



Sacramento SPCA

Liked · 18 hours ago

Sherpa has a room to herself and still manages to find this to be her favorite spot! At 10 years-old this beautiful, long-haired, petite girl is looking for a home. She previously lived with another cat and depending on the dog, may be able to make friends 😊

Don't forget about our senior adoption promotion for all seniors over 65 years of age. We will waive the adoption fee on animals over one-year-old!  
<http://www.sspca.org/adopt/meet-adoptable-pets/cats/>

Like · Comment · Share

190 people like this.

Top Comments -

37 shares



**Meg'gan Gaumer** Up high is always a great spot! My cats would be there too! I hope who ever gives her a place in their hearts also gives her a high perch to watch things from.

Like · Reply · 15 · 18 hours ago



**Shaina Sepulveda** Deb Jo Sepulveda

Like · Reply · 16 hours ago



**Larissa Dolen** My Luna loves to go up high as well. It's funny though, she was 2 years old before she realized she was fully capable of jumping higher than the bed. Now she makes it her mission to leap up to high spaces throughout the house as frequently as possible. She's a little show off. ❤️

Like · Reply · 18 hours ago



**Marcia Barkley** I've seen a zillion cats in those rooms over the years, and this is the first one I've seen who's found that ledge. CLEVER CAT!

Like · Reply · 10 hours ago



Write a comment...




# And build relationships with them!

SOPHIE DESTINY HONEY RAVEN

# NICEGIRLS

*"Cuddly and adorable!"*

IN ADOPTION **NOW**



We've been making **FETCH** happen for years!!!



Nebraska Humane Society

Liked · April 30, 2014 ·

We've been making fetch happen for years!!

Like · Comment · Share

Like Susan Sterling and 1,212 others · Top Comments · like this.

380 shares

Abigail Monico Nivasha Howery  
Like · Reply · 1 · April 30, 2014 at 10:30am

Bi Nguyen Brittney Allred, I'm basically in tears.  
Like · Reply · 2 · April 30, 2014 at 10:42am

Joette Nicholson There are so many dogs I wouldn't mind looking at but the city made it impossible to own. The restriction they put on bully breeds not everyone can afford  
Like · Reply · 2 · April 30, 2014 at 10:42am

Chelle Nero Awww, they're so cute, I wish I could just adopt all of them. Thank you, Dustin, for pointing this out to me.  
Like · Reply · 1 · May 1, 2014 at 1:54pm

Dustin Belt Michelle Rose Martinez  
Like · Reply · 1 · May 1, 2014 at 1:03pm

Korey Gardner Made me think of you, Shelly Dollar  
Like · Reply · 1 · April 30, 2014 at 4:22pm

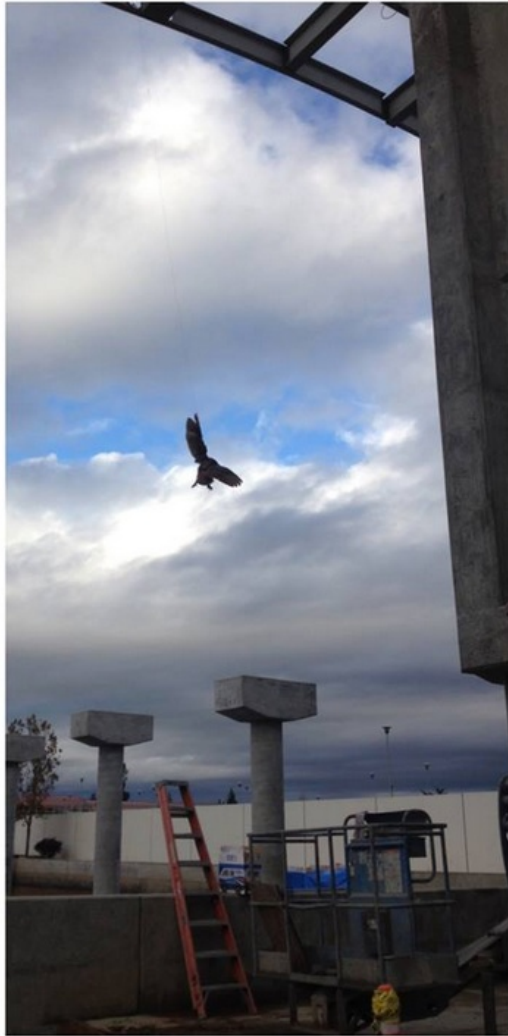
View 23 more comments



Write a comment...



# Front Street Animal Shelter: Heroes in action



Front Street Animal Shelter - City of Sacramento

Liked · November 29, 2014 ·

FREE WILLY! SHARE!

What happens when a Great Horned Owl gets tangled up in fishing line and dangles 30 feet above the American River next to the water treatment plant? Officer Shaw to the rescue, that's what! Big props to the City of Sacramento Department of Transportation-Lighting Crew for loaning us their bucket truck. These pictures tell an incredible story of doing whatever it takes to save another one! This lucky owl is doing fine and on his way to wildlife rescue! High wings please!

City of Sacramento, Public Information

Like · Comment · Share

1,820 people like this.

Top Comments

223 shares



**Valerie Ranne** You guys really are heroes, you know that? Bless you!

Like · Reply · 25 · November 29, 2014 at 9:17pm

2 Replies



**Patricia Frey** Thank you! And thank you, Wildlife Rescue. God bless you all!

Like · Reply · 14 · November 29, 2014 at 9:36pm



**Alexis Moran** I was so high up!! 😊

Like · Reply · 9 · November 29, 2014 at 9:27pm



**Tanya Rosengren** Aww! I LOVE owls! Good job officer shaw! 😊



Write a comment...



# Legacy Boxer Rescue – Knows their niche



**Legacy Boxer Rescue**

20 hrs · Edited ·

Virginia Woof, Female, Rescued by Legacy January 2015.



Like · Comment · Share · 4,478 109 127



**Legacy Boxer Rescue**

January 2 at 10:57am ·

Legacy Foster Zak has come a long way since we rescued him! Go Zak!



Like · Comment · Share · 15,556 570 531

# Calgary Humane: It's okay to play favorites

Frank might be the sweetest boy you'll ever meet. He's had a rough go lately, but has embraced his recent hind leg amputation - it does not slow him down! Frank has got the three-legged dog lean down pat, he loves to snuggles right in for some love. This boy also has the best tail wag we've seen!

Can you give Frank everything he deserves?



Sian & Shandell's Staff Favorite

Calgary Humane Society  
Connecting Lives

**Calgary Humane Society**  
Liked · January 27 · Edited

Sian + Shandell couldn't decide who liked Frank more, so they both decided to give the boy some love!

Age: 1 year  
Sex: Male... See More

Like · Comment · Share

140 people like this.  
25 shares

**Lisa O Shea** Awwwww what a sweet boy! I hope he finds a great forever home!  
January 27 at 2:45pm · Like

**Norticea Kush-Pomery** To sweet guy Hurts to ready Prayers for you a new home  
January 27 at 2:50pm · Like

**Melissa Malejko** Aw, poor guy. He'd fit right in with my one-eyed dog! I almost prefer the "less-than-perfect" doggies. But I'm not the right family for him. I'm sure he'll find his forever home soon - and the rest of us would probably love to see video of him wagging!  
January 27 at 3:25pm · Like

**Calgary Humane Society** He was featured last week on Fido Friday Melissa! Check it out here: <http://bit.ly/1mBPRSt>

**{fidoFRIDAY} Single Guys Edition**  
[www.youtube.com](http://www.youtube.com)  
Featured dogs include Patch (white spotted Collie X), Buddy (German Shepherd X),... See More

January 27 at 3:32pm · Like · 2

**Melissa Malejko** That is \*awesome\*!!! Thanks!  
January 27 at 3:36pm · Like

Write a comment...

# And build relationships with them!



SPCA of Texas

Posted by Abigail Monico [?]  
December 2, 2014 · Edited ·

This #TransformationTuesday, meet Goffy. He was brought in by the SPCA of Texas Rescue & Investigations team on Halloween, and his condition was a scary sight. The 1-year-old Pibble was skin & bones, covered in fight wounds and crawling with fleas. It was evident Goffy hadn't been shown much human kindness in his young life, but as soon as he met our vet staff, his tail wagged & he rested his head...  
[See More](#)

Tag Photo Add Location Edit

Like · Comment · Share

Nivasha Howery, Liz Nelson, Ashley Thompson and 1,023 others like this.

159 shares



SPCA of Texas Please share Goffy's story friends! Donate your Facebook status this #GivingTuesday to help Goffy get a loving home!

Like · Reply · 3 · Commented on by Abigail Monico [?] · December 2, 2014 at 2:59pm



Erin Balon Awe!!! Little pibble faces are the cutest!

Like · Reply · 4 · December 2, 2014 at 12:36pm



SPCA of Texas replied · 3 Replies



Heather McMillen Donation in the mail. Keep doing the wonderful things y'all do and we will



Write a comment...



# Montgomery County Animal Shelter: Memes FTW!



Official Site of Montgomery County  
Animal Shelter

Liked · February 4, 2014 ·

And that's the TRUTH, right there!

P.S. I'm adoptable! Click for more about me:  
<https://www.facebook.com/MCASTX/photos/a.190362944337023.40175.114069718633013/685840041455975/>

Help me find a home! Please "SHARE!"  
Check out more adoptable dogs:  
<http://bit.ly/mcasdogs1> — with Erin Coffey.

