National Adopt-a-Greyhound Month

Tips & Tricks for Spreading the Word

This year National Adopt-a-Greyhound Month celebrates its fifth birthday. Each year in the month of April, greyhounds take center stage in many different types of media outlets. This year we are pleased to announce that The Greyhound Project has once again retained the services of Let It Be Known Public Relations. This firm specializes in promoting animal welfare and has excellent connections within the media industry throughout the country.

We are reaching out to Greyhound Adoption Groups this year to provide some insights on how your group can become a key player in helping to spread the word about greyhound adoption. Our goal is to do a lot of the heavy lifting for you, and you can simply provide the final layer. The following is how you can participate.

Local Media Outlets

Reach out to your adoption group network to find out if anyone knows someone who works at a local television, radio, or newspaper company. If so, ask them if they would be willing to ask the person to present the idea of National Adopt-a-Greyhound Month to their company. There are two different activities you can present:

1. **Television or Radio Appearances** - On The Greyhound Projects’ [website](#), you will find a press release that you can customize with your adoption group’s information. This is a great way to educate the media on what National Adopt-a-Greyhound Month is all about. If you get the name of a person willing to help, send an e-mail to [John@letitbeknownpr.com](mailto:John@letitbeknownpr.com) and he will follow up with all the detailed information. John has been very successful securing on-air appearances and interviews in various parts on the country.

2. **Air a Public Service Announcement (PSA)** - The Greyhound Project has four PSAs available for television stations. Note that one is a traditional 30-second spot (Cal the Greyhound Searching for a Long Term Commitment) and the other three are 10-second spots. We have found that the 10-second spots are often in high demand, as stations generally don’t have an inventory of spots of this length. The following are the links to these PSAs on our YouTube channel.

   - **PSA Cal the Greyhound Seeking a Long Term Commitment** – 30-Second Spot
   - **Hugs** – 10-Second Spot
   - **Professional Pet** – 10-Second Spot
   - **Couch Potato** – 10-Second Spot

   **Please note that stations cannot air YouTube videos**, but we have them available for download in the correct format. If you know someone at a local television station that can secure spots for one of these PSAs on air, contact [John@letitbeknownpr.com](mailto:John@letitbeknownpr.com).

   In addition to the television PSAs, we also have a radio PSA available.

**Social Media** – Social media can be a huge tool for spreading the word about National Adopt-a-Greyhound Month. The best part about social media is that it is for the most part free. The most challenging is that it takes a fair amount of time to execute properly. Social media is all about engaging people in your message. The more engaging your messages become, the more likely they are to be seen. This means that you have to be actively posting, sharing, and commenting
at a **minimum of once a day.** This task can be overwhelming as it takes time to develop and execute content that is engaging. The Greyhound Project has one way that we can make this job easier for you by creating the content on our social assets that you can then simply share. To get started, please make sure that you like the following Facebook pages both as yourself and as the admin of any group page that you might manage. Next, ask all your friends to like these pages as well.

**Facebook Pages to “Like” and “Share”**

![Facebook Icon](https://example.com) **The Greyhound Project**

![Facebook Icon](https://example.com) **Celebrating Greyhounds Calendar**

![Facebook Icon](https://example.com) **Celebrating Greyhounds Magazine**

![Facebook Icon](https://example.com) **Call the Greyhound Searching for a Long Term Commitment**

**Facebook Engagement** – Facebook has an algorithm that determines what material will appear in various news feeds. The more “engagement” that a post receives, the more news feeds it is likely to appear in. Engagement is determined based on the number of “likes,” “shares,” and “comments” a post receives. While Facebook continues to change and tweak their algorithms, it is thought that the **“best” engagement comes when a post is shared AND commented on.** Therefore, consider the following.

In 2013, The Greyhound Project posted this picture of a group of black greyhounds. We asked people to “like” this post if they were fans of black greyhounds. Not only did our fans like it, they commented and shared it helping this post reach **36,288 news feeds.**

As an adoption group, you can SHARE this post AND add a comment like:

**“Stop by (insert name) adoption group and meet our black greyhounds Tyler, Chase, and Moose.”**

Also, asking your fans to do something is a great strategy so tweak the above post to say something more like:

**“Share this post to help our black greyhounds Tyler, Chase, and Moose find homes.”**

It is the goal of The Greyhound Project to make at least one post per day during the month of April so there will be plenty of posts and stories to share.
**Facebook Profile Picture** – The Greyhound Project will be sending out a jpeg of an image that will promote National Adopt-a-Greyhound Month. Use this jpeg as your profile picture as another way to build awareness for National Adopt-a-Greyhound Month.

In addition to Facebook, make sure you are following us on Twitter. On Twitter, you can simply “retweet” any tweet you see that you feel your followers may be interested in.

**Twitter** – We too are still learning this social media tool, but it can be a great way to spread the word about greyhound adoption. To get started, simply create an account and then start following people and groups that are of interest to you, including The Greyhound Project. Once you have a profile, invite people to follow you.

Once you begin to follow people you can either send “tweets” yourself or simply “retweet” information that you believe your followers are interested in. As a quick reminder, tweets can only be 140 characters long and this includes characters in links. If you have a long link, there are link shortening tools available such as TinyURL.

**Pinterest** – The Greyhound Project is also a user of Pinterest. Pinterest is a great place to store information and images of items that might interest your audience. Having items on Pinterest creates a type of library of
contents that you can pull from when you’re running low on ideas or content. Feel free to visit The Greyhound Project’s Pinterest page and see if there are items that might be of interest to your audience.

Additional Advertising – This year we are excited to announce that The Greyhound Project is funding online advertising through Google Ads. Google Ads are those advertisements that appear on your screen when you either conduct a search or visit a webpage. Our hope is to reach beyond the general search for greyhound adoption to reach people considering adopting any dog so that a greyhound might become part of their consideration set. The ads will link directly to The Greyhound Project website where all adoption groups are listed.

Sample Google Ads

[Ad Image]

Additional Resources – Don’t forget to visit [http://www.adopt-a-greyhound.org/adopt_a_greyhound_month.shtml](http://www.adopt-a-greyhound.org/adopt_a_greyhound_month.shtml) to check out other resources such as brochures, ideas for adopters, talking tips for the media, and other useful links.

We are looking forward to making National Adopt-a-Greyhound Month 2014 the best yet. If you have programs and ideas for further promoting this event, please feel free to contact us at admin@adopt-a-greyhound.org.