



ASPCA Find Your Fido Campaign: Social Media Toolkit

Thank you for joining the ASPCA *Find Your Fido* campaign! Your efforts on social media will help promote your shelter's adoption events and spread awareness throughout Adopt a Shelter Dog Month in October.

Below are important tips and tools to use when posting for *Find Your Fido*.

Social Media Campaign Timeline Begins: October 1, 2018
Key push: Up to you!
Concludes: October 31, 2018

Dedicated Hashtag #FindYourFido

Content to Include in Posts

The promotion guide includes graphics and images to include in posts to your social media pages. We also encourage sharing photos of available animals, of newly adopted animals with their new families, and other photos of your shelter/rescue.

Sample Social Media Copy

Please keep in mind that the posts below are suggested and can be altered and updated as much or as little as you would like. We encourage posting as often as possible to help spread the word!

Be sure to always use the hashtag so that your post will be included on ASPCA's Find Your Fido social media feed. By using the hashtag on Instagram, you will also have a chance to be featured on The Dodo's Instagram account (nearly 4 million followers).

Be sure to include photos or videos in posts whenever possible to boost engagement.

General Promo Posts:

Looking for the perfect match? Visit [YOUR SHELTER] during the month of October to #FindYourFido! For more info, visit ASPCA.org/FindYourFido!

October is Adopt a Shelter Dog Month! Have you found YOUR Fido? Help [YOUR SHELTER] find homes for shelter dogs by visiting ASPCA.org/FindYourFido!



We're so excited to be joining the @ASPCA's #FindYourFido campaign for Adopt a Shelter Dog Month! Please visit our [shelter/rescue] and join us in finding homes for all the Fidos near you. Visit ASPCA.org/FindYourFido to learn more!

During the month of October, you can join thousands of dog lovers around the country spreading the word about homeless dogs in need on social media. Learn how you can "Share a Fido" at ASPCA.org/FindYourFido!

We're teaming up with the @ASPCA to help you #FindYourFido! Ready to meet your perfect match? Learn how to [prepare for a new family member before adopting your new best friend!](#)

Ready to #FindYourFido? Learn more about adopting and find your perfect match at ASPCA.org/FindYourFido!

[\[Photo album/carousel of adoptable dogs\]](#) Searching for a new best friend? Look no further! Visit our shelter to meet all of these adorable dogs available for adoption and #FindYourFido!

Pet Profile Posts:

It's #TongueOutTuesday! [DOG'S NAME] is all smiles (and kisses) and is looking for the perfect adopter! Visit [LOCATION] to meet this sweet [GUY/GAL] and #FindYourFido!

Happy #WagWednesday from the adorable [DOG'S NAME]! Make this happy [GUY/GAL] a part of your family by visiting our shelter today! #FindYourFido

Ready to #FindYourFido? Meet [pet's name]! [He/She] likes belly rubs and long walks and is looking forward to meeting [her/his] new family during Adopt a Shelter Dog Month! Contact us to find out more about adopting [pet's name]! [INSERT ADOPTION LISTING]

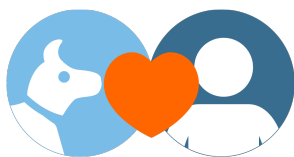
Could [DOG'S NAME] be *your* Fido? [He/She] is looking for a family and is available for adoption at our shelter! Find out more about this sweetheart and #FindYourFido at [YOUR ADOPTION PAGE LINK]

Meet [DOG'S NAME]! [He/She] loves long walks, gives lots of kisses, and is waiting patiently for [his/her] new home! Visit our shelter and #FindYourFido today!

We want to meet YOUR Fido! Comment below with a photo of your rescue pup and let us know why you think adoption rocks! #FindYourFido

Event Lead-Up Posts:

Searching for your new best friend? Stop by our adoption event this [DATE] from [TIME] to #FindYourFido! For more info, visit ASPCA.org/FindYourFido.



SAVE THE DATE! We're hosting a #FindYourFido adoption event on [DATE] at [TIME]. Help us find every "Fido" a loving home for Adopt a Shelter Dog Month! [ASPCA.org/FindYourFido](https://www.aspcaprofessional.org/FindYourFido)

Our #FindYourFido adoption event is only TWO WEEKS away. We need you to open your home and find a Fido in need of love and care! Visit our [LOCATION] on [DATE] (or sooner!) to begin adopting. *Puppy kisses included!*

We are ONE WEEK away from our #FindYourFido event on [DATE]!! Our animals can't wait to meet you!!

Our #FindYourFido adoption event is in FIVE DAYS! Are you ready to adopt? Lifelong love and furry kisses await you! [ASPCA.org/FindYourFido](https://www.aspcaprofessional.org/FindYourFido)

Shelter dogs need you! Tell your friends and family about this Saturday's #FindYourFido event, and please apply to adopt a dog in need of a home. Contact us to find out more or visit [ASPCA.org/FindYourFido](https://www.aspcaprofessional.org/FindYourFido)!

