



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

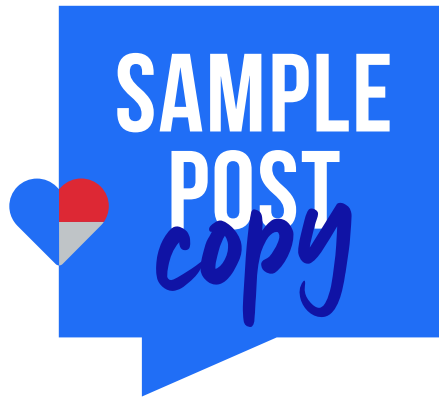
#PETSMARTCHARITIESOFCANADA

#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 @PetSmartCharities 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

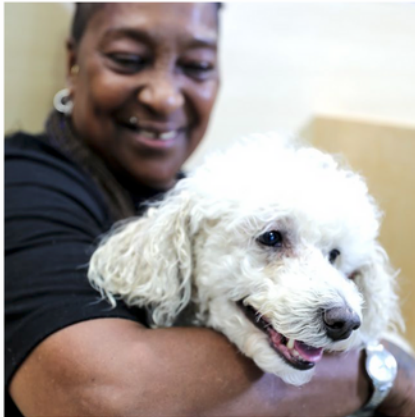
Sample Text

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 [brand guide](#) for additional details.

PHOTO EXAMPLES



> GRANTEE BADGES

