



SOCIAL MEDIA GUIDE

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

TWITTER @PetSmartChariTs

INSTAGRAM @PetSmartCharities

LINKEDIN @PetSmart_Charities

YOU TUBE www.YouTube.com/PetSmartCharitiesInc

Approved Hashtags

#ADOPTLOVE

##PETSMARTCHARITIESOFCANADA

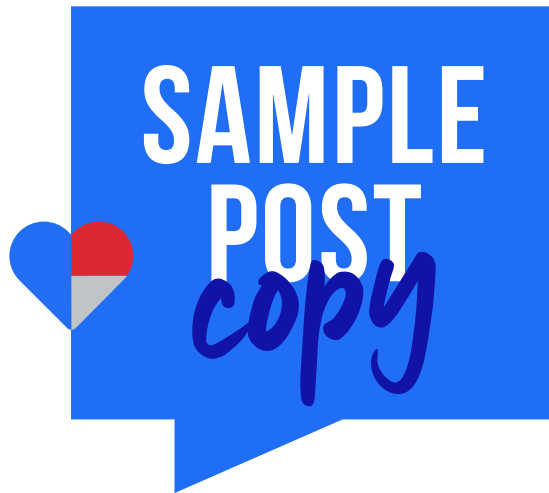
#IADOPTED

#PETSMART

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 "PetSmartCharities" will turn blue: [PetSmartCharities](#). Add "of Canada" in plain text after "PetSmartCharities". It will read as: [PetSmartCharities](#) of Canada



> FACEBOOK

We're so excited to become a @PetSmartCharities of Canada grantee! Grant funds will go directly toward helping pets and those who love them through (insert grant focus)! Thanks to your donations @PetSmartCanada stores, we're able to make an even bigger difference for families with pets in our community.

Optional

Insert relevant emoji, hashtag and tag your location.

> TWITTER

We're so excited to become a @PetSmartCharities of Canada grantee! Funds go directly toward helping pets & those who love them through (insert grant focus)! Thx to your donations @PetSmartCanada stores, we're able to make an even bigger difference for families with pets.

Optional

Insert relevant emoji, hashtag and tag your location.

> INSTAGRAM

Sample Text

We're so excited to become a @PetSmartCharities of Canada grantee! Grant funds will go directly toward helping pets and those who love them through (insert grant focus)! Thanks to your donations @PetSmartCanada stores, we're able to make an even bigger difference for families with pets in our community.

Optional

Insert relevant emoji, hashtag and tag your location.

Photos

Use a photo that tells the story of your grant funds i.e.: a newly adopted pet and their family, photo of veterinarians with their mobile clinic, kittens at an adoption event for spay/neuter. Focus on the human-animal bond and avoid graphic/sad images such as surgeries or pets in kennels. Please refer to the [brand guide \(link?\)](#) for additional details.

PHOTO EXAMPLES



> LINKEDIN

Sample Text

We're so excited to become a @PetSmartCharities of Canada grantee! Grant funds will go directly toward helping pets and those who love them through (insert grant focus)! Thanks to your donations @PetSmartCanada stores, we're able to make an even bigger difference for families with pets in our community.

GRANTEE BADGE

