

Promote-a-Pet Promotion Guide

Week 1 Tasks	Date Completed
Promote your pet on social media – Facebook, Twitter, Instagram, LinkedIn, etc. – and ask your connections to share. (Tip: Tag JHS and set FB posts to “public” so they can be shared far and wide!)	
Promote your pet in at least one other online community like Reddit, Craigslist, or Nextdoor.	
Email your friends and family with information and photos of your pet. Ask them to forward to their connections.	
Take your pet out on the town! Don’t forget their “adopt me” vest. (This is optional for cats. Depending upon your cat’s purr-sonality, you might want to consider a stroller adventure. JHS has a cat stroller that you can borrow.)	

Week 2 Tasks	Date Completed
Email your coworkers with information and photos of your pet. If your workplace will permit it, bring your pet to work with you!	
Send high quality photos of your pet to JHS so that we can update the pet’s profile and share with our audience.	
Make another post on your own social media accounts (don’t forget to tag JHS).	
Write a creative description of your pet for the JHS website.	
Take your pet out on the town to a different location.	

Week 3 Tasks	Date Completed
Design a flyer to promote your pet and hang it around town. (Tip: Most Starbucks locations and many veterinary clinics have community bulletin boards.)	
Create a video of your pet and post it on YouTube and/or your social media accounts. Tag your friends and ask them to share. Send your video to JHS so that we can add it to your pet’s profile and share it.	
Take your pet out on the town for another adventure and share the photos.	

Week 4 Tasks	Date Completed
Design a poster or sign to hang on your pet’s kennel when they return to JHS.	
Take your pet out on the town one last time!	
Make posts on your social media channels letting people know that your pet is returning to JHS. Tell everyone how to find him/her.	

Photos and videos can be emailed to events@jaxhumane.org.

If you decide to keep your Promote-a-Pet foster pet for more than 30 days, restart this task list beginning with Week 1.