Like · Comment · Share

1,557 people like this.


3,349 shares

View previous comments 6 of 60

 **Erich Keppler** Jasmyne Pacheco  
February 7, 2014 at 11:58pm · Like

 **Deej Eavenson** Brown Kaisa McKenna I like  
this how about you????  
February 8, 2014 at 3:40pm · Like

 **Becky Mettle** James McEntee  
February 13, 2014 at 11:08am · Like

 **Brent Brooks** Sean Haynes  
March 3, 2014 at 12:23pm · Like

 **Wesley Blokker** Milou van der Pool  
Herkenbaar? 😊  
See Translation

Write a comment...



# FIND YOUR VOICE

Build relationships.

Be genuine.

Ask questions.

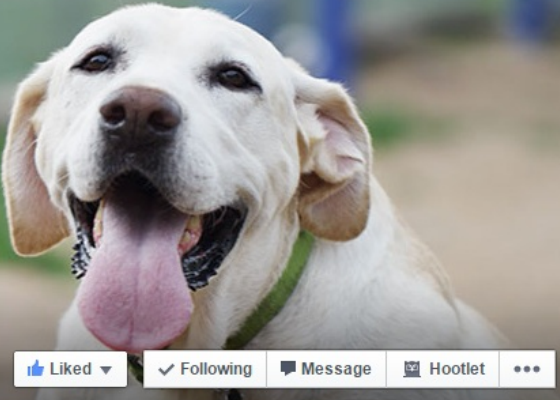
Get to know your audience.

Keep them coming back.

"When you're here, you're family!"

# How often should you post?

Believe you can make a difference in the lives of homeless pets.



**Dumb Friends League** ✓  
Animal Shelter · Pet Store

Like · Following · Message · Hootlet · ...

Timeline About Photos Sign up for eNews More ▾

PEOPLE >

★★★★★  
67,535 likes  
5,176 visits

Corey Helton Price, Madeline Ann Yeaman and 2 others like this.

Invite your friends to like this Page

ABOUT >


The Dumb Friends League is a non-profit animal shelter...

Post Photo / Video

Write something on this Page...

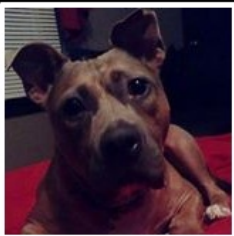
**Dumb Friends League**  
December 30, 2014 at 12:26pm ·

We hear from many of our adopters that their pet changed their life. For one generous donor in particular, the cat she adopted inspired her to "pay it forward" for hundreds of other hopeful felines at our shelter—by paying the adoption fee for all adult cats through Sunday, Jan. 4. Please join us in thanking this kind donor, and invite everyone you know to come adopt a cat at no cost. Our goal is to find loving homes for 300 cats by Sunday!  
<http://bit.ly/13QOU6i>



Dumb Friends League:  
3 to 4 times per week

Meet our featured pet!  
(read their bio by clicking on the picture below) ↓



**Manchester Animal Shelter**  
Organization · Animal Shelter

**Giving animals a better tomorrow.**

friends of the MANCHESTER Animal Shelter


Like · Following · Message · Hootlet · ...

**Timeline** · About · Likes · Videos · More ▾

**PEOPLE** >

**103,672 likes**

RayLynn Bradigan likes this.



Invite your friends to like this Page

**ABOUT** >

- ⓘ A non-profit NO-KILL animal shelter rescuing stray and abandoned animals off the streets of Manchester New Hampshire, USA. [www.manchesteranimalshelter.org](http://www.manchesteranimalshelter.org)
- 🌐 <http://www.manchesteranimalshelter.org/>

**Post** Photo / Video

Write something on this Page...

**Manchester Animal Shelter**  
5 hrs · Edited · 🌐

**IMPORTANT** Please read:

A friendly reminder that here at **Manchester Animal Shelter** we do not tolerate negative comments especially regarding our animals. Judging an animal based solely on breed, sex or color is simply not fair to anyone. These are characteristics they are born into & have nothing to do with their personalities or habits. Its all in how you treat & care for the animal. With proper training, dedication & consistency any animal can be a model citizen. If you are ... [See More](#)

Manchester Animal Shelter:  
8 to 10 times per day

*You did it!*  
Goal = Reached  
THANK YOU!



SPCA of Texas ✓  
Animal Shelter · Veterinarian




Liked Following Message Hootlet

Timeline About Photos Instagram More

SPCA of Texas:  
3 to 4 times per day

PEOPLE >

★★★★★  
46,221 likes  
4,938 visits

Nivasha Howery, Courtney Gustafson and 238 other friends like this or have been here.

+235

Status Photo / Video Offer, Event +

What have you been up to?

5 Scheduled Posts  
Next post scheduled for today at 5:35pm. See posts.

SPCA of Texas  
Posted by Abigail Monico [?] · 24 minutes ago · Edited [?]

683. That's how many animals were saved by foster homes last year! From neonatal puppies & kittens too young for adoption & requiring bottle feedings

# LIKES VS. ENGAGEMENT



## Calgary Humane Society

Yesterday

What is your favorite pet name?

(Don't be surprised if you see these name on our website soon.  
Don't consider it stealing, more like borrowing 😊 )

Like · Comment · Share



75 people like this.



View previous comments

2 of 463



**Kerri Vandermeulen Lawton** Chayla and chessa

38 minutes ago · Like



**Tabitha Lyn** Maggie Mae

28 minutes ago · Like



Write a comment...





**Emily Dickens** Polly.

Like · Reply · 1 · March 19 at 11:35am



**Priscilla Hernandez** I like Sasha

Like · Reply · March 19 at 1:32pm



**Karen Reese** Sandy, Stella or Dolly. Good names.

Like · Reply · March 19 at 11:51am



**Keila Martin** My boys say Maggie but she looks like a Sophie to me! I love her! Does she like doggie friends, too? Our recently adopted terrier mix is lonesome for a doggie friend.

Like · Reply · March 19 at 4:07pm



**SPCA of Texas** Keila, she came to us with several other dogs and doesn't seem to mind. She's very sweet, but shy and needs a loving family to help her come out of her shell. She loves to cuddle and would be the best listener, too. Bring your dog to meet her! We're open 12-6, seven days a week and she's at 2400 Lone Star Dr. in Dallas.

Like · 2 · March 19 at 5:12pm



Write a reply...



**Shannon Qualls** Omg I'm in love

Like · Reply · 1 · March 19 at 3:41pm



**SPCA of Texas** Shannon, she is available for adoption, if you'd like to meet her! 😊

Like · March 19 at 4:14pm



Write a reply...



**Sandy Miller** Is she available?

Like · Reply · March 19 at 1:29pm



**SPCA of Texas** replied · 2 Replies



View more comments

6 of 411



Write a comment...





### Wisconsin Humane Society

December 29, 2014 at 4:40pm · 🌐

Ok, Facebook friends... let's see if we can all pull together and find Jovie a home before the New Year! If we do this right, maybe Jovie's perfect match will be waiting for her when our Milwaukee Campus opens at 12pm tomorrow! 😊

We don't have the slightest idea why this sweet 2-year-old American Pit Bull Terrier mix is still with us. She loves to play fetch and will give up her favorite toy mid-chew if you ask her for it. She thinks cats are neat and tries to make friends wit... [See More](#)



### Wisconsin Humane Society

December 30, 2014 at 7:34pm · Edited · 🌐

Look who found a family tonight!! It was music to this social media manager's ears when Chris told us his girlfriend saw Jovie on Facebook 😊 We were beyond thrilled to see her go home with such a great guy and we wish them the best of luck! To everyone who shared Jovie's post, tagged friends, or simply commented with well wishes, we can't thank you enough; social media can truly make a world of difference... just ask Jovie! (And yes, Jovie got a harness that fit her much better right after this photo was taken 😊 )





**KODA**  
OWNED AND LOVED BY KARI CHAMBERS

**Texas Coalition for Animal Protection**  
Liked · October 28, 2014 · 

Koda is our pet of the day in Burleson!

Like · Comment · Share 

 961 people like this. Top Comments ▾

 33 shares

**Holly Schriefer** Love that attitude. "I don't always go to the vet, but when I do I make pet of the day." \*lol\*  
Like · Reply ·  3 · October 28, 2014 at 11:31am

**Kari Chambers** He's a anatolian shepherd, great pyrenees mix 😊 We got him last week from a family in Joshua. He's a sweetheart ❤️  
Like · Reply ·  1 · October 28, 2014 at 10:34pm

**Marisha Brackney** Karen Bush awww  
Like · Reply ·  1 · October 28, 2014 at 7:12pm

**Fiona Borg** What breed of dog is this.? He looks said , but so adorable, is he for sale.??  
Like · Reply ·  1 · October 28, 2014 at 11:50am

**Janet Brune** He is a beautiful pup. Glad he has a good home. Do they have more puppies?  
Like · Reply · October 29, 2014 at 8:53pm

**Karen Bush** Marisha Brackney  
Like · Reply · October 28, 2014 at 6:56pm

 View 10 more comments



**Nebraska Humane Society**

Liked · December 9, 2014 · Edited ·

Here's something we don't see every day! Over the weekend this sheep was found wandering the streets of Omaha spreading Christmas Cheer in his holiday sweater! Animal Control was called and brought him in. If you're missing a sheep that enjoys wearing Christmas Sweaters he's here at NHS. He's not currently available for adoption, but we'll let people know when he'll be available. #ChristmasSheep

Like · Comment · Share



Karen Hollish and 3,378 others like this.

