

# CRAFTING A PUBLIC NARRATIVE

## DO's ✓

### USE A HOOK ✓

A first sentence with a hook that enables the reader to make an emotional connection with the pet ; "You know those special people who have experienced the toughest things in life and continue to smile and show love to everyone they meet? Shelter cat Bailey is just like one of those people."



### EMBRACE QUIRKS ✓

Does the pet have any cute quirks? "Paco likes to sleep right under the covers next to his foster brother."



### ✓ LIST STRENGTHS

For example, that they're clicker-trained or walk well on leash. "Tyler knows more than eight cues and is one of our playgroup rockstars."



### ✓ NAME FAVORITES

List things they like, including food, games, toys, and more. "One thing I love is..."



### TELL STORIES ✓

Tell positive stories that show the pet's personality through behaviors and interactions with others. "Lila has one favorite stuffed animal and she carries it around all day and puts it to bed at night, tucking her 'ducky' in with her on her Kuranda bed."



### DID YOU KNOW?

Studies show that stories are processed in the sensory processing center of our brains, producing a chemical called oxytocin, which increases compassion, empathy and attachment.

### INCLUDE BASIC HISTORY ✓

Very basic information about their history that can help create emotional connections. "Before he arrived as part of a cruelty case, Mojo had never known life indoors."



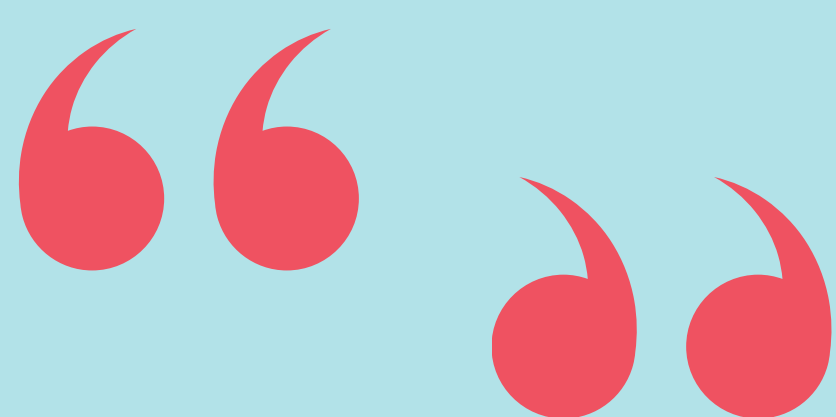
### ✓ IMAGINE THE FUTURE

What would it look like to be the pet's adopter or foster? What experiences will they likely have if they were living with the pet? "Next comes the best part of the day...I hear keys in the door."



### QUOTE THEIR FRIENDS ✓

Not only are positive quotes from people they know one of the easiest ways to create a public narrative, they're also a great way to provide social proof that the pet is awesome!



### ! WORD CHOICE IS IMPORTANT !

To avoid misrepresenting animals and potential liability issues, be specific and avoid making claims that you're not 100% sure will always be true. Don't say, "Good with cats," because you can't know that the pet will always be good with every cat they meet. Instead say, "Has lived with cats," or, "Has had positive experiences with cats."