



# INCUBATOR GRANTEE SOCIAL MEDIA GUIDELINES

## >>> INTRO

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!

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## >>> SOCIAL MEDIA GUIDELINES

Use these social media tips and guidelines to help share the impact you are making in your community with the support of PetSmart Charities of Canada.

### **PETSMART CHARITIES SOCIAL MEDIA PROPERTIES**

**FACEBOOK** @PetSmartCharities

**INSTAGRAM** @PetSmartCharities

**LINKEDIN** @PetSmart\_Charities

**YOU TUBE** [www.YouTube.com/PetSmartCharitiesInc](http://www.YouTube.com/PetSmartCharitiesInc)

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### **> APPROVED HASHTAGS**

**#PETSMARTCHARITIES**

**#INCUBATORGRANTEE**

**#PETSMARTCHARITIESOFCANADA**

## › 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. Type “of Canada” after PetSmart Charities. Only PetSmart Charities will appear blue as part of the tag.
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## ››› SAMPLE POST COPY

### › FACEBOOK

#### Sample Text

We're so excited to be the recipient of a @PetSmartCharities of Canada Incubator grant!

This unique partnership will support (insert your organization's name here) focus on helping (insert name of the community you're serving here), gain more access to basic veterinary services. Since Indigenous communities know their needs best, we will collaborate with (community name), listen to understand, and work together to create programs that address financial, geographic, and other barriers to veterinary care. In partnership, we'll ensure more pets and people thrive together!

#### Optional

Insert relevant emoji, hashtag and tag your location.

### › INSTAGRAM

#### Sample Text

We're so excited to be the recipient of a @PetSmartCharities of Canada Incubator grant!

This unique partnership will support (insert your organization's name here) focus on helping (insert name of the community you're serving here), gain more access to basic veterinary services. Since Indigenous communities know their needs best, we will collaborate with (community name), listen to understand, and work together to create programs that address financial, geographic, and other barriers to veterinary care. In partnership, we'll ensure more pets and people thrive together!

#### Recommended

In addition to this copy, we suggest including a personal anecdote or story accompanied by a strong visual of a pet and their family.

#### Optional

Insert relevant emoji, hashtag and tag your location.

### › LINKEDIN

#### Sample Text

We're so excited to become a @PetSmartCharities of Canada Incubator Grantee! Grant funds will help us work with [Insert community name here] to improve access to veterinary care. Thanks to our partnership, we will work alongside [Insert community name here] to listen, learn and help provide the services they need to keep pets in their community healthy.

## >>> 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

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](http://www.PetSmartCharities.ca) and help raise awareness on the work we're doing together.