Top Comments ▾



2,970 shares



**Diane Rudy Kabourek** Please tell me it isn't a wool sweater...

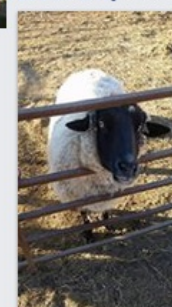
Like · Reply · 238 · December 9, 2014 at 10:50am



8 Replies



**Laura Kelley** He can come join my girl Shiba





**Nebraska Humane Society**  
Liked · December 10, 2014 ·

Update on the #ChristmasSheep: We are happy to report that Gage the Christmas Sheep has been reunited with his family!! Someone saw our Facebook Post about Gage and shared it with the family who then contacted us and they came in and got him last night! We want to say THANK YOU to everyone for their Likes, Comments and Shares yesterday! Your shares helped us find Gage's family and we couldn't have done it without you!

Like · Comment · Share

1,987 people like this.

Top Comments ▾

187 shares



**Kathy Thomas** The story was on GMA this morning.

Like · Reply · 65 · December 10, 2014 at 9:54am

2 Replies



**Sue Vaughn** Glad Gage is b-a-a-ack home

Like · Reply · 59 · December 10, 2014 at 10:13am



**Hilary Vieth** This story was also on Live with Kelly and Michael!

Like · Reply · 22 · December 10, 2014 at 10:00am



**Daryn Palay Almeida** Made the news in England too!!! LOL! 😄

Unlike · Reply · 19 · December 10, 2014 at



Write a comment...





SPCA of Texas

Liked · November 7, 2013

Is your family looking to adopt a tiny, fluffy puppy? If so, you'll want to cancel your plans today to come meet Kamey and her five littermates! They are 2-month-old Schnauzer mixes available to adopt at the SPCA of Texas in Dallas starting at noon. Please share!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

381 people like this.

Top Comments

261 shares

Lisa Bernstein Just made a phone call for a friend



Adopted ♥



SPCA of Texas

Liked · November 7, 2013

This adoption is sealed with a puppy kiss! Thank you to everyone who shared Kamey's photo! She's now in the arms of her new mom, Sherrill. With your help, four of the six Schnauzer puppies have found loving homes so far. Thumbs up for a happy day of adoptions & share any tips for the new families in the comment section below!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Erica Mulder, Lee Jamison, RayLynn Bradigan and 456 others like this.

Top Comments

27 shares

Hafiz Umar Allie Farooq How do I send pictures to the Dallas spca? They wanted pics but I sort of misplaced the email address

Like · Reply · November 7, 2013 at 5:39pm



SPCA of Texas Hafiz, you've come to the right place! There isn't a Dallas SPCA. The SPCA of Texas has two adoption center locations: Jan Rees-Jones Animal Care Center in Dallas and the Russell H. Perry Animal Care Center in McKinney. You can share your photos on our Facebook page to send updates! Thank you!

Like · 1 · November 8, 2013 at 12:07pm



Write a reply...



Taylor Thompson do her 2 sisters left look similar to kamey??

Like · Reply · 1 · November 7, 2013 at 5:13pm



Write a comment...

# A PICTURE IS WORTH...

(Asheville Humane Society)



(Seattle Humane Society)



(Humane Society of Southern Arizona)



(SPCA of Texas)

(Humane Society of Utah)



(Louisiana SPCA)

# Cover Photo

Width: 851px  
Height: 315px

Gap 210px

Gap 160px

Gap 23px

Gap: 105px

Profile picture  
Width: 160px  
Height: 160px

Should be uploaded:  
Width: 180px  
Height: 180px

## Fb pages: Sizes & Dimensions

11,928 likes • 529 talking about this

Like

Follow

Message



Computers

facebook CheeT SheeT: Sizes & Dimensions

About - Suggest an Edit



Photos

Application  
Icons  
Width: 111px  
Height: 74px

Welcome



Likes



Events

1

A pinned Photo

Pinned post picture size

Width: 403px  
Height: 403px

# FACEBOOK VIDEO

**Nebraska Humane Society** shared a link.  
August 15, 2013 near Omaha, NE

Pepper and Baron, who had been in our care since June, found a home today!! Congratulations Pepper and Baron. There adoption means two of our dynamic duos found homes this week!! We think that's pretty awesome, click like to help us celebrate a successful week!

**Pepper And Baron Go Home!**  
www.youtube.com

Pepper and Baron are a duo that has been at the shelter for awhile now, looking for a place to call home. We are very happy to report that this

Like · Comment · Share

558 28 16



**DFW Rescue Me**

Liked · November 28, 2014 · Edited ·

It takes a very special person to foster bottle babies. It isn't just a matter of feeding them every 2 hours and keeping them clean. You pretty much have to do it all. We try to make it as close to a mother's care as we can get. Never a replacement, but as close as we can come. Warm baths help.

[www.dfwrescueme.org/donate](http://www.dfwrescueme.org/donate)

37,411,704 Views

Unlike · Comment · Share

You and 792,301 others like this. Top Comments

293,916 shares

**John Terry** Puppy looks like he is having a spa day! Thanks for all you do!

Like · Reply · 6,983 · November 28, 2014 at 3:16pm

34 Replies

**Marcos Solis** Why did that get me sleepy?..lol

Like · Reply · 791 · November 28, 2014 at 3:15pm

18 Replies

**Paty Martz** F Maravillosa labor, unos ángeles salvando a otros. :))

See Translation



Write a comment...





SPCA of Texas  
December 2, 2013

### Daisy sings on Good Day FOX 4

Meet Daisy, a 2-year-old Beagle who loves to sing! This morning, she visited Meteorologist Jennifer Myers and Good Day Fox 4 in hopes of finding a forever home! Come at the SPCA of Texas in Dallas starting today at noon please "share!" (<http://spcafindapet.com/pets/7261>) FOX/4- Good Day.



Like · Comment · Share

330 people saw this post



0:05 / 0:28



Kim Hillyer · SPCA of Texas  
December 2, 2013

Daisy Duke singing in her new home.

Like · Comment · Share

Nivasha Howsry, Erica Mulder, Stephanie Knight and 34 others like this.

28 shares

Lisa Kennedy Crowe Thank you for saving this baby's life and giving her what already appears to be a GREAT home! Congrats!  
Like · Reply · 4 · December 3, 2013 at 7:56am

Dorothy Smith they are so cute! Hope their neighbors aren't close by. 😊  
Like · Reply · December 3, 2013 at 7:51pm

Christie Wiley Awwwww! Love it!  
Like · Reply · December 3, 2013 at 8:02am

Suellen Mullins SO CUTE. I love Daisy. Please make her a facebook page.  
Like · Reply · 1 · December 4, 2013 at 11:18am

Vanessa Quiroga My dog just jumped out of her spot and started to search for another puppy around 😊  
Like · Reply · 1 · December 3, 2013 at 5:11pm

Cathy Owens Swift I love the way you're teaching her to sing! 😊  
Like · Reply · December 3, 2013 at 4:44pm

View 8 more comments



Write a comment...

# ADS & PROMOTED POSTS



ASPCA shared a link.

Yesterday

Victory! U.S. House passed the #FarmBill with NO #KingAmendment and WITH stronger #AnimalFighting penalties! Senate to vote soon!



**BREAKING: House Passes Farm Bill With No King Amendment!**

[www.aspcapro.org](http://www.aspcapro.org)

After today's vote in the House, the Farm Bill is headed to the Senate for consideration and passage. Thanks to all who lobbied Congress with us, it's a great day for animals! Please share!



Arizona Humane Society shared a link.

January 27

Willow is a sweet, 4-year-old tabby looking for a new home.

Can you help her?



**Willow - Big eyes, even bigger heart.**

[www.petharbor.com](http://www.petharbor.com)

I am a spayed female, brown tabby Domestic Mediumhair.

# ADS & PROMOTED POSTS

Do use:

- Posts with lots of comments, shares, likes
- A trending topic
- Posts with tagged pages
- Posts from high-quality Facebook pages
- Unseen content to the Open Graph
- Videos with high view counts

# ADS & PROMOTED POSTS

Don't use:

- Click baiting
- Overshared/repetitious posts
- Text-only posts from brand pages
- Posts with high hide/unlike rates
- Posts with the words: like, comment or share
- Overly promotional posts/links

# ADS & PROMOTED POSTS

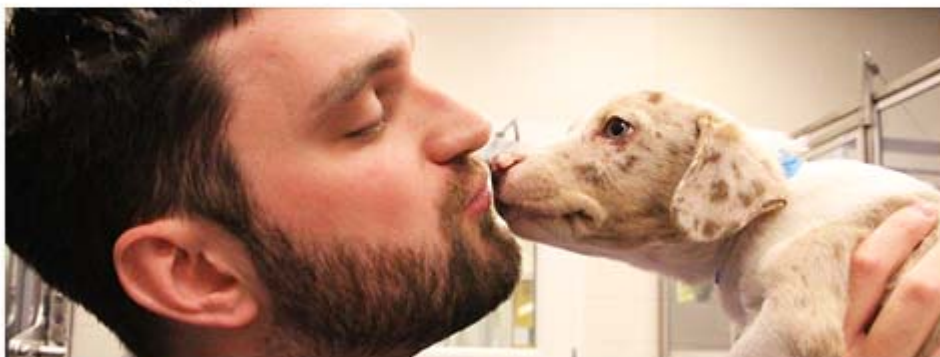
## Suggested Page



**SPCA of Texas**

Sponsored

The SPCA of Texas is dedicated to providing every animal exceptional care & a loving home.



