

Pawsitive Promotion

Social Media & Storytelling
That Saves Lives

Jenn Hernandez
Simply Cats Adoption Center
Outreach and Fundraising
Coordinator



Why Social Media Matters

- It's a free and powerful way to network your animals with a wider audience
- Build trust and transparency with supporters
- Posts can directly translate into adoptions, donations, foster sign-ups, and volunteers



Choosing the Right Platforms



- Most popular
- Strong for adoptions and fundraising



- Visual storytelling
- Reels
- Reaching younger audiences



- can go viral
- Requires creative short videos

Tip: Don't try to do it all — better to manage one platform well than 4 poorly.

What May Influence Adoptions?

- Appearance: one of the most important reasons for choosing to adopt and engaging with animal's profile
 - Especially for dogs
- Behavior towards people
 - Mostly for cats
- Empathy for an animal's situation
- Photo traits: quality, direct eye contact, accessories (collar, bandana, toys, etc.) decreased LOS



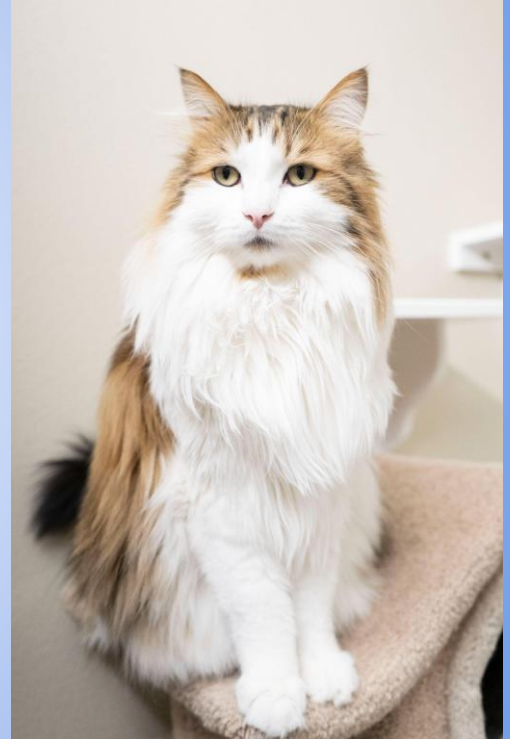
Writing compelling adoption posts



Writing Adoption Posts

Write a clear, simple adoption post that includes all the essentials:

- **Basics:** name, breed, age, weight
- **Shelter life:** when they came in, how long they've been waiting, silly quirks, energy level, and favorite activities
- **Compatibility with others:** dogs, cats, and kids/people
- **Adoption info:** shelter hours, address, and what's included (spay/neuter, vaccines, microchip, etc.)



Writing Adoption Posts

Example of a simple adoption post:

Rue is a 3-year-old Boxer mix who weighs 55 lbs. He's been at the shelter since February, almost 200 days.

Rue knows how to sit, shake and down. He's very friendly with people and sweet with kids. He's got medium energy, and knows how to chill. He loves running zoomies. Rue needs to be the only pet in his home.

He's neutered, vaccinated and microchipped. Rue is at Sandy City Animal Services (8715 South 700 West, Sandy, Utah). The shelter is open Monday - Friday from 9am - 5pm.

Writing Adoption Posts

Use ChatGPT to elevate your adoption posts and create multiple variations.

- Think of AI as a creative partner or assistant.
- Just start using AI.
- Don't start from scratch.
- Know enough to know when it's wrong.
- Assign AI a role.
- Provide copied text for it to reference.



Writing Adoption Posts

Prompting your AI:

You are a social media director for a cat/dog/animal rescue. Here is a simple caption for an adoptable dog: “*[Insert simple adoption caption]*”





- Followed by:
 - “Make it funnier”
 - “Make it more emotional”
 - “Make it stand out more”
 - “Make it more clever”

This way, you'll have several versions to choose from—and can pick the one that best fits your audience and platform.

Using ChatGPT - “make it funnier”

Meet Rue, a 3-year-old Boxer mix who tips the scales at a solid 55 lbs of pure goofball. This handsome dude has been hanging out at the shelter since February—yep, almost 200 days of practicing his “adopt me” eyes in the mirror.

Rue’s résumé includes:

- Professional sitter 
- Expert hand-shaker 
- Zoomie champion of the world   

He’s a medium-energy guy who knows when it’s time to party and when it’s time to Netflix and chill. Rue is sweet with people (especially kids) but insists on being the only furry child in the household.

He’s neutered, vaccinated, microchipped, and ready to bust out of the shelter at Sandy City Animal Services (8715 South 700 West, Sandy, Utah). Stop by Monday–Friday, 9–5, and come meet your new zoomie partner.

Using ChatGPT - “make it more emotional”

For nearly 200 days, Rue has been waiting. 💔 This sweet 3-year-old Boxer mix came to the shelter in February, and day after day, he’s watched families walk past his kennel without choosing him.

Rue is 55 lbs of love, silliness, and loyalty. He knows his commands—sit, shake, and down—and he’s always eager to please. With people, he’s nothing but gentle and affectionate, and he has a special softness with kids. Once he’s gotten his zoomies out, Rue is perfectly content to settle in and just be with you.

