

DOG FOSTER SOCIAL MEDIA MARKETING GUIDE

Facebook

	FREQUENCY	BEST TIME
	1-2x per day	1 - 4 pm

WHEN POSTING TO FACEBOOK:

- Use [Canva: Collaborate & Create Amazing Graphic Design for Free](#) to design eye catching graphics fit for Facebook easily and for free.
- Make sure your posts are "Public" so that your friends can share them.
- Posts with the word "share" actually get shared less. So use phrases like "tell your friends" to get people to share your post.
- Posts with videos and pictures get shared much more than just text posts.
- Include a goal for your audience: "Let's get 5 inquiries this week for Rocket!"
- Include a "call to action" that gives them info about how to get in touch with APA!: "Email adopt@austinpetsalive.org for more information".

PROMPTS:

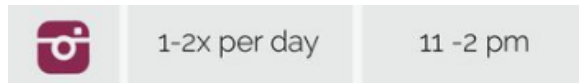
- Talk about your dog's training and special skills.
- Are they dog friendly or kid friendly? Get a picture of them with another dog or kids.
- Highlight a service of APA! Like our lifetime behavioral support.
- Take a poll! Do you like Rocket in this bandana or this one?

EXAMPLE:

Tugg is by far the smartest pup at APA! He is often used to help other trainers learn how to teach their dogs new tricks. Tugg has passed our Total Obedience Program which means he knows how to walk easily on leash, he can sit, down, gives great eye contact, and looks to his handler for guidance. Email adopt@austinpetsalive.org to meet Tugg in his foster home.



Instagram



WHEN POSTING TO INSTAGRAM:

- Use [Canva: Collaborate & Create Amazing Graphic Design for Free](#) to design eye catching graphics fit for Instagram easily and for free.
- Create a profile specifically for your dog and talk through their point of view.
- Posts with the word "share" or "repost" actually get shared less. So use phrases like "tell your friends" to get people to repost your post.
- Most people don't listen with sound on their phones, so don't rely on sound in your videos.
- Include a goal for your audience: "Let's get 5 inquiries this week for Rocket!"
- Include a "call to action" that gives them info about how to get in touch with APA!: "Email adopt@austinpetsalive.org for more information".
- Tag "Austin Pets Alive!" before you post.
- Put the location as "Austin, TX".
- Post the picture/video with a catchy caption and hashtags generated from [All Hashtag - Home | Top Hashtags for Instagram, Twitter & More](#). You can easily copy and paste hashtags. Search easy words like "dog", "pitbull", "ATX". Here are the common hashtags that the APA! Dog Foster Team uses: [Dog Foster Hashtags for Facebook & Instagram](#).

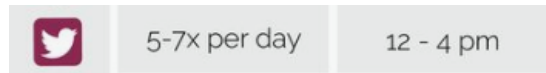
PROMPTS:

- Does your foster have an interesting history? Share it!
- Is your pup discounted? Share the low price!
- Let a friend meet your foster and share their testimonial.
- Video your pup showing off their obedience skills (or lack of them).

EXAMPLE:



Twitter



WHEN POSTING TO TWITTER:

- Use [Canva: Collaborate & Create Amazing Graphic Design for Free](#) to design eye catching graphics fit for Twitter easily and for free.
- Create a profile specifically for your dog and talk through their point of view.
- Posts with the word “share” or “retweet” actually get shared less. So use phrases like “tell your friends” to get people to retweet your post.
- Include a goal for your audience: “Let’s get 5 inquiries this week for Rocket!”
- Include a “call to action” that gives them info about how to get in touch with APA!: “Email adopt@austinpetsalive.org for more information”.
- Tag @austinpetsalive before you post.
- Post the picture/video with a catchy caption and hashtags generated from [All Hashtag - Home | Top Hashtags for Instagram, Twitter & More](#). You can easily copy and paste hashtags. Search easy words like “dog”, “pitbull”, “ATX”. Here are the common hashtags that the APA! Dog Foster Team uses: [Dog Foster Hashtags for Facebook & Instagram](#).

PROMPTS:

- Do you often get a certain question about your dog from potential adopters? Answer it!
- Share your experience fostering with APA!
- Did you recently go an adoption event? Share your experience.
- Post a fill in the blank: “Today, Rocket wants to _____ before heading to APA!’s adoption event”.
- Create a caption contest. Post a picture and ask people to caption it for you.

EXAMPLE:

