**Facebook and Twitter Guidelines and Sample Posts**

Following are some guidelines to keep in mind when posting on Facebook and Tweeting on behalf of your event and/or participation in Blue Buffalo Home 4 the Holidays. Sample posts and tweets are also in the table below for your reference.

**Guidelines**

* **Encourage your new adopters to tweet or Instagram a photo/video of their newly adopted pet with the hashtag #IChoseToRescue and tagging both @hwac and @bluebuffalo. They could win a year’s supply of Blue Buffalo pet food for themselves and a $1,000 donation for the organization they adopted from… YOU!**
* Include photos and links with your posts. Ask questions that solicit interaction (“Did you adopt your pet? Tell us your story!” “Are you a shelter volunteer? Who do you volunteer for and what’s your job?”).
* Follow-up with “friends” who post photos or leave comments on the page. Be sure to personalize all responses.
* Keep tweets and posts short and succinct. People are busy and multi-tasking so sometimes a long-winded post goes unnoticed or unread.
* Talk about your event (when it is, reminders, happenings from the event, recap event success), available animals for adoption, your animal organization and anything people might find interesting.

**Sample Facebook Posts and Tweets**

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| **1-2 Months Before Your Event** |
| **Facebook:** It’s the most wonderful time of year, and there’s no better way to celebrate than by placing orphaned pets in loving homes. We’re excited to be a part of this year’s Blue Buffalo Home 4 the Holidays pet adoption campaign, and even more excited to have you join us. Stay tuned for more information about our upcoming event and ways you can help pets in need. |
| **Twitter:** We’re excited to announce that we’re teaming up with thousands of pet adoption centers worldwide to save millions of orphaned pets’ lives during the #Home4theHolidays campaign. Stay tuned for more information!  **Instagram**: We’re ringing in the holiday season by joining the world’s largest adoptions campaign to promote pet adoption! Ready to help us save millions of orphaned pets? Stay tuned for more information on this year’s Blue Buffalo Home 4 the Holidays event. |
| **1 Month Prior to Your Event** |
| **Facebook:** Mark your calendars for *(insert date)*! We’re celebrating Blue Buffalo Home 4 the Holidays at (*location*) this year, and you’re invited to help us find homes for orphaned dogs and cats. We’ll see you there! |
| **Twitter:** Save the date for *(insert date)*! Come by and help us find homes for some of the millions of homeless pets in the U.S. during our #Home4theHolidays celebration at (*location*). We’ll see you soon! |
| **Instagram:** Ready to save lives this holiday season? Join us (*insert date*) at (*location*) for our Blue Buffalo Home 4 the Holidays celebration where you can give an orphaned pet a new start in life. We’ll see you there! |
| **Week Leading Up to Your Event** |
| **Facebook:** Make your holidays furry and bright this year! Our Blue Buffalo Home 4 the Holidays event is this (*day of the week*) at (*location*), and you don’t want to miss it! We'll have adoptable dogs, cats, and experts on site to help you find your new best friend just in time for the holidays. Choose to save a life this year and we’ll see you soon! |
| **Twitter:** It’s almost time to celebrate Blue Buffalo’s #Home4theHolidays! Join us at (*location*) on (*day of the week*) to meet orphaned pets, find your new best friend, and save a life.  **Instagram:** Our Blue Buffalo Home 4 the Holidays event is almost here! Join us (*day of the week*) at (*location*) to meet our adoptable dogs and cats, and potentially your new furry best friend! Mark your calendars and we will see you soon! |
| **Day of Your Event\*** |
| **Facebook:** It’s time to celebrate the holidays and the beauty of pet adoption! Be sure to come down and join *(Name of local media or local celebrity)* at the *(Name of event)* pet adoption event today at *(time)*. Not only could you meet your pawfect match, but you’ll be helping us save lives as a part of the Blue Buffalo Home 4 the Holidays campaign. Come on down and we’ll see you there! |
| **Twitter:** You're invited to join *(Name of local media or local celebrity)*, *(Name of your organization)* & at *(Name of event)* pet adoption event today at *(time)* to meet adoptable pets and help us save lives as part of the #Home4theHolidays celebration.  **Instagram:** Today is the day! Meet us and *(Name of local media or local celebrity)* at the *(Name of event)* pet adoption event today at *(time)*. We’re working with thousands of other pet adoption centers in the Blue Buffalo Home 4 the Holidays adoption campaign to help orphan pets find their forever homes this holiday season! We’ll see you there! |
| **\*Social Media Option: If someone on your staff has a smartphone, try an Instagram or Facebook Live broadcast or live-tweeting with photos of adoptions as they happen!** |
| **After Your Event** |
| **Facebook:** We want to thank all who came out for the *(Name of event)* yesterday! Because of your support, we helped *(number)* of dogs and cats find their forever homes this holiday season! Stay tuned for (*photos/videos*) from the event and more opportunities to meet your pawfect match in the future. Thanks for helping us save lives!  **Instagram:** Thanks for all of you who came out for the *(Name of event)* yesterday! Because of your support, we helped *(number)* of dogs and cats find families that will love and cherish them always. Stay tuned for (*photos/videos*) from the event and more event opportunities coming in the future. Thanks for helping us save lives! |
| **Twitter:** Thanks for all of you who came out for the *(Name of event)* yesterday. Thanks to you, we helped *(number)* of dogs and cats find their forever families. What a great way to celebrate the holidays! |

**Don’t Forget!**

After your adoption events, post a photo album of your event on Facebook and mention those involved (adopters, staff and volunteers). You can post to Instagram Stories with favorite photos from the event, too!