But Rue has one big ask: he needs to be your one and only pet. He has so much love to give, and he wants to give it all to his family.

Rue is neutered, vaccinated, and microchipped, and he’s waiting at Sandy City Animal Services (8715 South 700 West, Sandy, Utah). The shelter is open Monday–Friday from 9–5. Rue has been patient for so long—please help us find him the home he’s been dreaming of. 🐾 ❤️

Using ChatGPT - “make it stand out more”

🔔 200 days. That's how long Rue has been waiting. 🔔

Rue is a 3-year-old Boxer mix, 55 lbs of goofy, lovable energy wrapped up in the sweetest brown eyes. Since February, he's been sitting in a kennel, hoping today will be the day someone finally chooses him.

🌟 What makes Rue special:

- Knows his basics: sit, shake, and down
- Friendly with people & especially sweet with kids
- Zoomie master + cuddle expert

Rue's only request? He wants to be your one and only pet. He's got enough love in his heart to fill your whole home.

Rue is neutered, vaccinated, microchipped, and ready to go home. He's waiting at Sandy City Animal Services (8715 South 700 West, Sandy, Utah). We're open Monday–Friday, 9–5. Don't let Rue's 200th day turn into his 300th. Share him. Visit him. Adopt him. 🐾

Using ChatGPT - “make it more clever”

Meet Rue—the 55-lb Boxer mix who’s been perfecting his “pick me!” face for almost 200 days. Since February, this 3-year-old champ has been waiting for someone to swipe right on his kennel.

Rue’s skillset:

- ✓ Fluent in sit, shake, and down (resume available upon request)
 - ✓ Specializes in zoomies, with a minor in couch-potato studies
 - ✓ Certified kid-approved snuggle buddy
 - ✓ Expert at balancing medium energy with maximum charm
- 🚫 Job requirement: Must be the only pet in the household (Rue insists on being the star of the show).

He’s neutered, vaccinated, microchipped, and more than ready to be your zoomie machine, cuddle coach, and all-around best friend. Find Rue at Sandy City Animal Services (8715 South 700 West, Sandy, Utah). Open Monday–Friday, 9–5.

Pro tip: Adopt Rue now and you’ll never have to jog alone, laugh alone, or sit on the couch without a warm head in your lap again. 🐾

Storytelling That Connects

Why Storytelling Matters

- People adopt with their hearts.
- Facts (age, breed, weight) are important, but stories create empathy.
- Being honest—even when it's sad—makes the post more human and shareable.

Tips for using the animal's story

- Be direct but compassionate: Don't sugarcoat, but try not to villainize past owners
- Balance heartbreak with hope: Show where they came from and what they're like now.
- Paint the picture: Use sensory/emotional words—"shivering in a kennel corner" vs. "he was scared."

Storytelling That Connects

Example story styles

1. Owner Surrender (Heartbroken)

“Rue’s family loved him deeply—but heartbreaking circumstances forced them to give him up. Since February, Rue has been waiting for someone new to love. He’s still the same goofy, gentle boy they adored—he just needs a second chance.”

2. Abandoned at Shelter

“Rue was tied to the shelter fence and left behind. We don’t know why—but we do know he deserves better. Despite it all, he wags his tail every time someone walks by. He’s waiting for the person who will never leave him again.”

