



## **Social Media Posting Guidelines**

### *Instagram*

1. Choose the photo you want to post
  1. If you would like to post multiple, hit the “Select Multiple” option in the bottom right corner of the photo box.
  2. Then proceed to put the photos you want to post in order
2. Press the “Next” button in the top right corner twice
3. Steer clear of filters, but editing within the app to raise brightness and saturation can be very beneficial
4. Type your caption in the “Write a caption” box. Caption should include the following:
  1. @petsmartcharities
  2. #iadopted if it is an adoption story
  3. #PicMe if it is NAW related
5. Photos:
  1. Audiences love to see a behind the scenes view as well as a story. Show what pets you will have for adoption, the pets being transported to the NAW event, and post adoption stories with photos of the pet and their new family
  2. Note: Always get photo permission from people whose faces you’ll be posting
6. Don’t forget to tag us! To tag our handle @petsmartcharities in the photo, do the following:
  1. Click the “Tag People” button
  2. Tap anywhere on the photo
  3. Search our instagram @petsmartcharities
  4. Click our username and Select “Done”

5. This allows us to see your photo on our tagged photos page, whereas a tag in the caption doesn't guarantee that we will see your post
7. When you are finished with your post, click "Share" in the top right corner

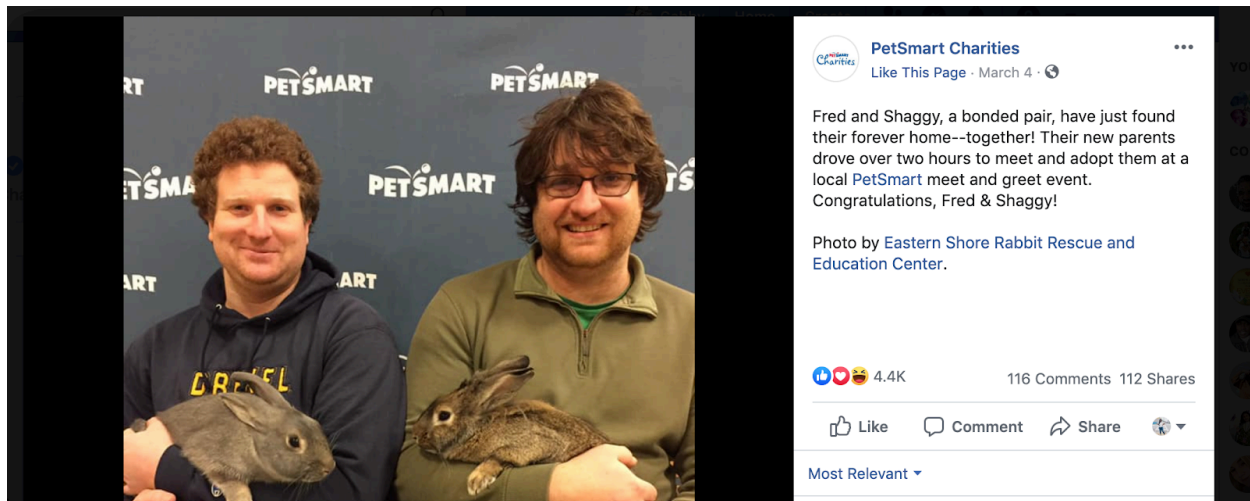
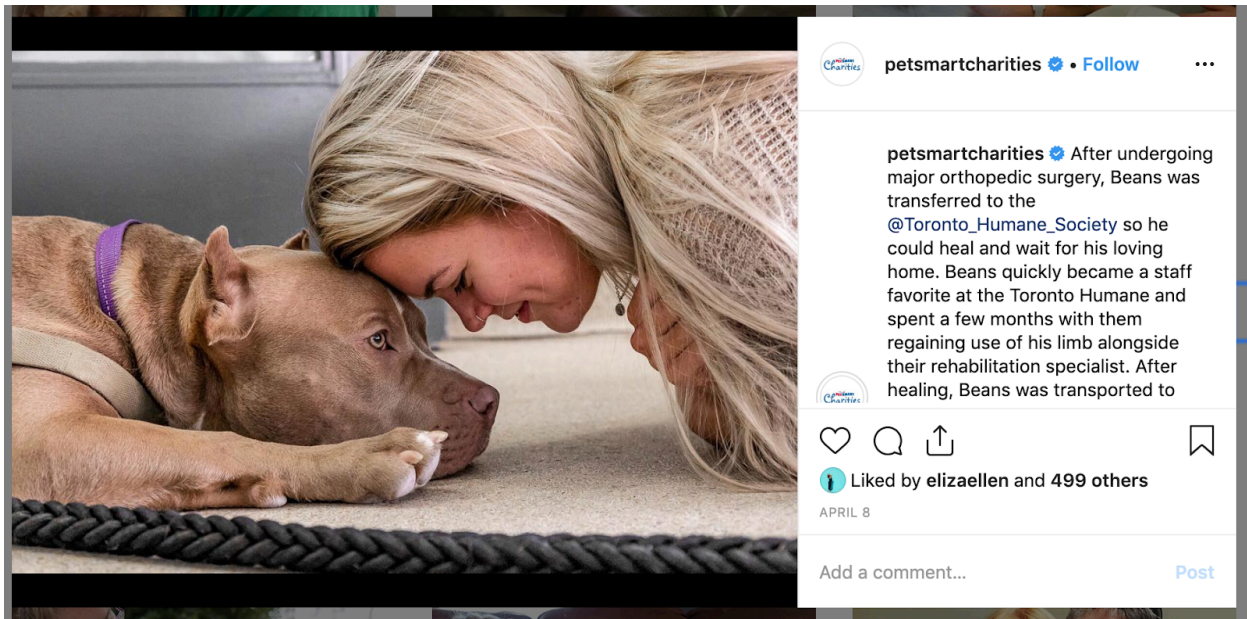
### *Facebook*

1. Don't forget to tag us! Find us by typing @petsmartcharities in the caption box
2. Tagging us will place your post on our "community" tab
3. Share your posts from your AWO pages, rather than your personal pages. Personal pages often have privacy permissions that prohibit us from seeing posts.
4. Facebook Lives perform very well! However, make sure the following items are checked before going live:
  1. You have full service. Connection can be tricky.
  2. A full battery. The Live will drain phone battery quickly, so be fully charged and bring a back-up battery
  3. A steady hand.
  4. Excess noise. If the area you are in is too loud, do not go live or record video, at all.
5. Photos
  1. Audiences love to see a behind the scenes view as well as a story. Show what pets you will have for adoption, the pets being transported to the NAW event, and post adoption stories with photos of the pet and their new family
  2. Note: Always get photo permission from people whose faces you'll be posting

### *When posting:*

1. Try to make sure the photos are not blurry or heavily filtered
2. Keep the content positive (no pets in cages, or sickly or sad pets)
3. Tag PetSmart Charities in posts/photos
4. Link the PetSmart Charities Website with a shortened link, if desired (We use the bit.ly website)

## Social Post Examples:





**petsmartcharities** • Follow



**petsmartcharities** Victoria knew her new family was special from the moment they met, but she soon found out they are extra special. Victoria has just been adopted by the family who adopted her mom. Thank you to [@alleytoattickittens](#) for facilitating this sweet family reunion. [#iadopted](#)

8w



**gailzanchelli** How precious love and joy and happiness to all 🥰❤️



8w 1 like Reply