

Foster Pet Marketing – 2-Week Social Media Calendar

Quick reference schedule for fosters and volunteers

Day	Step	Image Idea	Caption Summary	Hashtags	Done
Day 1	Gather Your Team	Photo of foster pet with friend/volunteer	Encourage keeping dogs with others to help adopt to	#AdoptToShops #FosterLove #PetAdoption #Companions	
Day 3	Market, Market, Market	Collage of photo, video, and story examples	Post example marketing content every 7-10 days	#FosterRep #PetRescue #AdoptablePets #Companions	
Day 5	Diversify Your Platform	Graphic with social media platform icons	Share on multiple platforms for maximum reach	#PetMarketing #AdoptMe #RescuePets #Companions	
Day 8	Connect With the Community	Foster pet in 'Adopt Me' vest at a public location	Attend local outings to meet potential adopters	#AdoptableDogs #FosterLife #AnimalAdvocacy #Companions	
Day 11	Spread the Word	Foster parent handing a flyer to someone	Use word of mouth, flyers, and business cards	#FosterDogs #RescueCats #AnimalRescue #Companions	
Day 14	Try All the Things!	Creative themed marketing like Valentine's cards	Find creative and fun ways to share	#PetRescueStories #AdoptAPet #FosterPets #Companions	