



Tips for Success on Social Media as a Pet of the Year Candidate

To reach your target audience, focus 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. Avoid posting more than twice a day. Post an Instagram story 1-3 times per day, but no more than 10 times per week.

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 post).

Create variety. Post the 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, etc.

Write captions. Keep your captions short and consider your audience's view. Ask yourself what first sentence would make you want to keep reading the caption. Be sure to plug your candidate page on the Pet of the Year website as much as you can. Consider putting the link in your bio for easy access. Links are clickable on Facebook, Twitter, and LinkedIn, but are not on Instagram and TikTok, so keep that in mind. When a link isn't clickable, people are less likely to type it into their browser.

Prioritize posting videos as Reels on Instagram. Videos that perform best are 7-30 seconds and are straight to the point. It can also be helpful to add text on the screen to assist the viewer in understanding what they're watching.

When posting on TikTok. Follow trends, keep the videos short, use text on screen, and follow post ideas from above.

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, etc. 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 can still be beneficial such as #PPPetOfTheYear and #PetPartners. 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 running for Pet of the Year every step of the way.