Our #FindYourFido adoption event is TOMORROW!! Our dogs are so excited to meet you and find their forever homes. Have questions about adopting? Give us a call at [PHONE]!

Today's the day! Are you ready to #FindYourFido? Visit [LOCATION] at [TIME] to meet all of our adorable dogs!

Our #FindYourFido adoption event is here, and our dogs are excited to meet their new families! We hope to see you and find all of our "Fidos" forever homes on this special day!

Example live-tweeting language:

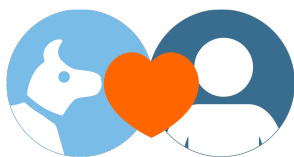
Hi everyone! We're live-tweeting from our @ASPCA #FindYourFido event in [LOCATION] to help find homes for dogs in need. Stay tuned for updates!

If you're just joining us, we're bringing you live coverage from our @ASPCA #FindYourFido adoption event!

And that's a wrap on our @ASPCA #FindYourFido adoption event! We adopted out a total of [NUMBER] dogs in need today. Thanks for your support!

Ways to Use Your Fido Chalkboard on Social Media

Push their Personality: Share tidbits about the dog's personality/what they're looking for in a new home. This should be fun and play to the dog's quirks!



Tell a Story: Go Live on Facebook or Instagram and use your chalkboard to tell the story of a dog in need. [Here's an example](#) of how we used cue cards for a similar activation with a cute St. Patrick's Day spin!

Name their Needs: Is there some important info an adopter should know? Use your chalkboard to highlight these facts to make sure they find the right home (ex. "I'm a senior dog", "I have a medical condition", "I was rescued from a bad situation", etc.).

Happy Tails: Your followers will be thrilled to see your success stories as well! Use your chalkboard to add some cute commentary to an adoption photo with Fido's new family (ex. "I've met my match", "I <3 my new family", etc.) and really melt some hearts.

Promote your Event: Share photos of adoptable dogs leading up to your event with more info on your chalkboard (ex. "5 days 'til our #FindYourFido event", "Come meet me today!" etc.)

Track your Progress: Throughout the month, use your chalkboard to count adoptions, or do a countdown from your target goal.

FAQ

Q: How do we encourage social sharing and participation?

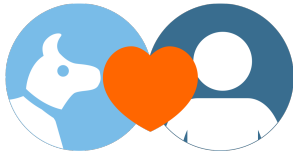
A: Utilize your tools! Set up a photo opp with your Fido chalkboard in the most visible area of your adoption center to draw attention and encourage visitors to post a photo to social media. Be sure that the #FindYourFido hashtag is especially obvious and that you include your shelter's social media handle/profile as well, so you can track any photos from your event. This is a great opportunity for new adopters to snap their first photo with a Fido of their very own! More importantly, get engaged with your audience! Jump into any social conversation around the campaign and try to be a resource to answer questions from the community. Be sure to share, retweet and regram any photos taken at your shelter with the #FindYourFido hashtag as well to show your appreciation!

Q: What are some attention-grabbing social media tactics?

A: At the ASPCA, we definitely see the most attention on "Live" content. When you go live on Facebook or Instagram, your followers will automatically receive a push notification to tune into your video. Live videos see 3X the engagement of traditional video shares on the platform, and your followers can engage with your content in real-time through questions, comments, and shares!

Q: What kind of time limit should be put on video segments? Is it better to have multiple animals in a segment or just concentrate on one or two?

A: This depends on your content! If you're posting a pre-recorded video, keep it short and sweet (a minute or so is ideal!) Many users quickly scroll through their news feeds, so try to open with some compelling imagery to hook their attention before they can scroll by.



If you're going Live, take your time! This gives your followers a better chance to tune in during the action. At the ASPCA, we love setting up puppy playtimes for live video – these usually last 20 minutes or so and make for great engagement. Who doesn't love puppies?

Q: How do you make social media effective to gaining not only new audiences but getting them to come in the door?

A: An easy way to bring an online campaign to life is by setting up a Facebook event. If you're hosting a #FindYourFido adoption event, be sure to create the event as soon as possible so that you can start spreading the word throughout the month. Invite all of your friends and followers and ask them to share the event to their networks as well!

Most importantly: show, don't tell. Use social media as a platform to bring your shelter or rescue to your followers through imagery, video and frequent updates - keep them in the loop whenever you have new animals available, events, or volunteering opportunities. The more you can stay front-of-mind for your community, the better!

Q: What kind of pictures draw the most attention?

A: Absolutely anything animal related! Try to always include an animal in photos and video, even if the focus is on a staff member or volunteer. Videos are even better – get those tails wagging and cameras rolling.

Q: I don't have time to manage social media full-time. Can I schedule my posts?

A: Absolutely! Check out this [link](#) to learn how to schedule posts on Facebook.