**SPCA of Texas**

Animal Shelter

46,358 people like this.

Like Page

## Performance

**Actions** Clicks CTR Impressions

**7,590** Total Actions?

2,631 Post Likes?

2,005 Page Likes?

1,262 Page Photo Views?

1,692 Other Actions?

[See full actions report](#)



SPCA of Texas

Sponsored · 🌐

Romeo is our latest rescue & he needs your help! A Good Samaritan contacted us about an abandoned dog chained to a tree, and the [SPCA of Texas](#) Rescue & Investigations team rushed to save him. He is nearly bald, covered in mange & scabs and very skinny, but thanks to your support he's now on the road to recovery. We gave him the name Romeo for his loving heart. He's in such discomfort, yet greets us with tail wags, hugs & gentle kisses. Romeo knows his life is changing, but we need your help to provide him with the extensive medical treatment he needs! Thanks to an anonymous donor, your gift will be matched now until the end of the year to go twice as far. Please make a matched donation at [www.sPCA.org/romeo](http://www.sPCA.org/romeo) and SHARE to help Romeo heal!



Like · Comment · Share · Hootlet · 🍷 3,908 💬 288 📷 596

## Performance

**Actions** Clicks CTR Impressions

**7,571 Total Actions?**

3,383 Post Likes?

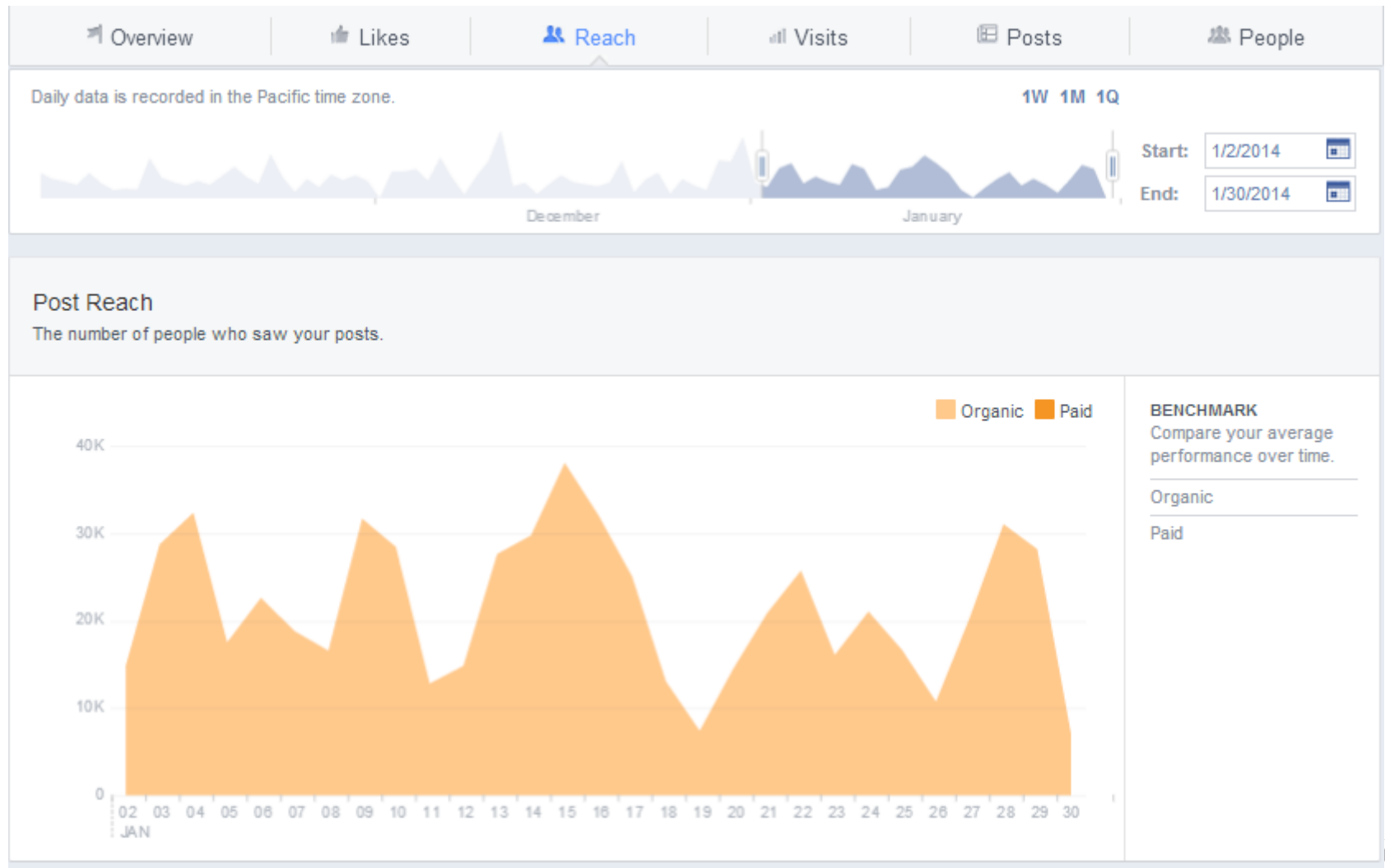
3,052 Page Photo Views?

418 Post Shares?

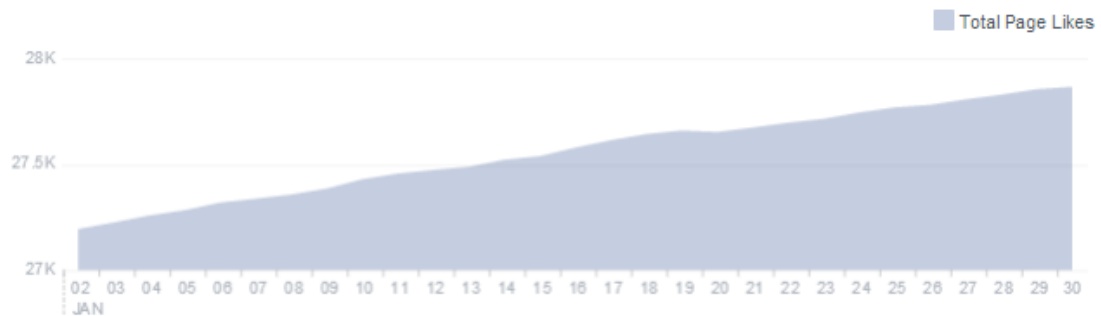
718 Other Actions?

[See full actions report](#)

# FACEBOOK INSIGHTS



Total Page Likes as of Today: 27,864

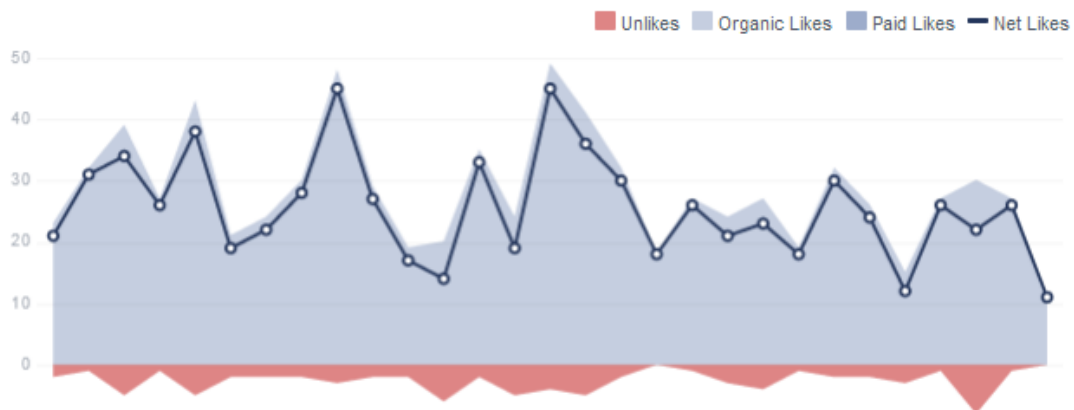


**BENCHMARK**  
Compare your average performance over time.

Total Page Likes

### Net Likes: What Changed

Likes - unlikes = net likes



**BENCHMARK**  
Compare your average performance over time.

Unlikes

Organic Likes





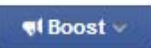
















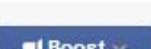






Paid Likes

Net Likes

**WANT MORE LIKES?**

Create an ad to get more people to like your Page.

