



Facebook + Instagram

- Captions that create engagement (i.e. a funny pic of one of the dogs and encourage your audience to come up with the funniest caption)
- Make a list of things that separates NorthWest Wag Rescue from other doggy facilities and make sure to highlight those in your posts
- Sharing training/games you play with your foster dogs
- Minimum of 1 story per day - these don't need to be as 'professional' as posts
- Never feel pressured to post all of the pics you take at once! You can use extras from one day to fill in gaps when you want to post, but need to find some content in order to do so!
- Hashtags - see below

Hashtags:

You can add up to 30 hashtags on a post. These are good for Instagram AND facebook. Include them on every post you can AND one on every "story"

Here are the ones I'd recommend you always use: #northwestwagrescue #nwwrdogs #tacomawa #tacomadogs #ttowndogs #dogsoftacoma #pnwdogs #dogsofthepnw

#doggydaycare #dogdaycare #instadogs #dogsofinstagram #dogsoffacebook #doggos

Here are some alternatives to use as you see fit with the pic: #bordercollie #yellowlab #pittielove #dogkisses #cuddledogs #themountainisout #wholetthedogsout #dogportraits #puppylove #puppcuddles #dogoftheweek #sleepypup

Making your pics look good:

- Move YOURSELF to find the right lighting for a pic - you'll be amazed at how taking a quick couple of seconds to walk around a little looking for the best lighting on your subject will completely change the pic
- Background behind the subject of your pic should be as plain as possible (solid colored walls, as few dogs/people in background as possible, etc.)
- GET LOW. taking pics from above of dogs looking up is cute! But getting the camera down at their level... ADORABLE.

Increasing engagement on all platforms:

Not required of course, but good practices in order to increase your following;

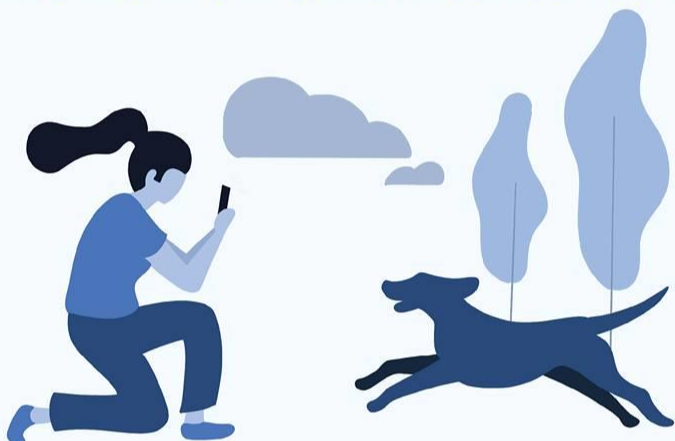
- Prior to posting: spend a few (5) minutes on your newsfeed interacting with as many posts as you can - like them, comment, open the photos full screen, etc.
- THEN POST (including your hashtags)
- Post posting: click through each hashtag and interact with a few (3-7) posts (react to the images, open them full screen, comment or reply to others).

5

TIPS FOR AWESOME FOSTER PET PHOTOS

1 GET ON THEIR LEVEL

Getting down to your foster pet's level will create more personal portraits and highlights their unique traits.



2 USE BURST MODE

Most cellphones have an action mode or burst mode. Use these to your advantage when your foster pet is being active. These modes work best when there is plenty of light so consider using this tip while you are close to a window or outside.

3 MAKE NOISE

Making noises is a great way to get your foster pet to look your way. You can use your mouth or even a squeaker. Make sure you are ready to snap the photo when you make a noise to catch them looking directly at you. Who knows? Maybe you will even catch an adorable head tilt!



4 NOTICE YOUR ENVIRONMENT

Some of the best photos come from an environment that is well lit and uncluttered (ex. a blank wall). If there are too many objects in the background it can take away from the subject...aka your foster pet. If there isn't enough light, the photo can turn out grainy and take away from their unique features.