Storytelling That Connects

Example story styles

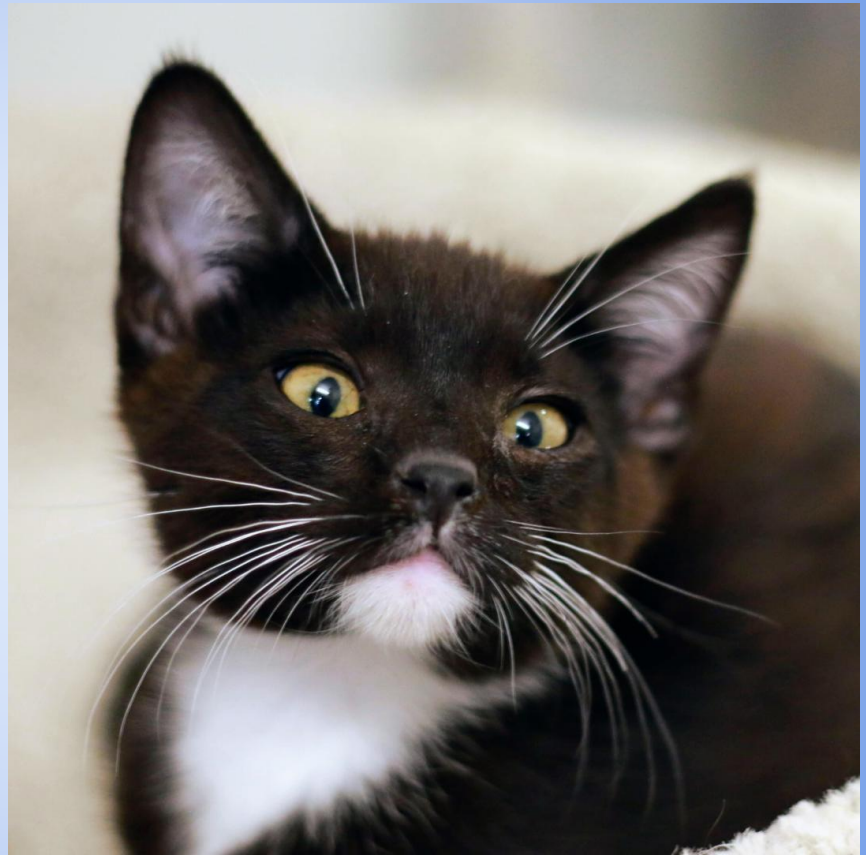
3. Loss/Tragedy

“After his owner passed away, Rue suddenly found himself without a home. He didn’t understand why the person he loved wasn’t coming back. All he knows now is that he’s lonely—and ready to give his heart to someone new.”

4. Long-Timer / Overlooked Dog

“Rue has been at the shelter since February—almost 200 days of waiting behind kennel bars. Day after day, he watches people pass him by, wagging his tail with hope that today will finally be his day.”

Taking Great Photos



Taking Great Photos

- Photos will look best in full shade
- Best times: morning and evening
- Use portrait mode
- Use simple backgrounds
- Use treats or a toy to get the animal to look at you
- Add fun accessories when possible



Regular vs. portrait mode



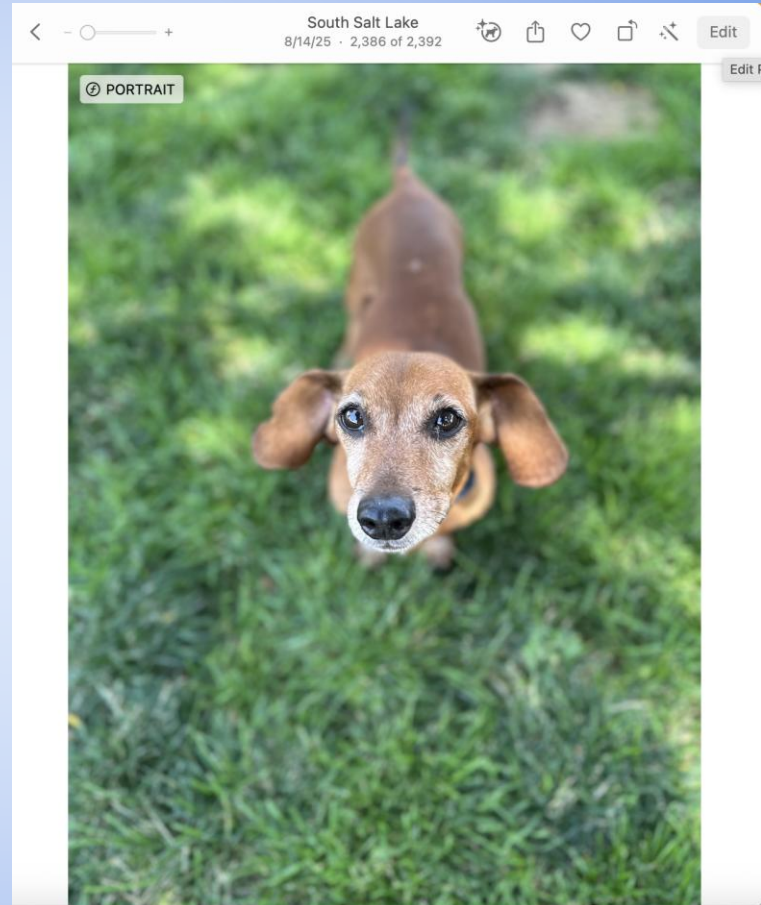
Non-edited vs. edited



Editing Photos

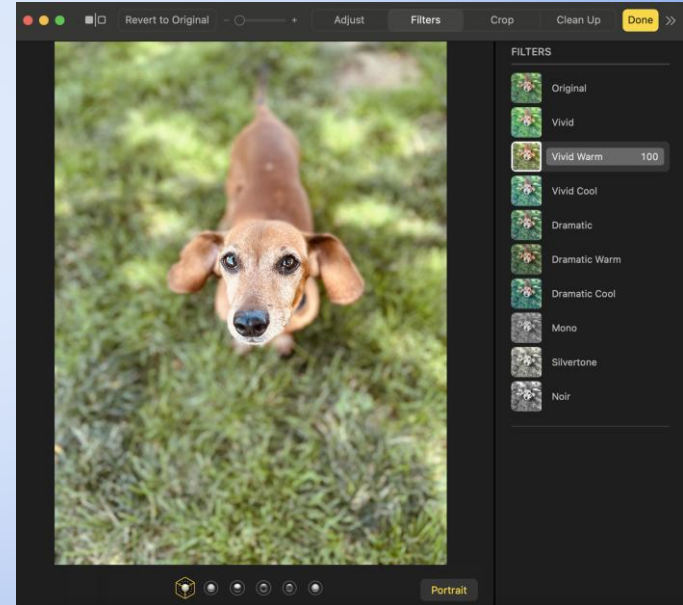
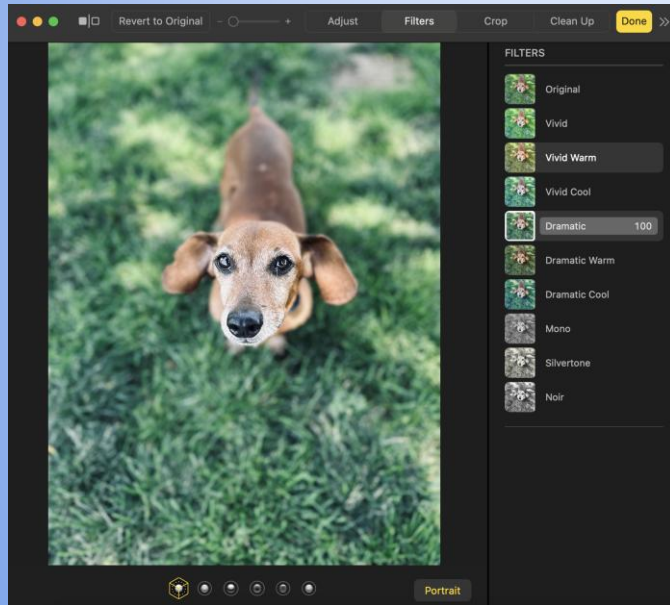
Edit photos on desktop
for more options.