[Boost Page](#)

Overview	Likes	Reach	Visits	Posts	People
01/30/2014 10:40 am	 Get ready to say "Aww" at this #ThrowbackThursday photo! Victor came to us		 3.1K	 221 162	
01/29/2014 7:15 pm	 It's Walk Your Pet Month! Did you know a 10-minute walk with your dog can boost both you and your		 4.9K	 108 399	
01/29/2014 2:55 pm	 Greta McWoofypants, a fluffy 2-month-old Shepherd mix, is looking for her first-ever family at		 16K	 884 1.2K	
01/29/2014 11:17 am	 Give this photo your best caption! #wordlesswednesday (via HuffPost Comedy)		 4.4K	 245 248	
01/28/2014 8:20 pm	 It's time for a #TransformationTuesday story! Sophia's is about a transformation of the heart. The		 22K	 2.8K 1.4K	
01/28/2014 4:40 pm	 Meet Hannah, the CultureMap Dallas #PetofttheWeek! She's a 2-year-old sweetheart		 7.4K	 407 422	
01/28/2014 11:20 am	 Timeline Photos		 13.6K	 2.3K 816	
01/28/2014 9:40 am	 Raul's baby blues are sure to melt your heart! After his previous family fell on hard times, this charming		 6.6K	 341 374	
01/27/2014 7:15 pm	 Love or hate it? How do your pets feel about bathtime?		 14.4K	 1.9K 755	
01/27/2014 4:05 pm	 "Your eyes are gorgeous! They look like meatballs!" Denim is an extra-large puppy looking for a extra-		 10.8K	 811 571	
01/27/2014 2:05 pm	 During the Adoption Pavilion at NorthPark, Keith donated his time every single morning to load		 7.5K	 982 561	
01/27/2014 11:40 am	 Happy Monday! We hope you all had a great weekend! Cricket & Crystal sure did - they were		 5.4K	 116 468	

When Your Fans Are Online

Post Types

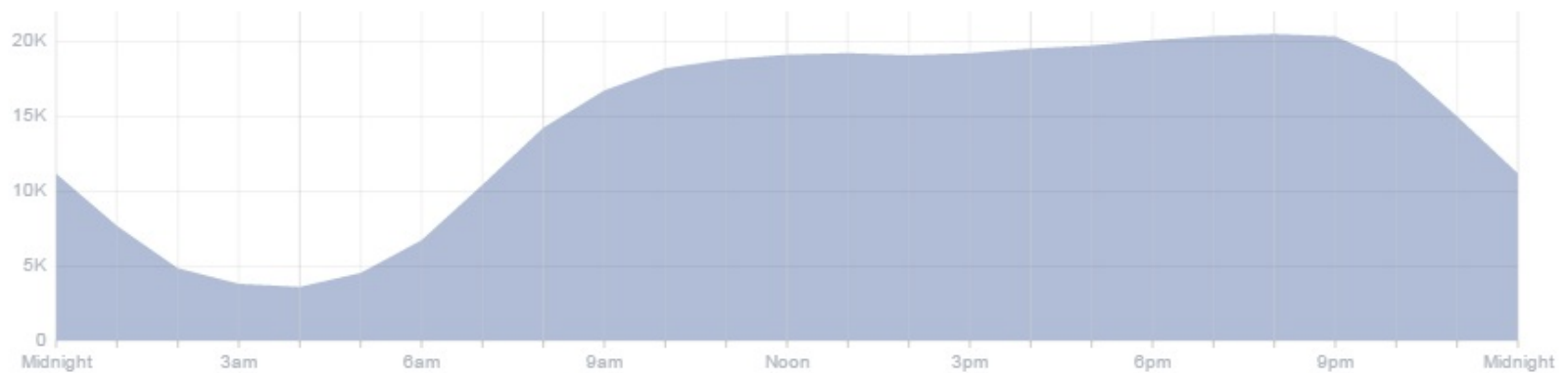
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

#### DAYS



#### TIMES



















[When Your Fans Are Online](#)[Post Types](#)[Top Posts from Pages You Watch](#)

The success of different post types based on average reach and engagement.

[Show All Posts ▾](#)

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
 Video	18.2K 	1.6K  650 
 Link	16.7K 	787  567 
 Status	16.5K 	3.6K  753 
 Photo	12.8K 	785  967 



Search for people, places and things



Home 4

Abigail



## SPCA of Texas

View Page

Page Info

Settings

Admin Roles

More...

### Page Visibility

Page published

Edit

### Posting Ability

☒ Everyone can post to SPCA of Texas's timeline

☒ Everyone can add photos and videos to SPCA of Texas's timeline

Save Changes

Cancel

### Post Visibility

Posts by others appear on my Page timeline

Edit

### Post Targeting and Privacy

Privacy control for posts is turned off

Edit

### Messages

People can contact my Page privately.

Edit

### Tagging Ability


Other people can tag photos posted on my Page.

Edit

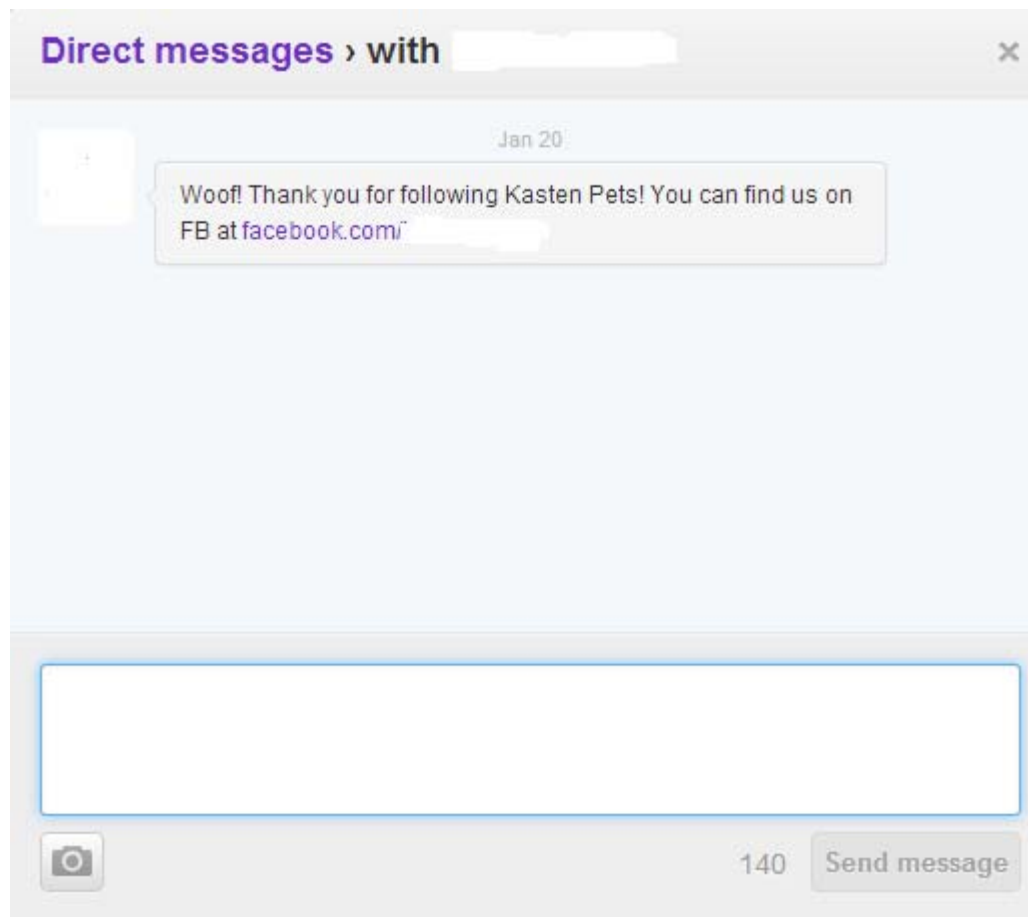
# INSTAGRAM

 **Fort Worth Chamber** @FTWChamber 1m  
[fb.me/2Qvp0Tysg](https://fb.me/2Qvp0Tysg)  
Expand   ← Reply   ↻ Retweet   ★ Favorite   ... More   📱 HootSuite

 **Lloydminster SPCA** @LloydSPCA 1m  
On Monday, the SPCA was invited to Jack Kemp School for Family Literacy Day! The children participated in an... [fb.me/XjsiAwLc](https://fb.me/XjsiAwLc)  
📺 View media   ← Reply   ↻ Retweet   ★ Favorite   ... More   📱 HootSuite

 **Lovell PR** @lovellpr 1m  
"@TasteoftheNFL: Taste of the NFL founder & @AdamRichman backstage at @katiecouric talking #KickHunger [pic.twitter.com/hC7zR1naID](https://pic.twitter.com/hC7zR1naID)"







**SPCA of Texas** @spcaoftexas

Jan 17

Can't adopt, but want to help animals in 2014? Consider fostering!

#ifosterfriday [spca.org/foster](http://spca.org/foster) [pic.twitter.com/JUtyNSOaWO](http://pic.twitter.com/JUtyNSOaWO)



10

RETWEETS

3

FAVORITES



2:55 PM - 17 Jan 2014 · Details

Flag media

Collapse

Reply

Delete

Favorite

More

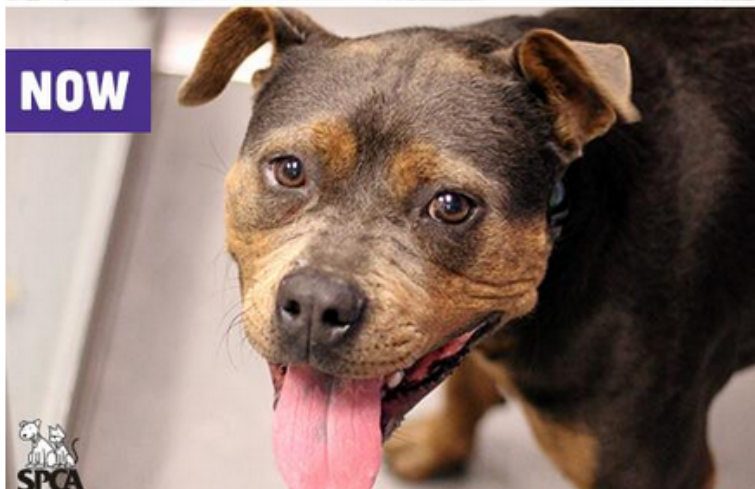
HootSuite

Reply to @spcaoftexas



SPCA of Texas @spcaoftexas

#ThrowbackThursday Winifred, a #pit #bull #terrier looking 4 a #foreverhome. #adopt today! #tbt #dallas #dog  
[pic.twitter.com/OLHjaknqYm](http://pic.twitter.com/OLHjaknqYm)



5s



SPCA of Texas @spcaoftexas

Jan 9

#TBT: Winifred edition! The gorgeous #PitBull came to us as a pup & was recently returned. Need a buddy? [pic.twitter.com/GjZPDTI1VJ](http://pic.twitter.com/GjZPDTI1VJ)



**LOL OMG GR8  
4EVA BFFL**

Texting & tweeting are different!