5 USE TIMING

Choose key moments throughout your day to capture their true personality. Nap time is a great way to get a peaceful photo (bonus tip: place their bed in a well lit area so you can get clear, sharp photos). Playtime is a great time to use the burst/active mode to catch how goofy they really are.



BIO WRITING MAGIC: COMMUNICATING PET NEEDS

The first rule of bio writing is not to make your description into a replacement for adoption counseling. Set expectations but leave in-depth conversations about behavior and medical issues for the counseling session. Here are some go-to phrases for communicating a pet's specific needs.

PREFERS LIFE AS AN ONLY PET

- Way too cool to share your attention
- Happiest as your only pet
- A diva, who doesn't really want to share the spotlight
- Prefers to rule over your household as the only pet
- A monogamous mutt who'd like an exclusive relationship with you
- Needs to be the only pet in the home, but has plenty of personality to fill your heart
- Single and loving it
- Prefers to fly solo in terms of other furiends
- Likes to be the center of attention
- Prefers not to live with the feline kind
- Particular about their canine / feline friends
- Likes people so much they'd prefer not to share them
- The only apple of your eye
- No fur siblings please
- Has told us he/she would like a home where they can be the one-and-only pet
- Happiest as the only child
- Solo act
- Prefers your full attention, without having to share with other pets
- As far as other pets, _____ prefers the single life, where he/she can bask in your undivided attention

ENERGETIC / READY TO PLAY

- Seeking a running / hiking buddy or exercise partner
- Likes to engage in zoomies and serious sessions of tug to burn energy
- Bring your featherwand because he/she likes to PLAY
- Can help with your self-care plan through mindful daily walks
- Is the personal trainer you've always wanted

KIDS ARE A QUESTION MARK

- We haven't had a chance to see ___ with children so would want to make sure small kids were respectful and interactions are monitored
- His/her previous owner reported _____ was stressed by children in the home so we'd want to make a match with kids thoughtfully

THEY'RE A WORK IN PROGRESS

- Has been working on self-improvement where (leash walking, sharing, socializing) is concerned
- Is a work in progress (aren't we all!) in regards to _____
- Is working on their (fitness / social skills / self-confidence / sharing) and we're excited to talk to you about tools for success

ADJECTIVE ALTERNATIVES

for engaging pet bios

Jazz up your branding, describe pets more accurately, and catch the attention of adopters by expanding beyond some of the more common descriptors!

Try these:

SYMPATHETIC

SNUGGLY **LOVING**

WARM-HEARTED

AFFECTIONATE **MUSHY**

BEAR-HUGGING

COZY **WARM TENDER**

WELCOMING

DOTING **CARING**

LITTLE SPOON

EXTROVERTED

DYNAMIC

DEXTEROUS

ADVENTUROUS ENTHUSIASTIC

PROGRESSIVE **VIVACIOUS** **DILIGENT**

SIMMERING **DECISIVE** MOBILE

ATHLETIC EXUBERANT

EASYGOING

JOLLY

BECOMING **ROMANTIC**

CONSIDERATE **CHARMING**

EFFERVESCENT SENSITIVE

COMMUNICATIVE

AMIABLE

JOVIAL POLITE **PATIENT**

RELIABLE

CLASSY

DEBONAIR

HANDSOME

ADORABLE **PRETTY**

DREAMY **DARLING** **ALLURING**

ELEGANT **GOOD-LOOKING**

DELIGHTFUL **DAINTY**

SUAVE

RESOURCEFUL

SHARP **ASTUTE** **ALERT**

CLEVER **BRIGHT** **DETERMINED**

INTELLIGENT **PIONEERING**

NIMBLE **INGENIOUS** **INTUITIVE**

WHIP-SMART

Nice

Cuddly

Active

Cute

Smart



WRITING PET BIOS: **THE 'INTERVIEW'** *strategy*

MORE TIPS, TRICKS, AND INSPIRATION AT

 HEARTSSPEAK.ORG 



Conducting an ‘interview’ is not only super fun, it’s a sure-fire way to inspire some fresh, outside-the-box descriptions. The process is very fluid and versatile, the results are playful, and it can even open the door to exciting visual interpretations for some bonus promo material!