Click edit in the upper
right corner.



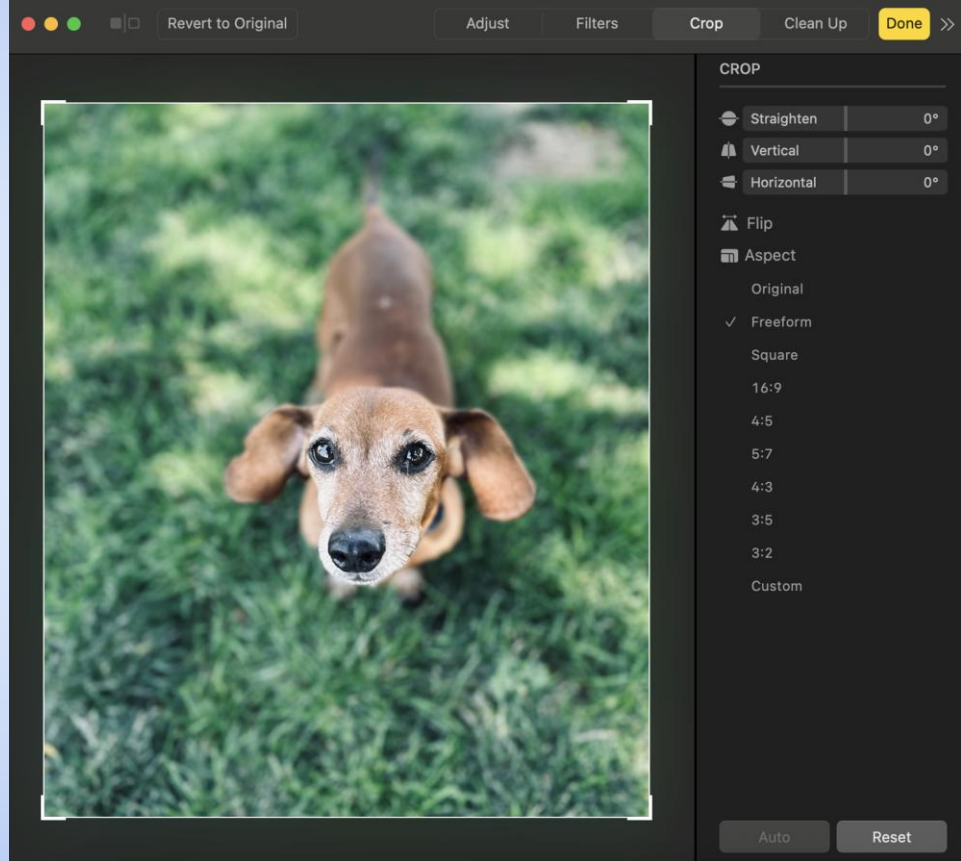
Editing Photos

You can add filters to make photos stand out.



