

ASPCA® #AdoptAFosterDog Tips for Foster Families

Thank you so much for fostering a dog for your local shelter or rescue! As a part of the #AdoptAFosterDog campaign in October, the ASPCA has created this guide to assist you in getting your foster dog adopted.

Please email us at aspcapro@aspcapro.org if you have any questions about this guide or want to share a success story!

Writing Dog Bios

- [How to Write Compelling Dog Bios](#)
- [Foster Animal Biography Sheet](#)

Using Social Media

Tips for using social media to help promote your foster dog(s):

- 1. Use Instagram/Facebook Stories:** Regularly share Facebook/Instagram Stories featuring your foster dog(s) dogs
 - Use a combination of photos, videos and boomerangs showcasing your foster dog's personality (i.e. playing with a favorite toy, mastering a command, etc.).
 - Consider animating a photo or video with stickers or a GIF.
 - Tag the @ASPCA and your shelter and **use hashtag #AdoptAFosterDog** for a chance to be shared on our social media!
 - Before your story disappears in 24 hours, you can create a 'Highlights' section on your Instagram to showcase all the foster dogs you currently have that are up for adoption, and people can view those stories at a later time.
- 2. Use Instagram/Facebook Live:** Consider doing a livestream with your foster dog(s) playing, cuddling or practicing tricks.
 - Post in advance letting followers know when they can tune in.
 - Use the video as an opportunity to show and describe what it's like to live with your foster dog and answer any questions that come in.
 - Pin a comment with more context about your foster and a link to their adoption profile. Be sure to also include a clear call-to-action for how potential adopters can meet the dog they are interested in.
 - Get more tips for going live [here](#).
- 3. Use TikTok:** Leverage the popularity of TikTok to reach even more potential adopters.
 - a. Record vertical videos of you foster dog up to 15 seconds in length and then find a relevant song and add it to the video.
 - b. Humor is a major draw on TikTok, especially when what's happening in the video correlates with the song.
 - c. Don't forget to use relevant hashtags to increase visibility.

- d. Get more tips for maximizing the TikTok platform [here](#).
- 4. Boost your photography skills:**
 - a. Look for natural light-or bright lighting if indoors. Avoid using flash and shoot with light coming from behind you to avoid backlighting your foster dog.
 - b. Get down to your foster dog's level.
 - c. Focus on capturing their eyes to make a great connection between the dog and potential adopters.
 - d. Use toys or treats to get your foster's attention.
 - e. Be patient and take plenty of photos so you have options to choose from.
 - f. Get more tips for taking [great photos](#) and [videos](#) using just your smartphone.
- 5. Check out** these additional [5 Social Media Tips to Promote Shelter Dogs](#).

How to get maximum social media exposure during the campaign:

- Create a dedicated social media account to share all your foster adventures.
- Ask your friends and family to re-share your posts and help increase visibility.
- @ASPCA @ASPCApro and our partners will be re-sharing adoptable animals on social media. For a chance to have your animals featured, make sure to use the hashtag #AdoptAFosterDog and tag @aspca and your shelter in your static posts and stories.
- Consider leveraging other popular hashtags such as #DogsOfInstagram, #TongueOutTuesday or #FosterFriday

Tips for using the social media overlay graphics:

- We are providing **four** overlays that you can use to help promote your foster dog
- [Overlay in English-Vertical Layout for Stories](#)
- [Overlay in Spanish- Vertical Layout for Stories](#)
- [Overlay in English-Square Layout for Static Posts](#)
- [Overlay in Spanish- Square Layout for Static Posts](#)
- To add one of the overlays to a photo of an adoptable dog, use a simple editing tool like [canva.com](#) or [photogrid](#).
 - Select an image of your foster dog.
 - Upload one of the overlays and apply over image.
 - Share on social media and make sure to use the hashtag #AdoptAFosterDog

Conducting Online Meet-and-Greets

- **Exclusive video** [How to Get Your Foster Dog Zoom-Ready!](#) from the Learning Lab at the ASPCA Behavior Rehabilitation Center
- [12 Technology Tips for Meet-and-Greets](#)
- [Virtual Meet-and-Greet Example](#)
- [Technology Resources for Meet-and-Greets](#)

Doing In-Person Promotions

Please check with your shelter about whether it is recommended to do in-person promotions at this time and, if so, be sure to abide by local health and safety precautions as they relate to COVID-19.

- [Resources for Adopt Me Vests](#)
- [AA Hot Spots](#)
- [Customizable Dog and Cat Business Cards](#)

Celebrating Your Foster Dog's Adoption

- When your foster dog is adopted, it's time to celebrate! Download and customize an [adoption certificate](#) for your foster dog and share with the adopter when they pick up their new pet.

Additional Foster Dog Promotion Resources

- [Petco Foundation Marketing Your Foster Pet Webinar](#)
- [Maddie's Fund Foster Caregiver Marketing Guide](#)