If photos are the cheese, then a memorable, engaging bio is most definitely the macaroni in promoting an adoptable pet! They’re a powerful duo — photos cutting through the clutter of busy newsfeeds to spark an unforgettable first impression, while a bio provides the details that motivate a potential adopter to put wheels in motion. That means that unique, engaging, and endearing are important qualities in a bio. Yet, in the physically and emotionally demanding world of animal welfare where time and resources are often so limited, keeping the creative juices flowing can be a challenge!

The great news is that recharging the magic and landing on a winning bio can start with a very simple exercise or strategy! Conducting an ‘interview’ is not only super fun, it’s a sure-fire way to inspire some fresh, outside-the-box descriptions. The process is very fluid and versatile, the results are playful, and it can even open the door to exciting visual interpretations for some bonus promo material!

..... *Give it a try!*



START WITH WHAT YOU NOTICE ABOUT THE ANIMAL

When you meet this animal or see a picture of it, what immediately stands out to you? From big to small, to outlandish to obvious — jot it all down! Even seemingly far-fetched ideas can become gold! What do you notice about their behavior? Do they resemble a celebrity? What questions could you ‘ask’ this adoptable animal, and how would they answer, based on what you know or notice about them?

You can work in order: you ask the question — what would the answer be? Or, if you already notice something in particular, what question could you ask that would lead to that answer in a creative and memorable way? For example, if they’re the active type, perhaps a park visit is part of their perfect day out, or their favorite color is tennis ball green! Are they more interested in family couch time? What’s the next show on their list to binge-watch? If they’re orange, perhaps they can’t get enough of Orange is the New Black!



A few questions to work with:

- ★ It's Friday night! What are your plans?
- ★ Who is your favorite celebrity?
- ★ If you were a dessert, what would you be?
- ★ Squeaky or bouncy — what do you look for in a toy?
- ★ What's your favorite day of the year?
- ★ What's your favorite season?
- ★ Favorite kind of music?
- ★ What do you value most in a friendship?
- ★ What would constitute a perfect day for you?
- ★ Complete this sentence: "I wish I had a friend with whom I could share..."
- ★ What's your favorite color?
- ★ Beach or mountains?
- ★ Favorite movie genre?
- ★ Car ride or long walk?



JAZZ UP THE EXPECTED OR THE NOT-SO-GREAT

It's understandable that, when faced with recurring animal characteristics and lifestyle preferences, we'd default to the same types of descriptions. But if anything can benefit from a little creative confetti, it's the expected or the potentially less desirable aspects of an adoptable animal.

The interview approach can make it easier to present these aspects in a fresh, engaging, less-intimidating way. A senior pet, when asked what they'd like to be when they grow up, might answer with "I can be anything! 10 is the new 2." Or perhaps they're channeling a famous silver fox like George Clooney, and your questions could position them as a beloved celebrity.

Adopters often want to know what the energy level of an animal is like, and asking creative questions about toy preferences or "a perfect day" can help to reframe common traits in a new and more relatable way that piques interest.

“It's Friday night. What are your plans?”

I'M HOPING FOR A GOOD NIGHT'S SLEEP WHILST TAKING UP THE ENTIRE MATTRESS IN MY NEW HOME!





TAKE THE OPPORTUNITY TO EDUCATE

Pet bios are also a great platform for incorporating educational components about pet care, animal welfare, or your shelter, and the interview approach makes it super easy! Try ‘asking’ the pet what their favorite thing is about staying at the shelter. Perhaps they’ll mention their favorite volunteer who takes them on their morning walk, or the vet who “always gives me a treat when I visit!”. It’s endearing to hear about a pet’s favorite people, and inspires a potential adopter to get into those shoes! It also shares an important message about all the love, care, and hard work happening at the shelter.