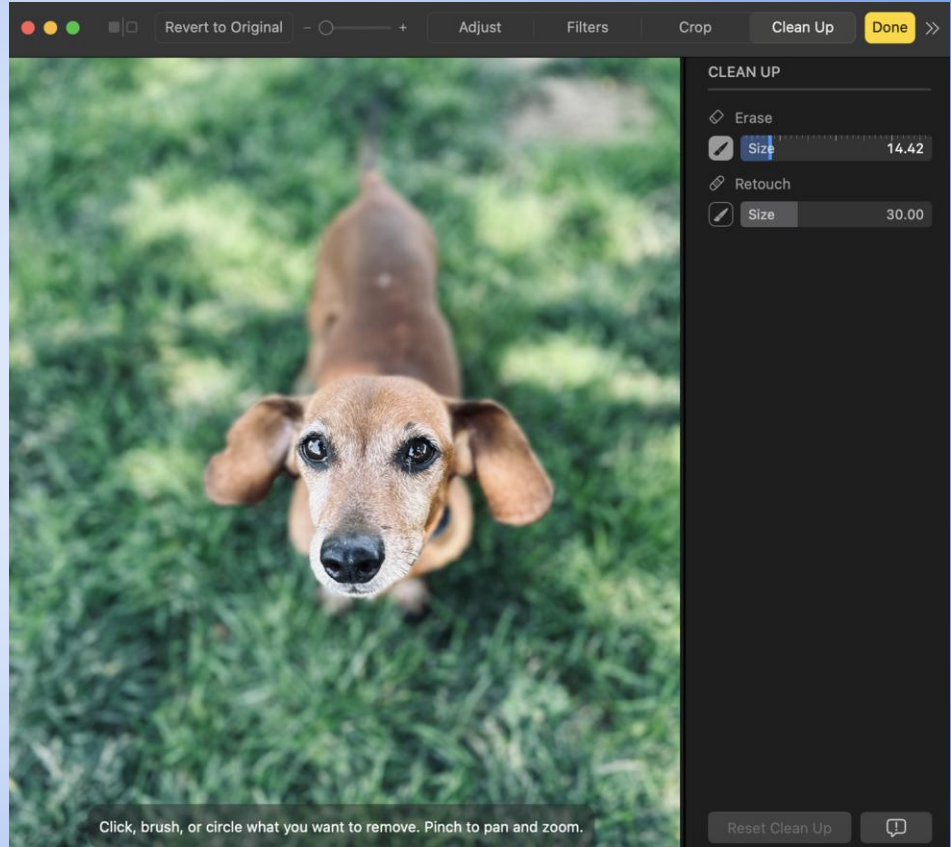
Editing Photos

Crop photos so the animal is centered and it's fairly close up.



Editing Photos

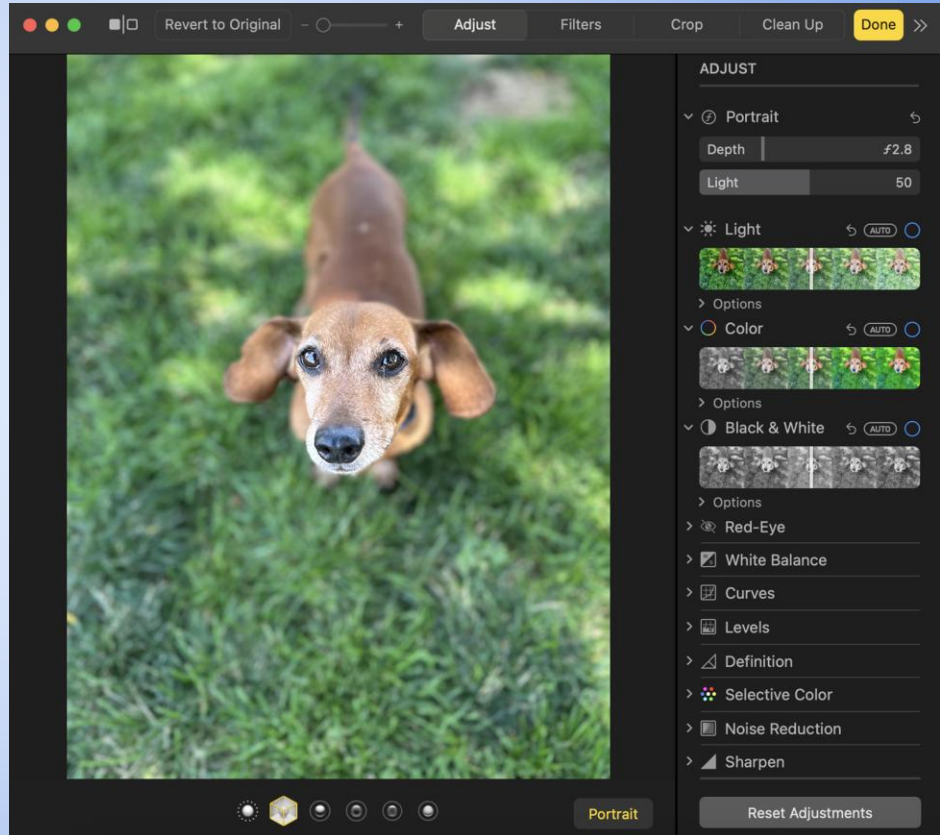
Use "clean up" tool to erase distracting elements like drool, eye goobers, leashes, or any other distracting objects.