**SPCA of Texas** @spcaoftexas

Jan 10

Happy #BlackFriday! After 4 months of waiting, is today Duke's lucky day? [spcafindapet.com/pets/72933](http://spcafindapet.com/pets/72933) [pic.twitter.com/8m1MrXWKnC](http://pic.twitter.com/8m1MrXWKnC)

Hide photo

Reply

Delete

Favorite

\*\*\* More

HootSuite



5

RETWEETS

2

FAVORITES



2:31 PM - 10 Jan 2014 - Details

Flag media

Reply to @spcaoftexas



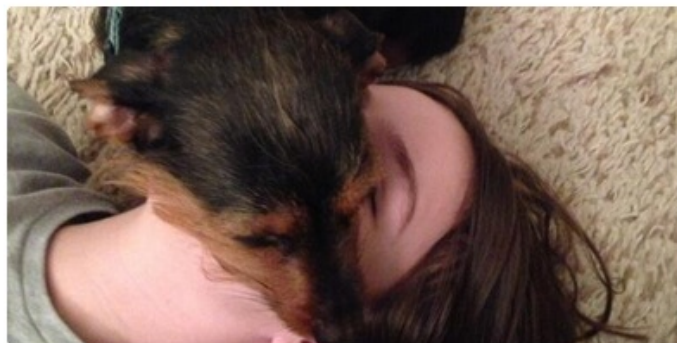
**Irish Laird** @TrishLaird

Jan 21

@spcaoftexas Cooper "hugging" my daughter. If we say "give me a hug, Coop" he runs and lays his face across our face!

[pic.twitter.com/YUCb1a4xLM](http://pic.twitter.com/YUCb1a4xLM)

Retweeted by SPCA of Texas



View photo

Reply

Retweeted

Favorited

\*\*\* More

HootSuite



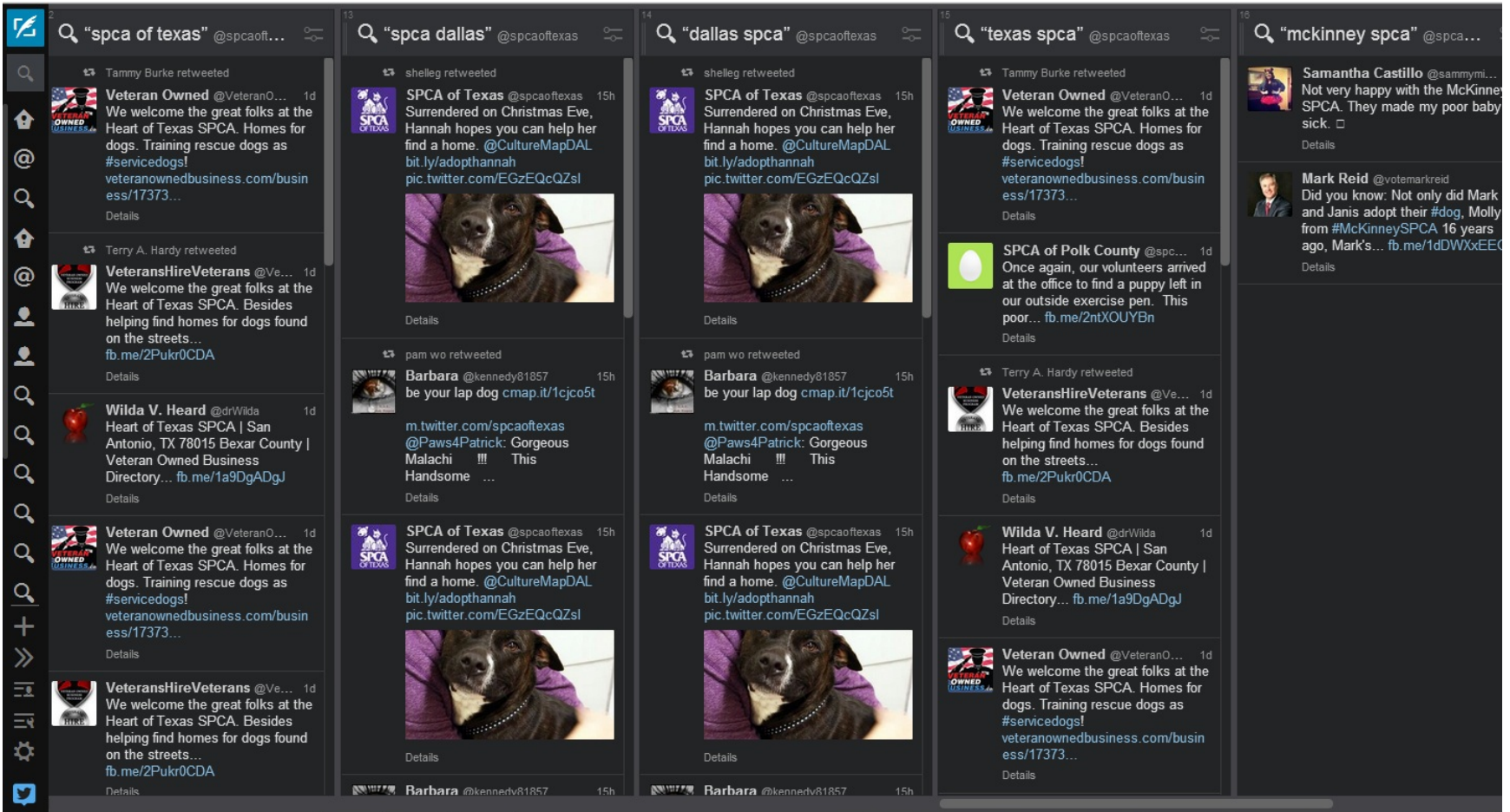
**SPCA of Texas** @spcaoftexas

Jan 21

Happy #NationalHugDay! Tweet us a photo of you & your pet hugging! Show 'em some love! #lovepets [pic.twitter.com/odp3bw0j36](http://pic.twitter.com/odp3bw0j36)




# INSTAGRAM



 **Britney J** @ItsBritneyJ Jan 18  
Been shopping all day and then this lady emails me about the dog I was willing to spend 1100 on for a waaaaay cheaper price ☐☐☐  
Expand   ← Reply   ↻ Retweet   ★ Favorite   \*\*\* More   📧 HootSuite

 **King Holmes** @King\_Holmes Jan 18  
[@ItsBritneyJ](#) don't buy a dog!  
Expand   ← Reply   ↻ Retweet   ★ Favorited   \*\*\* More   📧 HootSuite

 **Britney J** @ItsBritneyJ Jan 18  
[@King\\_Holmes](#) why not??  
Expand   ← Reply   ↻ Retweet   ★ Favorite   \*\*\* More   📧 HootSuite

 **King Holmes** @King\_Holmes Jan 18  
[@ItsBritneyJ](#) you should got to the SPCA or Dallas/FW animal shelter and get a rescued puppy, before they have to euthanize them.  
Expand   ← Reply   ↻ Retweet   ★ Favorited   \*\*\* More   📧 HootSuite

 **SPCA of Texas** @spcaoftexas Jan 20  
[@King\\_Holmes](#) [@ItsBritneyJ](#) We don't place time limits on our adoptables, so they are w us until they find homes!  
[pic.twitter.com/rXeWujw9bi](https://pic.twitter.com/rXeWujw9bi)  
📷 Hide photo   ← Reply   🗑 Delete   ★ Favorite   \*\*\* More   📧 HootSuite



# BE TRENDY

Dallas-Ft. Worth Trends · [Change](#)

[#NearlyDouble](#)  Promoted

[#coupon](#)

[#AHSCoven](#)

[#AmericanHorrorStory](#)

[#wcw](#)

[Throwback Thursday](#)

[Super Bowl](#)

[Texas](#)

[Starbucks](#)

[Lebron](#)



**SPCA of Texas** @spcaoftexas

Jan 3

Hey girl, we think Trea-O wins this [#selfiegame](#)! What do you think?  
[#spcaoftexas](#) [pic.twitter.com/f8OAOEINol](#)



8  
RETWEETS

3  
FAVORITES



3:24 PM - 3 Jan 2014 · [Details](#)

[Flag media](#)

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 [Favorite](#)

 [More](#)

 [HootSuite](#)

# BE MEMORABLE



Nebraska Humane @NEHumaneSociety · 3m

Help beat the back to work blues by checking out this adorable photo of Mia!  
[#puppytime](#)



2



7



[View more photos and videos](#)



Nebraska Humane @NEHumaneSociety · 11m

Anyone up for a little [#puppytime](#)?



