



ACCELERATOR GRANTEE SOCIAL MEDIA GUIDELINES

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

TWITTER @PetSmartChariTs

YOU TUBE www.YouTube.com/PetSmartCharitiesInc

Approved Hashtags

#PETSMARTCHARITIESOFCANADA

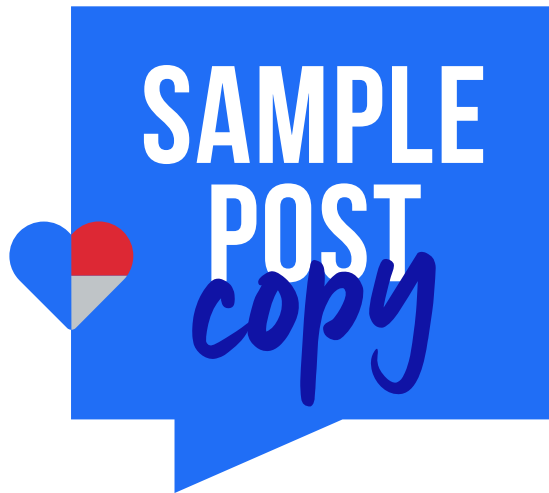
#PETSMARTCANADA

#ACCELERATORGRANTEE

Tagging

ENSURE PROPER TAGGING BY FOLLOWING THE INSTRUCTIONS BELOW:

1. Start typing "PetSmart Charities" using the @symbol before the name
2. All social platforms will populate business suggestions as you begin to type our name
3. Click on PetSmart Charities when it appears as a suggestion
4. You will see the @symbol disappear and "PetSmart Charities" will turn blue
5. Add "of Canada" after the blue tag. It will appear as **PetSmart Charities** of Canada



› FACEBOOK

We're so excited to become a @PetSmartCharities of Canada accelerator grantee! Grant funds will go directly toward making veterinary care more accessible to those in our community who need it most. Thanks to our partnership with PetSmart Charities of Canada, we're able to make an even bigger difference for pets in need and all who love them.

Optional

Insert relevant emoji, hashtag and tag your location.

› INSTAGRAM

Sample Text

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› LINKEDIN

Sample Text

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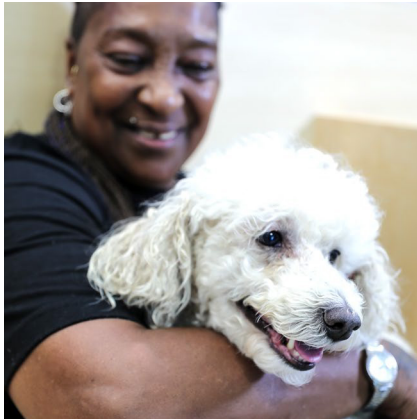
› TWITTER

We're so excited to become a @PetSmartCharities of Canada accelerator grantee! Funds go directly toward making veterinary care more accessible to those in our community who need it most. Thanks to our partnership with PetSmart Charities of Canada, we're able to make an even bigger difference for pets in need and all who love them.

Optional

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PHOTO EXAMPLES



Photos

Use a photo that tells the story of what impact you're making with your grant funds. Pet-lovers on social media are more likely to engage with content that illustrates the human-animal bond. Some examples of supporting pet photos include pet parents or any member of your staff with a pet you helped, vet staff examining a pet, your community's pets and people waiting/receiving your help. Avoid using graphic/sad images such as pets in surgeries, extremely injured pets or pets in kennels. Please refer to the [brand guide](#) for additional details.

GRANTEE BADGE

Grantee Badge

Spread the news! Add this badge to your email signature, social media posts and website. Make sure to hyperlink the image to www.PetSmartCharities.ca and help raise awareness on the work we're doing together.