Editing Photos

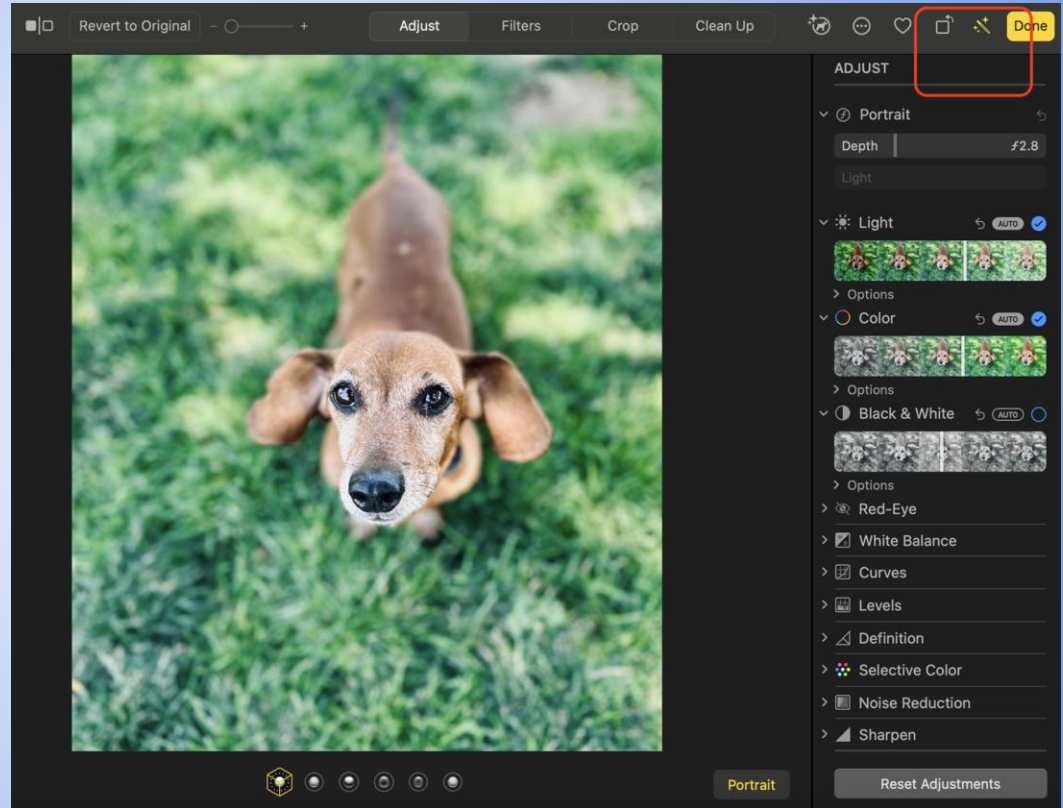
Adjust portrait mode depth.

Use studio light option to highlight their face.



Editing Photos

For easy editing, click on the wand to auto edit.



Taking Great Videos



Taking Great Videos

- **Clips:** Capture short 10-15 second clips—zoomies, cuddles, tricks, kennel moments.
- **Authenticity:** Don't worry about perfection—people love real, candid moments. A dog being silly or shy often connects more than a “posed” video.
- **Include people:** Show volunteers walking, petting, or playing. This helps adopters imagine themselves with the dog.
- **Keep it short:** 15–30 seconds

Putting Videos Together

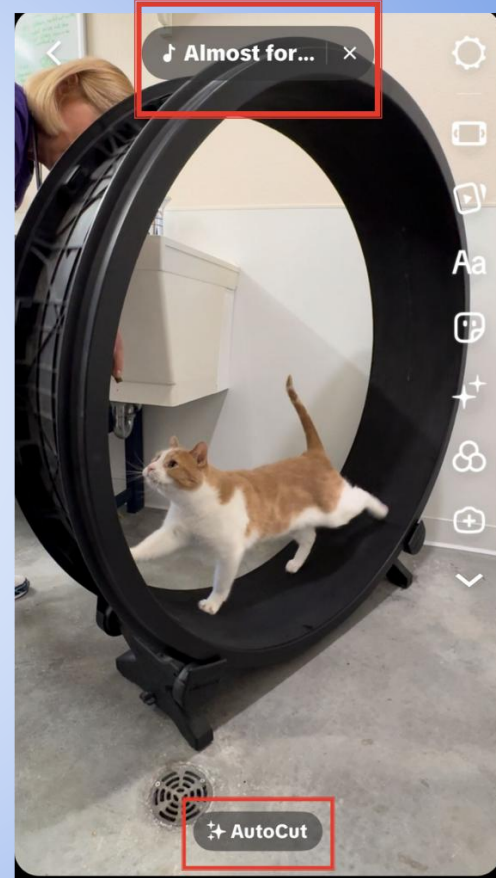
Using TikTok to auto-edit

1. Upload your clips

- Open TikTok → Tap + → “Upload” → Select multiple clips of the animal
- TikTok will auto-stitch them together and add music

1. Use “Auto-Edit”

- After uploading, TikTok has an AutoCut/Auto-Edit feature.
- It trims and syncs clips to trending music automatically.
- Super handy for quick, polished posts.



Putting Videos Together

3. Add Music

- Tap Sounds (top of screen) → Browse trending songs or search for something soft/energetic.
- Dogs + emotional music = more shares and comments.
- Pro tip: Use trending audio—it boosts reach in TikTok's algorithm.
- If posting on Facebook/Instagram business page, use original audio.

4. Text & Captions - Add short text overlays like:

- “200 days waiting...”
- “Meet Rue 🐾”
- “Looking for his forever home ❤️”.

Putting Videos Together


5. Upload to other social sites.

TikTok will automatically download and add videos to your photo library. You can then upload to Facebook or Instagram.



