



# **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** 

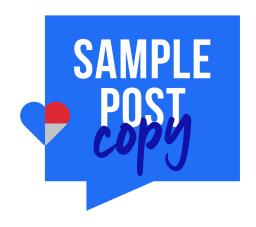
**#PETSMARTCHARITIESOFCANADA** 

**#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: PetSmartCharities. Add "of Canada" in plain text after "PetSmartCharities". It will read as: PetSmartCharities of Canada.



# 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 of Canada 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 of Canada 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 of Canada 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 <u>brand guide</u> for additional details.

**PHOTO EXAMPLES** 







#### > GRANTEE BADGES





