

Marketing Foster Animals Social Media Guide

Promoting your foster animals on social media is a great way to find them their purrrfect home! Below are a few tips for how to use Instagram and Facebook.

1. **Instagram** - Instagram is an application people use to post photos and videos. Explain here how your rescue/shelter uses Instagram to market your animals.

- Instagram Posts - These can be photos of the animals or short videos. You can post a photo on your profile with a cute caption. Or, you can send us photos of the animals with a description and we'll post them on our social media.
- Hashtags - The symbol # indicates a "hashtag". Hashtags are used to link together groups of photos that have the same hashtag. If you put "#kitten" in your photo's description and then click on "#kitten," you will be brought to a page with thousands of other photos using "#kitten". The more hashtags you use the more chances of your photo being seen by other users.
- Example:



20.451 views

jonathandoe Our new foster kitten has made himself comfy.

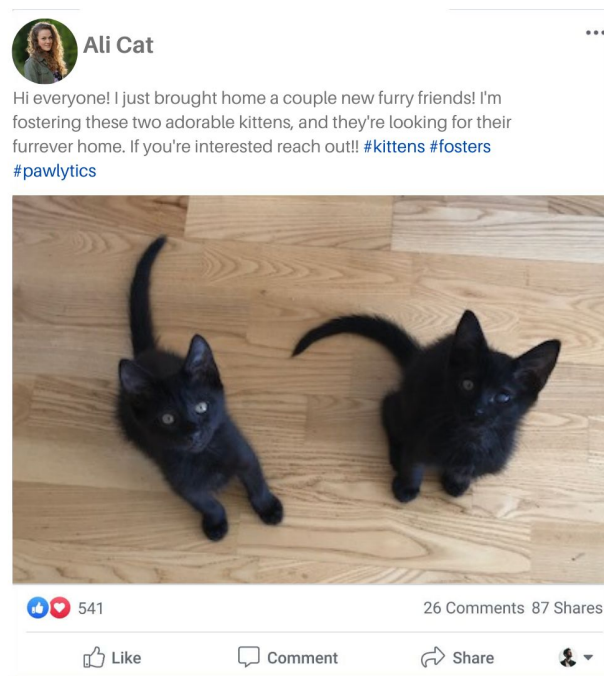
If you're looking for a purrrfect new addition to your family, message me! #kittens #fosters #pawlytics

- Messaging - If you post a cute photo of your foster pet on your profile, encourage people to reach out in a direct message if they are interested in adopting! Your followers are a great resource for finding your foster animals forever homes!

- Instagram Stories - You are now able to post short “stories” on your Instagram. These only last 24 hours and are typically 10 seconds long each. You can take a video of your foster pet and post it to your story to show a quick snippet of your foster pet’s day.
- Instagram Live - You also can go live on Instagram, so your followers see what you are posting in real-time. Watch out that you don’t click this unexpectedly. ;)

2. **Facebook** - Facebook, much like Instagram, is an application people use to post photos and videos, but with more options to join groups and share news. Explain here how your rescue/shelter uses Facebook to market your animals.

- Posting on Facebook - On Facebook, you have the option to post only works or include pictures as well. Adorable pictures of the animals added with a description are a great way to catch your Facebook friends’ attention!
- Example:



- Facebook Groups vs. Your Profile - One thing to check while using Facebook is where you are posting. If you are part of a group of other fosters on Facebook facilitated by your rescue, make sure that if you are trying to share your foster pets with your friends and family, that you do not post in the group. Your friends and family will not be able to see your post. You will want to post something like the example shown above through your regular profile.

- BUT still, utilize the Facebook group! This is a great resource for you and your foster pets. If you have any questions or have something fun to share, feel free to reach out through the Facebook group!
- Facebook Live & Stories - Facebook has the same features as Instagram as far as creating short stories and going live. Again, the stories will show up for 24 hours and if you go live, remember you really are LIVE to every single one of your friends watching.

Questions or concerns? [Add your contact information here!](#)