Storytelling That Connects

How to use stories in TikTok/Reels

- Open with text overlay of the story (“200 days ago Rue’s owner surrendered him with tears in their eyes ”).
- Show a clip that matches the emotion (Rue looking out of kennel, or being cuddled by a volunteer).
- Follow with hopeful, uplifting clips (zoomies, wagging, playing).
- End with a call to action: “Rue’s story isn’t finished. Will you be the one to write his happy ending?”

Social Media Strategy



Managing Content

Create a google doc where you can write up content a few days ahead of time.

Use ChatGPT to create different variations of the same animal.

Monday

Grey, Snowflake, Minnie Me, and Tennessee Tuxedo lost the only home they'd ever known when their beloved owner passed away. ❤️ At 11 years old, these gentle seniors suddenly found themselves in the shelter—confused, heartbroken, and missing the life they once had.

Slowly, they're beginning to open up and show us their sweet, loving personalities. Each one is a big bundle of love (literally—these cuties weigh between 15–20 lbs!) who just wants a soft place to land and a family to love them again.

Their adoption fee is only \$40 and includes spay/neuter, a microchip, and vaccinations. More than anything, they deserve someone to give them comfort and stability in their golden years.

Please come meet Grey, Snowflake, Minnie Me, and Tennessee Tuxedo at 2274 S 600 W. We're open Monday–Friday from 9AM–5PM and can be reached at 801-483-6024 ext. 6.

These kitties have already lost so much. Could you be the one to give them the second chance they're waiting for? 🐾❤️

Jennifer is a 3-year-old sweetheart who's soft and gentle. This little chatterbox loves to "talk" to you, but she's just as happy to curl up in your arms and listen. She melts into your chest when held like a baby, purring with contentment, and wins hearts with her curious, playful spirit.

Somewhere along her adventures, Jennifer broke her tail—it's all healed now, but it left her with the most endearing little crooked tail, like a badge of her resilience and charm.

Her adoption fee is only \$40, which includes her spay, microchip, and up-to-date vaccines.

Come meet her at 2274 S 600 W, Salt Lake City. We're open Mon–Fri, 9 AM–5 PM. Jennifer is waiting to be someone's loyal, loving companion. Could that someone be you? ❤️

Fairy's life started out a little rough—he and his sister came to the shelter as young, feral kittens, frightened of people and unsure of the big, overwhelming world around them. With time, patience, and love, we showed them that hands can offer gentle pets, voices can be soft and kind, and people can be trusted.

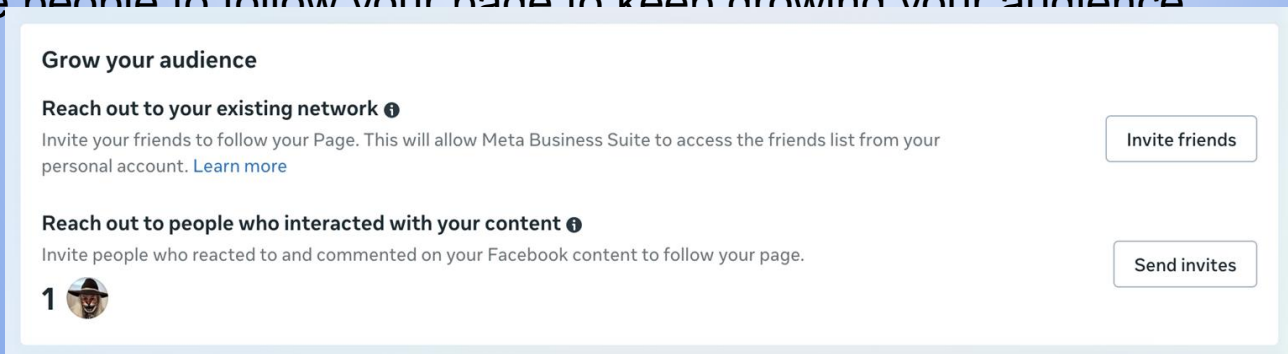
His sister has since been adopted, and now it's Fairy's turn to find his happily ever after. 🌟

Though he's still a bit shy, Fairy is slowly revealing the sweet, curious kitten hiding beneath his cautious exterior. With the love of a patient family, we know he'll continue to blossom into the affectionate, playful companion he's meant to be.

His adoption fee is \$40 and includes his neuter, microchip, and vaccinations. Come meet Fairy at 2274 S 600 W, Salt Lake City. We're open Monday–Friday from 9AM–5PM. 💖

Tips for Strong Engagement

- Share across all platforms to reach the widest audience
- Mix it up with a variety of photos and videos
- Respond quickly to comments and messages to turn interest into adoptions
- Encourage sharing—remind people that every share helps save lives
- Invite people to follow your page to keep growing your audience