Ask the pet what their favorite book is, and if they answer ‘The Grapes of wrath’, perhaps they enjoyed the plot AND learned a lot about what foods they can’t eat!

“ *What’s your favorite book?*

I WAS RECENTLY INTRODUCED TO STEINBECK, AND WOW! THE GRAPES OF WRATH TAUGHT ME A LOT ABOUT WHAT FOODS I SHOULDN’T EAT.



BE FUNNY AND FEARLESS

Don’t be afraid to have a sense of humor and imbue a sense of personality into your bios! This sends an important message about your shelter — that it’s a fun, friendly place to visit, that the adoption process will be rewarding and exciting, and that it’s multifaceted support service for your community.

Even if you don’t publish an actual interview, just brainstorming these ideas can allow you to branch out of the standard descriptions in myriad ways. Go crazy! Feel free to get totally inappropriate or ridiculous with your humor – it’s about the process, after all. Then edit your ideas for a public audience.



TAKE IT ONE STEP FURTHER

What visual options blossom from one of their ‘answers’ that could spark some social media buzz? Perhaps they’re inserted into a picture of the cast of their favorite TV show or put side-by-side with a celebrity they resemble.

If we ‘asked’ to see this animal’s set of most recently used emojis, what would they be? Perhaps a more active dog would use a lot of 🍌 🏕️ and 🏞️. Maybe an older, more laid back cat would favor 📺 🤝 and 🛌.



Sample questions and answers:

WHEN I SAY THE WORDS 'AGILITY COURSE', WHAT COMES TO MIND?

- "Yes, yes, pretty please OMG I'm so excited!"
- "Sure... if I'm watching from the couch. Cardio, schmardio."

WHAT IS YOUR GUILTY PLEASURE?

"US Weekly magazine and sardines. Off the record, please."

IT'S FRIDAY NIGHT,
WHAT ARE YOUR PLANS?

"I'm hoping for a good night's sleep whilst taking up the entire mattress in my new home."

DO YOU HAVE ANY SPECIAL TALENTS?

- "I have an amazing singing voice. I perform a solo concert before each meal!"
- "I excel at math and therefore know exactly how many treats are left in your pocket at any given time"

TURN IT INTO SOMETHING VISUALLY
ENGAGING FOR SOCIAL MEDIA



Photohound Dog Photography

AN INTERVIEW WITH **BEAZLEY**

WHEN I GROW UP, I'LL BE: ON THE COVER OF VOGUE. I'M TOLD I'M A NATURAL!

IF I WERE A FOOD I'D BE: A SACK OF POTATOES

MY FAVORITE PLACE I'VE VISITED: A LAP!

DRAMA CLUB OR MARCHING BAND? THE BOOK CLUB, SILLY!

PARTY GIRL OR HOMEBODY? HOME WITH A BOOK. AND A LAP.

WHAT'S YOUR NUMBER? #A292229 @ ORANGE COUNTY ANIMAL SERVICES. ADOPT ME!





**NORTHWEST
WAG RESCUE**

Foster Resource Links

NWWR Frequently Asked Questions - <https://www.northwestwagrescue.org/contact>

Tips for Marketing your foster pup!

<https://chewonthis.maddiesfund.org/2020/04/turn-your-foster-caregivers-into-master-marketers-with-this-quick-online-course/>

<https://www.maddiesfund.org/assets/documents/foster-resources/mf-foster-caregiver-marketing-guide.pdf>

Tips for taking great photos <https://heartsspeak.org/10-tips-for-great-foster-pet-photos/>

Tips for writing a great bio <https://heartsspeak.org/pet-bio-writing-the-interview-strategy/>

Educational resources to help <https://university.maddiesfund.org/>