



Tips for success on social media as a Pet of the Year candidate

To reach your target audience, focus your posting on Instagram and Facebook. Feel free to utilize TikTok, LinkedIn, and Twitter as well.

Be consistent. Post on your feed 3-5 times per week but no more than 7 times, and no more than twice a day. Also post an Instagram story 1-3 times per day, but no more than 10 times per day.

Prioritize quality. Photos and videos that perform the best are clear to see, have quality lighting, good quality audio on videos, and are framed in a way that the focus of the photo/video is clear (not having too many unnecessary people/objects visible if that's not the point of the image/video).

Have a variety of types of posts. Post provided Pet of the Year graphics, photos/videos of your pet (at home, on a walk, with friends, doing tricks, etc.), behind the scenes as a Pet of the Year candidate, fundraising efforts, fundraising goal updates, poll/question/countdown stickers on IG stories occasionally, videos of you talking about why you're running and what winning the competition would mean to you, and other posts that highlight your pet.

Tips for writing captions. Keep your captions short and put yourself in your audience's place. Ask yourself what first sentence would make you want to keep reading the caption. Be sure to promote your Pet of the Year candidate page as much as you can. Consider putting the link in your bio for easy access. Links are clickable on Facebook, Twitter, and LinkedIn, but not on Instagram and TikTok, so keep that in mind when you create your posts. When a link isn't clickable, people aren't likely to type it into their browser and won't visit your candidate page.

Prioritize posting videos as Reels when you're posting on Instagram. Videos that perform best are 7-30 seconds in length, and get straight to the point; it also helps to add text on the screen where it makes sense to assist the viewer watching, especially if they are watching without audio.

When posting on TikTok, follow trends, keep the videos short, use text on screen, and follow the ideas above about posts.

Be responsive and build a sense of community. Reply to DMs, comments, and post tags within 24 hours. Encourage followers to comment, tag you in posts, share your content to their IG story or FB page/account to spread the word, and other actions that connect them with you and your candidate. Feel free to tag people and relevant companies on your posts to notify them when you post.

Utilize hashtags. While many platforms' algorithms don't rely on this as much anymore, using 1-3 hashtags, such as [#PPPetOfTheYear](#) and [#PetPartners](#), can still be beneficial. Using too many could cause the algorithm to see your account as spam.

General notes. Feel free to keep it informal. Tell a story. Try your best to walk the audience through your experience competing for Pet of the Year every step of the way.