

ASPCA #AdoptAFosterDog Communications Guide for Shelters and Rescues

Thanks so much for joining the #AdoptAFosterDog campaign as part of Adopt a Shelter Dog Month! This communications guide is designed for your shelter or rescue to promote your foster dogs to your community and local media. On October 15, we'll email you a link to a separate toolkit to share with your foster families to help them promote their foster dogs.

- **Date:** October 1-October 31
- **Hashtag:** #AdoptAFosterDog

Four ways to use social media to help promote dog adoption:

1. **Using Instagram/Facebook Stories:** Create a Facebook/Instagram Story series featuring dogs available for adoption from foster homes or your shelter or rescue.
 - Ask foster families to submit photos and videos of their foster animals or tag you in their social media posts for easy re-sharing. Use [these tips](#) for taking photos of your available dogs.
 - Share a photo of each animal with a quick bio, including name and age.
 - In your last story, include a clear call to action with next steps for interested adopters. You can do this by adding a swipe-up link where potential adopters can apply or adding the URL to your Instagram bio and driving people there.
 - Tag the @ASPCA and use hashtag #AdoptAFosterDog for a chance to be shared on our social media and on the @DogsOfInstagram account!
 - Check out [this article](#) for more tips and inspiration.
2. **Using Instagram/Facebook joint Live:** Conduct a joint Facebook/Instagram Live with a foster family showcasing their animals available for adoption.
 - Create a schedule for foster parents to go live with their foster animals as "guests" on your shelter's Facebook or Instagram Live.
 - Your shelter/rescue can host the livestream and you can ask one or more foster volunteers to request to join the live event during their scheduled times.
 - Make sure to let viewers know any next steps they should take if they are interested in adopting or signing up to be a foster themselves.
3. **Using Instagram/Facebook Live:** If your shelter currently has dogs available for adoption, consider doing a regular Facebook/Instagram Live to feature dogs in need of homes.
 - Make sure to include a clear call to action for how potential adopters can meet the dog they are interested in. Get more [tips for going live](#).
4. Share this [social media best practices graphic](#) in your foster Facebook group or other online foster group.

How to get maximum social media exposure during the campaign:

- Do a promotional social media post ahead of October, letting your community know that you will be participating.
 - **Sample post:** *We're thrilled to be participating in the @ASPCA's #AdoptAFosterDog initiative from October 1 – October 31. Visit [insert platform you'll be using (i.e. Facebook Live, Instagram Stories, website etc.)) to meet all the dogs currently available for adoption and find your new companion!*
- @ASPCA, @ASPCApr, @DogsOfInstagram, and @ShelterPetProject 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 in your static posts and stories.

Tips for using the social media overlay graphics:

- We are providing *four* overlays that you can use to help promote your adoptable foster dogs:
 - Overlay — English-Square version
 - Overlay – Spanish Square version
 - Overlay – English-Story/Vertical version
 - Overlay– Spanish Story/Vertical version
- To add one of the overlays to a photo of an adoptable dog, use a simple editing tool like [canva.com](https://www.canva.com) or [photogrid](https://www.photogrid.com).
 - Select an image of dog available for adoption from a foster home, your shelter or rescue.
 - Upload one of the overlays and apply over image.
 - Share on social media and make sure to use the hashtag #AdoptAFosterDog for increased visibility.

Engaging with traditional media contacts in your local community:

- We encourage participating shelters to be thoughtful when approaching media based on the current news cycle with attention to breaking news specific to your local community. To provide support, we are sharing some traditional media tools and templates, though recommend analyzing the current media landscape before conducting proactive outreach:
 - **Pre-Campaign Media Advisory:** Alert media of your needs around dog adopters and fosters at the beginning of October using the provided template. Distribute to the news desks of your local newspapers, radio, and television stations, ideally during the first week of the month or earlier. Consider including background on specific animals seeking placement.
 - **Post-Campaign Media Advisory:** Share compelling foster and adoption happy tails that came up during the month of October and offer media an interview with an inspiring adopter and the foster who helped to make the match to celebrate your success. Consider including compelling examples of adoption happy tails for dogs who have interesting backstories.

- **Suggested Talking Points and Media Tips:** Use this messaging to engage with media through targeted pitching, interviews, and general correspondence to increase exposure for your organization and raise awareness about your individual needs.
- In addition to distributing these media materials, share your #AdoptAFosterDog news on your website – and let your staff, volunteers, and supporters know that you are safely facilitating foster and adoption placements during the current COVID-19 crisis.