



FLOYD COUNTY HUMANE SOCIETY

Serving Pets & Their People

IDEAS TO HELP US PROMOTE YOUR FOSTER DOG OR CAT

Thank you for fostering! Providing a loving home for our foster pets gives them a much needed break from kennel life. It also provides us valuable information to see how the foster pet acclimates to a home environment. This information is priceless!

Below are some tips to help us promote your foster pet on social media. Focus on giving the dog/cat's potential new family an idea of what it will be like when they bring their dog/cat home for the first time.

Don't hesitate to contact us for advice or ideas! We are here to help get your foster pet adopted!

TIPS FOR PHOTOS

- Get on their level and fill in the frame.
- Use natural light, avoid harsh sun.
- Pay attention to the background (if you have portrait mode on your phone, you can easily blur the background).
- Shoot for eye contact.
- Show you/the whole family fostering, have the pet sit next to you or family member.

TIPS FOR BIOS/SUMMARY

- Simple & Heartfelt is best. We want to grab a potential adopter's attention. They will contact us for more information if they are interested.
- Highlight pet qualities and your connection.
- Share what it's like to live with this pet / a day in your life.

EXAMPLE QUESTIONS

- What would his/her perfect day look like?
- Would he/she rather be with you inside on the couch watching TV, laying outside in the sun, or hiking, playing fetch (if it was a nice day).
- How is he/she when new people come to visit?
- Some dogs that have spent most of their time outside are surprised by certain things inside, like the TV or ceiling fan. Did he/she react to anything like that? If so, how?
- Get creative and write their bio in their voice, or do a pretend interview with them.