

## At-Home Foster Pet Promotion Checklist

Week 1 Tasks	Date Completed
Promote your pet on social media – Facebook, Twitter, Instagram, TikTok, 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.	
Post photos, videos, and information about your pet in the JHS Virtual Foster Pet Meetup group on Facebook.	

Week 2 Tasks	Date Completed
Email your coworkers with information and photos of your pet. Working from home? Show off your pet in your next Zoom meeting!	
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. You can send your description to <a href="mailto:pictures@jaxhumane.org">pictures@jaxhumane.org</a> or message us on FB.	
Create an engaging profile for your pet at <a href="http://adoptapet.com">adoptapet.com</a> .	

Week 3 Tasks	Date Completed
Design an eye-catching flyer promoting your pet and snail mail copies to 5+ people to hang in their neighborhoods. Don’t forget to hang one in your own neighborhood!	
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.	
Share another post about your pet in the JHS Virtual Foster Pet Meetup group on Facebook.	

Week 4 Tasks	Date Completed
Design a poster or sign to hang on your pet’s kennel when they return to JHS.	
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 [pictures@jaxhumane.org](mailto:pictures@jaxhumane.org).

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