11



# TWEETING TIPS

- Don't treat it like Facebook
- Don't start a tweet with a tagged handle (ex: @spcaoftexas)
- Tweet in the evenings and on the weekend
- Sweet & Short wins! Think around 100 characters.
- Best RT times: 12-4 pm
- Don't tweet all at once, but you can tweet throughout the day

Follow  
Follow back  
Talk  
Retweet  
Respond  
Have fun  
Repeat



# INSTAGRAM



Edit Profile

**spcatexas**

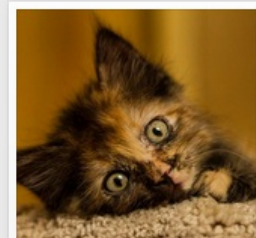
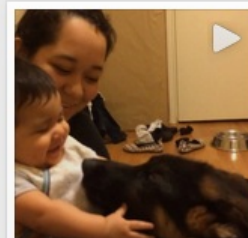
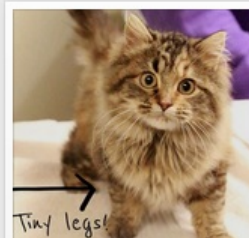
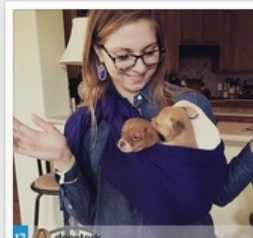
SPCA of Texas The official Instagram account for the SPCA of Texas. Follow us for your daily dose of adorable! #spcaoftexas <http://www.sPCA.org/give>

1,669  
posts

8k  
followers

1,396  
following

January 2015

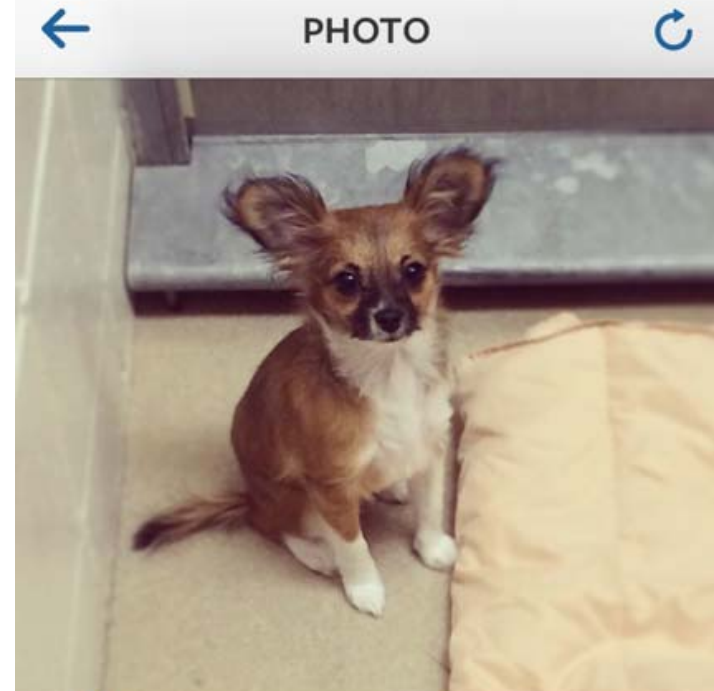


# WATCH FOR TROLLS



♥ 190 likes

● [calgaryhumane](#) "You're interrupting my playtime. You better put me on Instagram to make up for it." #calgaryhumane #calgaryhumanesociety #whoneedstwoeyesanyways #bobtail #cattledog #playtime



♥ 74 likes

● [nehumanesociety](#) Time for some #puppylove. Meet Trista a 9-week-old #papillon and #chihuahua mix available tomorrow.



# Do:



# Do:



Follow

**go\_nellie\_go**

**Sacramento SPCA** Found on the streets of Sacramento at just 13 oz. Getting bigger and stronger so I can one day rule the world. (My adopters won't know what hit 'em!)  
<http://www.sspca.org>

53  
posts

2,019  
followers

237  
following

January 2014



# WATCH FOR TROLLS



# Use your tools in moderation



# What can you do with 15 seconds?



**spcatexas**

2 months ago

Slo-mo Ernie is really excited about his Fox 4 TV appearance today! #spcaoftexas #spcatexas #gooddayfox4

♥ **krystinmarks**, **yubeross**, **slowmotiondogs** and **399** others like this.



**ericb1658**

Funny stuff



**shairaj\_**

@mahoullove



**krissydinh**

@allykatstrike



**\_lilyfuentes**

@jonesey13 adopt him bro



**mackenziebrett**

@kay\_booo omgggg!!! Let's get him



**taraharper01**

Love!



**foxiesladie**

@chemri05 lol



**jonesey13**

@\_lilyfuentes ohmygosh I need too



Leave a comment...

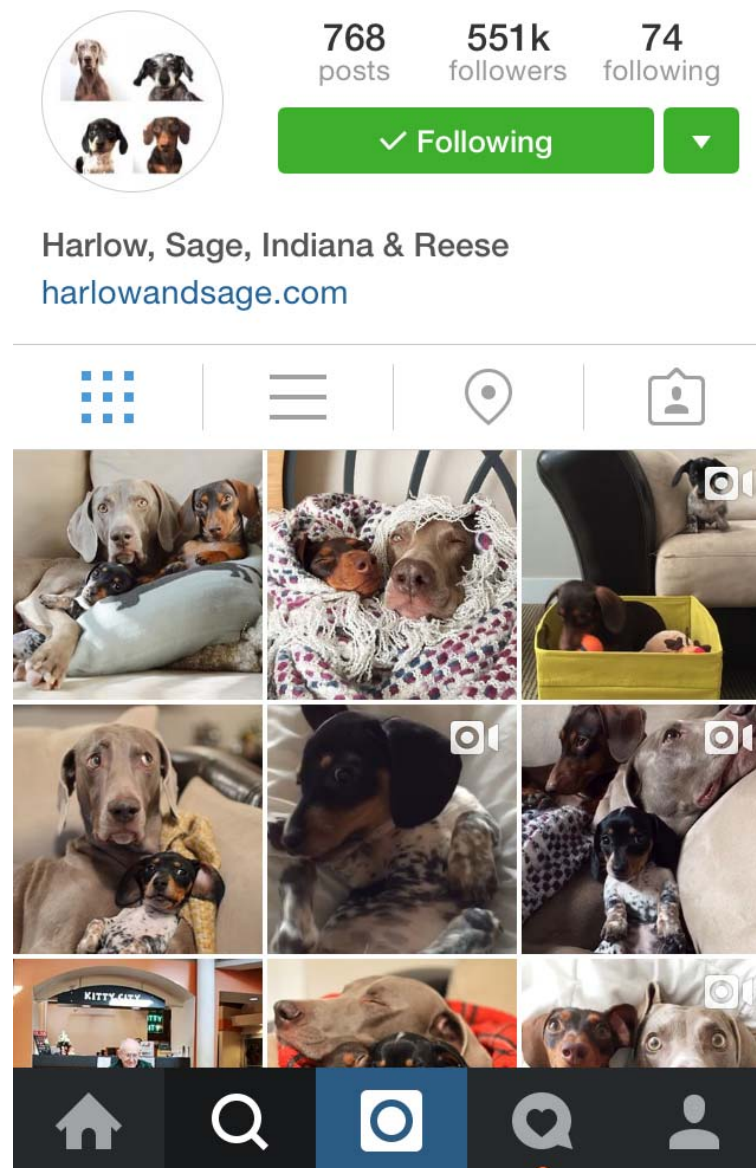


# And build relationships with them!



# And build relationships with them!





# Make Instagramming Easier



# INSTAGRAM INSIGHTS

Use [Iconosquare.com](https://iconosquare.com) – it's free!

- Track engagement
- Top followers
- Successful hashtags
- Year in Review videos
  
- You can post multiple times a day if you'd like.
  - The sweet spot is around 1-3 images.
- Post in the evenings and on weekends.

# WATCH FOR TROLLS



SPCA of Texas

Posted by Abigail Monaco [?] · March 5

## **BREAKING: SPCA of Texas Seizes 89 Cruelly Treated Animals** (11 photos)

This morning, under the authority of the Hunt County Constable's Office, the SPCA of Texas seized and took custody of 57 dogs, 26 cats, five puppies and one kitten - all cruelly confined - from a property in Royse City. ([www.sPCA.org/news](http://www.sPCA.org/news))

To help provide care to these animals and support the SPCA of Texas' rescue efforts, please visit [www.sPCA.org/helptheanimals](http://www.sPCA.org/helptheanimals). — at SPCA of Texas.



# NEGATIVE COMMENTS

## Rules for the cat

The cat is not allowed on the furniture.

Alright, the cat can go on the furniture, but NOT the kitchen counter.

OK, the cat can go on the kitchen counter too, just not when I'm preparing food. Deal?

Fine... The cat can go wherever it wants, whenever it wants, as long as it doesn't swat me in the face at 5:30 in the morning demanding to be fed.

The cat will be fed at 5:30 in the morning.



**Cheyeanna Sandidge** Lol

Like · Reply · February 28, 2013 at 12:10pm



**Marshall Hinsley** Perhaps ignorant stereotypes like these are why dog adoptions outnumber cat adoptions in shelters everywhere.

Like · Reply · February 28, 2013 at 12:10pm



**SPCA of Texas** Marshall, this was merely a silly post to make all pet owners smile. We certainly didn't mean to offend! We love all animals! As long as they are happy and healthy, SPCA of Texas pets are in our care as long as it takes to find their forever homes!