Other Types of Content

Share adoption stories -

always share adoption updates—
shows success and keeps followers
invested



Other Types of Content

Engage your community -

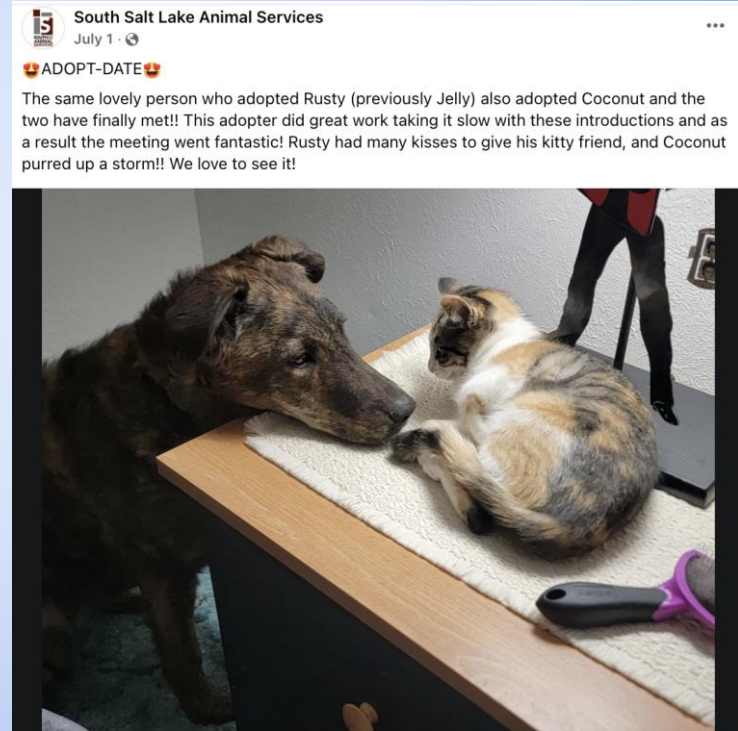
ask for donations,
name suggestions,
volunteer or foster help



Other Types of Content

Adoption updates -

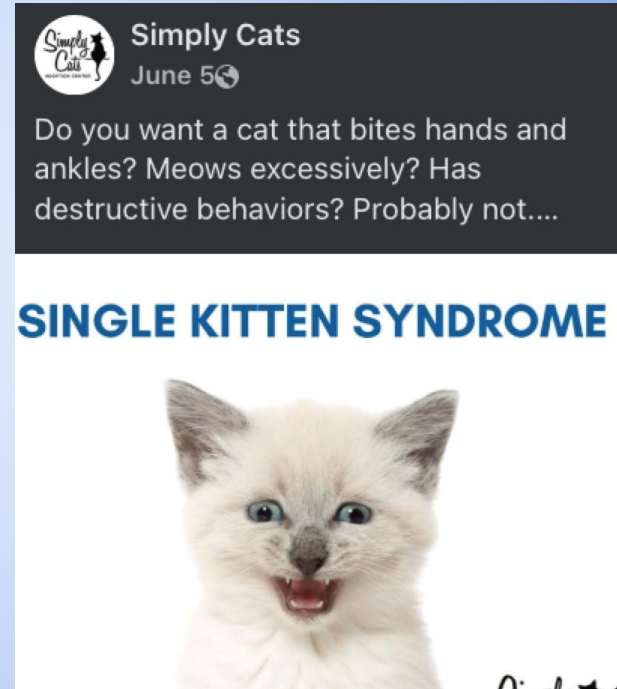
ask adopters to share updates on animals they've adopted from the shelter.



Other Types of Content

Educational -

- Share helpful tips for pet owners, such as care tips and home safety
- Dispel stereotypes/myths

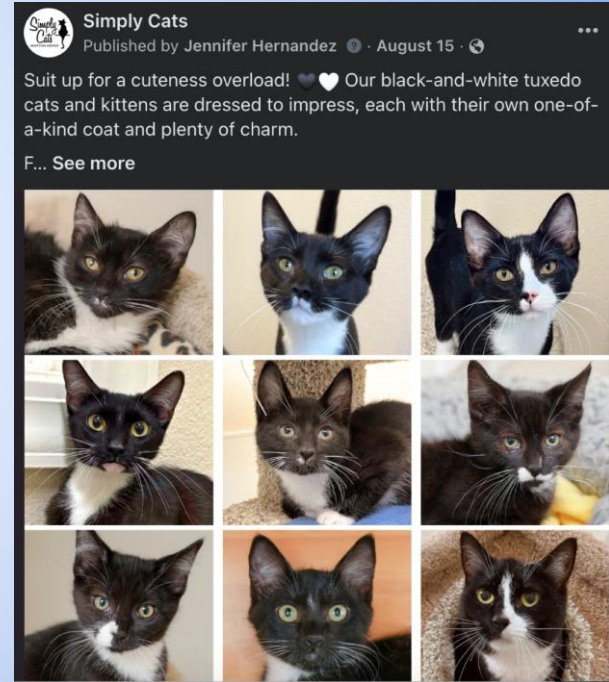


Other Types of Content

Holidays and National Days/Months -






- National Adopt a Dog or Cat Month
- Black Cat Appreciation Day
- National Check the Chip Day
- Foster Appreciation Week

Tip: Subscribe to the HeARTs Speak Editorial Calendar



Ask For Help

You don't have to do social media alone—your community can help!
Post on social media asking for volunteers who can:

-  Take photos of adoptable pets
-  Capture fun and heartfelt videos
-  Write bios that show off each animal's personality
-  Share stories from walks, playgroups, or outings
-  Even manage the entire social media page!

The more voices and hands involved, the more animals get seen—and the faster they find homes. 🐾

Thank you for helping save lives ❤️❤️



Questions?

