



Shelter Pet Project Social Media Messaging
2016 Creative Launch

POSTS FOR SHELTERS AND RESCUE GROUPS

Facebook:

Shelter pets make amazing pets! We're working with @ The Shelter Pet Project to help more people #StartaStoryAdopt. Stop by [SHELTER NAME OR ADDRESS] and meet a new friend today! [INSERT PSA OR SOCIAL GRAPHIC]

We have many adorable dogs/cats just like [Toast/Hamilton/Keyboard Cat] who would be the perfect addition to your family! Come to [SHELTER NAME OR ADDRESS] today to #StartaStoryAdopt with the help of @ Shelter Pet Project! [INSERT PSA OR SOCIAL GRAPHIC]

Adopting a shelter pet leads to an amazing story. Just ask [Toast/Hamilton/Keyboard Cat's] adoptive parents. Come to [SHELTER NAME OR ADDRESS] today to #StartaStoryAdopt with @ Shelter Pet Project [INSERT SOCIAL GRAPHIC OR PSA]

We have pets in need of friendly faces and happy homes. Stop by [SHELTER NAME OR ADDRESS]. #StartaStoryAdopt today! @ Shelter Pet Project [LINK TO PSA]

Twitter:

We're working with @shelterpets to help more people adopt the perfect shelter pet. #StartaStoryAdopt [LINK TO PSA]





We have many unique dogs and cats ready to begin a new life with you. What are you waiting for? #StartaStoryAdopt [\[INSERT SOCIAL GRAPHIC\]](#)

Shelter pets make amazing pets. #StartaStoryAdopt a dog or cat today: [\[INSERT SOCIAL GRAPHIC\]](#)

We have pets in need of friendly faces and happy homes. Stop by today and #StartaStoryAdopt [\[LINK TO PSA\]](#)

POSTS FOR INDIVIDUALS

Facebook:

Not every shelter pet is internet-famous like [\[Hamilton/Toast/Keyboard Cat\]](#), but they are all amazing! Go to your local shelter or rescue group today and #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

Hearing Toast and Katie's story makes me want to #StartaStoryAdopt. I might not find a fashion diva at my shelter or rescue, but I will find a wonderful new furry friend. [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

Charlie and Bento are best friends, just like me and [\[INSERT SHELTER PET NAME HERE\]](#). Go to your local shelter or rescue group today and #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

Just like Hamilton, my shelter pet [\[INSERT SHELTER PET NAME HERE\]](#) is the life of every party. Go to your local shelter or rescue group today #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)





Twitter:

These new @shelterpets videos are ADORABLE. Makes me want to go to a shelter or rescue and #StartaStoryAdopt today [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

Toast really is a fashion icon. So glad she was adopted into a loving home! #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

New @shelterpets PSAs feature Internet-famous shelter pets! Consider adoption #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

How loveable are the shelter pets in these new PSAs? I've seen these pets online but didn't know they were adopted! #StartaStoryAdopt [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

Shelter pets make amazing pets. Go to your local shelter or rescue and #StartaStoryAdopt today! [\[INSERT PSA OR SOCIAL GRAPHIC\]](#)

