



ADOPTION PREP GRANTEE TOOLKIT

WE'D LOVE TO HELP SPREAD THE NEWS ABOUT THE LIFE-CHANGING WORK YOUR ORGANIZATION IS DOING.

>>> TAG US ON SOCIAL MEDIA SO WE CAN SHARE YOUR STORIES.

PetSmart Charities Social Media Properties

FACEBOOK @PetSmartCharities

INSTAGRAM @PetSmartCharities

LINKEDIN @PetSmart_Charities

YOU TUBE www.YouTube.com/PetSmartCharitiesInc

TWITTER @PetSmartChariTs

Approved Hashtags

#ADOPTLOVE

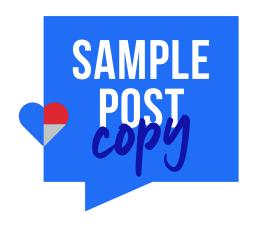
#PETSMARTCHARITIES

#ADOPTIONPREPGRANTEE

Tagging

ENSURE PROPER TAGGING BY FOLLOWING THE INSTRUCTIONS BELOW:

- 1. Start typing "PetSmart Charities" using the @symbol before the name
- 2. No matter which social platform you are on, once you begin typing our name, you will see business suggestions appear as you type
- 3. Once you see PetSmart Charities come up as a suggestion click on it
- 4. You will see the @symbol disappear and "PetSmart Charities" will turn blue



USE THIS SAMPLE POST COPY TO SHARE ABOUT OUR PARTNERSHIP AND LET YOUR COMMUNITY KNOW ABOUT YOUR WORK. >>> TAG US SO WE CAN ENGAGE WITH OR SHARE YOUR POSTS TOO!

> FACEBOOK & INSTAGRAM

Sample Text

We're so excited to become a @PetSmartCharities Adoption Prep grantee!

Grant funds will go directly toward helping pets get the support they need to be ready for adoption. Through this partnership, we will help [anticipated number of pets] find a loving family of their own.

Optional

Insert relevant emoji or hashtag.

> TWITTER

Sample Text

We're so excited to become a @PetSmartChariTs Adoption Prep grantee! Grant funds will go directly toward helping pets get the support and care they need to be ready for adoption.

Optional

Insert relevant emoji or hashtag.

> LINKEDIN

Sample Text

We're so excited to become a @PetSmart_Charities Adoption Prep grantee! Grant funds will go directly toward helping pets get the support they need to be ready for adoption. Through this partnership, we will help [anticipated number of pets] find a loving family of their own.

> PHOTOS

Use a photo that tells the story of your grant funds, which could include images of pets with volunteers or adoption moments. Focus on the human-animal bond and avoid graphic/sad images such as surgeries or pets in kennels. Please refer to the brand guide for additional details.

PHOTO EXAMPLES







> GRANTEE BADGES





