Help us find more Puppy Training Volunteers

Social Media sharing pack

We're looking to recruit more Puppy Training Volunteers in selected areas across the UK to help raise and train the next generation of life-changing assistance dogs.

Local recommendations, community connections, and word of mouth can make all the difference when recruiting volunteers. By sharing this opportunity on social media, you could help us reach someone who may never otherwise discover Canine Partners or realise they could play a part in raising a future life-changer.

This guide contains everything you need, including approved text and images, to share the opportunity confidently and consistently across social media.

Why sharing on your social media matters

By sharing this opportunity, you can help us:

- Reach dog lovers who are home for much of the day.
- Introduce Canine Partners to new audiences.
- Find Puppy Training Volunteers in key recruitment areas.
- Raise awareness of the life-changing impact assistance dogs have on disabled people.

Where can I share?

You may wish to share the opportunity through:

- Local Facebook groups
- Community Facebook pages
- Village and parish social media pages
- Neighbourhood forums
- Residents' association groups
- Your own social media accounts

Before you post

ℹ️ **Puppy Training Volunteer opportunities are available in selected locations.** Please visit our website **here** for the most up-to-date recruitment

areas and availability. Before sharing, please check that we're currently recruiting in the area you'd like to post about, as opportunities are not available everywhere.

Please also check any group rules to ensure volunteering opportunities are permitted.

To help keep our messaging accurate and consistent:

✅ Use the approved copy and images provided. Posts with images are often more noticeable and can help increase engagement.

✅ Use the **campaign social media link** provided. This is important as it allows us to track how many new enquiries come specifically from this activity.

✅ Check that the opportunity is relevant to the group or page you are posting in.

Ready-to-share social media post

Please copy and paste the approved post below into your social media, remembering to replace <insert area> with a current recruitment area before posting.

🐶 💜 **Could you, or someone you know, help raise a future assistance dog?**

Canine Partners is looking for Puppy Training Volunteers in **<insert area>**. You'll welcome an eight-week-old puppy into your home for just over a year, providing the love, care, training, and socialisation they need as they begin their journey towards becoming a life-changing assistance dog. It's a big commitment, but volunteers tell us it's an incredibly rewarding one.

If you're home for most of the day, have the time and flexibility to commit, and want to make a real difference, we would love to hear from you.

🐾 Full training provided
🐾 Ongoing support throughout your journey
🐾 Puppy-related expenses covered
🐾 No previous puppy training experience needed
🐾 Help a disabled person live with greater independence, confidence, and freedom

👉 **Learn more and apply here: Puppy Training Volunteer - Canine Partners**

Please spread the word to help us reach potential Puppy Training Volunteers in your local area 💜

Using images

Where possible, please accompany your post with one of the approved images available in the campaign Google Drive folder.

The image pack includes:

- Quote-led graphics featuring current Puppy Training Volunteers and their pups

These assets have been approved by the Marketing team and are designed to support consistent campaign messaging.

We recommend choosing the image that feels most relevant to your audience. Posts that include an image are more likely to attract attention and engagement.









Responding to comments

People may have questions about the role after seeing your post.

If you're confident of the answer and it's covered within the role information, you're welcome to respond.

If you are unsure, please direct people to the **Puppy Training Volunteer** webpage, where they can find further information about the role, FAQs, and details on how to apply.

🚫 **Please do not:**

- Advise whether someone would be suitable for the role.
- Speculate about eligibility requirements.
- Comment on application outcomes.
- Provide information you are unsure about.
- Enter into debates or arguments in comment sections.

⚠ **Reporting concerns**

If you spot inaccurate information, negative comments, media enquiries, or anything else that you feel requires support from the Marketing team, please email *news@caninepartners.org.uk*

Where relevant, please include:

- A link to the post or comment
- Screenshots
- The name of the group or page
- Details of any response already provided

This will help us review the situation and provide appropriate support.

Please note that we can't always respond immediately, but we'll review your enquiry and get back to you as soon as possible.

💜 Want to help even more?

Like, comment on and share Canine Partners' social media posts to help us reach new audiences and raise awareness of our work. Every interaction helps more people discover Canine Partners.