Like · Reply · 7 · February 28, 2013 at 12:14pm



**Jana J. Pruet Whitson** Absolute truth and completely worth it!

Like · Reply · February 28, 2013 at 12:15pm



**Delinda Martinez** I love this! These are my kitties to a T!

Like · Reply · February 28, 2013 at 12:15pm



**Susan Winters** Marshall, I actually agree with you. ASPCA really is more of a dog rescue than anything else. They do a very poor job of encouraging people to adopt cats and spend most of their money finding homes for the dogs. Cats are silly but I do see your point.

Like · Reply · 1 · February 28, 2013 at 12:15pm



**SPCA of Texas** Susan, the SPCA of Texas actually isn't affiliated with the ASPCA. We are a local, independent nonprofit organization serving North Texas. We encourage adoptions for all of our animals in our care. From dogs to cats, donkeys to pigs, we have many pets waiting to find loving homes at the SPCA of Texas and feature available pets daily. We posted this for all pet owners, dog, cat or critter! Please know that we treat all of our animals in our care with equal love and kindness. Thank you!



Write a comment...



ASPCApro.org

# Make the experience different

## Long Description

This is a page for supporters of the SPCA of Texas, and we encourage open discussion and invite you to share your opinion on our issues.

By participating on this page, you are agreeing to our commenting policy, outlined below.

We reserve the right to delete posts on our page containing any of the following elements:

- profanity
- misinformation
- spam
- off-topic / irrelevant
- personal attacks
- promoting violence
- promoting illegal or questionable activities
- rallying on behalf of people or organizations which support animal abuse

If you repeatedly violate this policy, you will be removed from our page.

If you become a bother to our supporters, since this is a supporter page first and foremost, you will be removed. Again, we encourage open discussion, which includes disagreement, but we will not tolerate harassment or taunting of our supporters.

We also ask that you do not use the SPCA of Texas as a platform for rehoming your pets. If you are looking for a new home for your pet, please contact the SPCA of Texas at 214-742-7722 to learn about our surrender policy.



**CouZin Terio** @StixTheGeneral  
SPCA of Texas is garbage bruh

3h

Expand



**SPCA of Texas** @spcaoftexas  
@StixTheGeneral We are sorry you feel that way. How can we fix this?

2h

Expand



**CouZin Terio** @StixTheGeneral  
@spcaoftexas your automated system was doing entirely too much this morning but i guess thats because y'all are closed today

2h

Expand



**SPCA of Texas** @spcaoftexas  
@StixTheGeneral Yes, we apologize about that. We're closed the 2nd Wednesday of every month for training. What can we help you with?

46m

Expand



**CouZin Terio** @StixTheGeneral  
@spcaoftexas everything is covered now, I spoke with someone. Thank you

29m

Hide conversation   Reply   Retweet   Favorite   More   HootSuite

12:30 PM - 13 Nov 13 from Irving, TX · Details

Reply to @StixTheGeneral



**SPCA of Texas** @spcaoftexas

6s

# FINAL THOUGHTS

**WALK YOUR PET MONTH**

**SPCA of Texas**  
Dedicated to providing every animal a loving home.  
Dallas, TX · spca.org

**WALK YOUR PET MONTH**

**SPCA of Texas**  
@spcaoftexas  
27,893 likes · 5,283 talking about this · 4,486 were here

Animal Shelter · Veterinarian  
2400 Lone Star Drive, Dallas, Texas 75212  
214.742.SPCA (7722)  
Today 12:00 pm - 6:00 pm

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**Tweets**

**SPCA of Texas** @spcaoftexas  
Vive la Mañana: Tammy and Valentino. [youtu.be/mwg49zI5\\_RQ?u](https://youtu.be/mwg49zI5_RQ?u) 19h

**SPCA of Texas** @spcaoftexas  
Can you count how many toys Lourd has? #terrierthursday #Adoptme [pic.twitter.com/L8VubK7OWG](https://pic.twitter.com/L8VubK7OWG) 20h

# Make the experience different



SPCA of Texas

Liked · January 24

It's not everyday we see a Bearded Collie mix at the SPCA of Texas! Meet Charlie! This smart guy knows sit, stay, down & high five and is friendly with kids, cats & other dogs, too! He came to us after his owner had to move away & now the 9-year-old is looking for a fresh start. Interested? Please share to find this shaggy dog a home!

Tag Photo Add Location Edit

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Laura Harmonay, Stephanie Knight, Meaghan Swan and 275 others like this.

157 shares

**Monika Koselska Padden** How in the world someone who is moving could leave behind your love pet 😞 especially after 9 years of the bond! It is so sad. Hope he can find another loving home 😊

Like · Reply · 15 · January 24 at 9:50am



SPCA of Texas replied · 3 Replies



**John McRae** I would like to adopt him

Like · Reply · 5 · January 24 at 10:17am



SPCA of Texas replied · 4 Replies



**Leslie Duncan** I would never dump my dog 😞 thank god for the SPCA

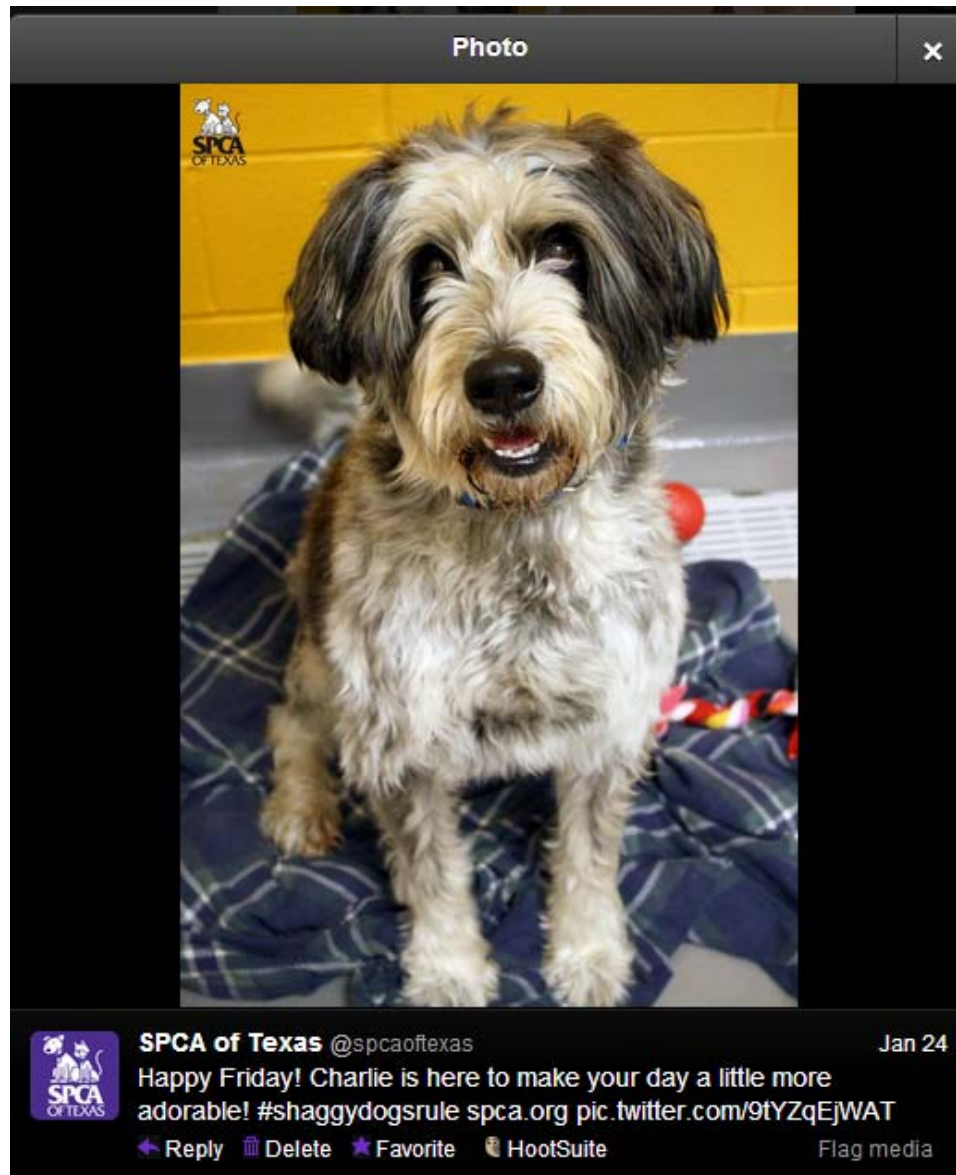
Like · Reply · 4 · January 24 at 9:57am



SPCA of Texas Leslie, as an owner-surrender shelter, we are here for families.



Write a comment...





**spcatexas**

1 week ago

Charlie, a 9-year-old #bearded collie, is one smart, shaggy dog! Watch his tricks! #spcatexas #spcaoftexas #whosaysshelterdogsaresecondbest #smartypants #teacherspet #collie #shaggydogs#dogsofig #dogsofinstagram



**asofia19**, **dylanfountain100**, **emklemm** and 115 others like this.



**spcatexas**

#blackfriday #rescuedpetsofinstagram



**felixsmith86**

@ombieamboni how cute is Charlie!!



**alexpuhrez**

@jordanbetts



Leave a comment...



Q&A

# Related ASPCApro Webinars

[aspcapro.org/webinars](http://aspcapro.org/webinars)

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February 5, 3-4:30 pm ET

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