



Back Where They Belong

***Leveraging Social Media, Other
Internet Resources and Volunteers to
Supercharge RTO***

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Maddie's® Million Pet Challenge
UC Davis Koret Shelter Medicine Program



Agenda

- Intro to Social Apps, Websites and Platforms Used for RTO
- Utilizing Posts and Messaging to Support RTO
- Connecting with Your Community Online
- Mobilizing Staff and Volunteers Online
- Resources to Empower Your Community
- Promoting Your Resources
- Resources to Help the Community RTO Without Coming to the Shelter
- Utilizing RTO Methods and Programs that Support Your Shelter



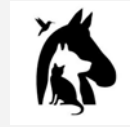
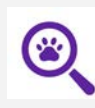
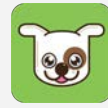
Intro to Social Apps, Websites and Platforms Used for RTO

Social Media/Apps

- Facebook
- Instagram
- X (Twitter)
- Next Door
- Ring

Websites/Lost and Found Platforms

- Pawboost
- Petco Love Lost
- Pet FBI
- Fido Finder
- San Diego Humane Society

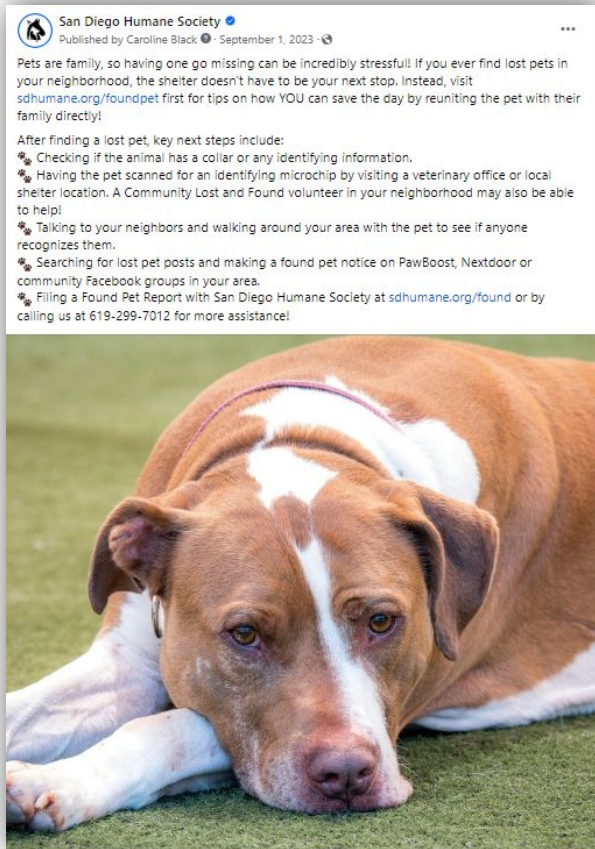


Utilizing Posts and Messaging to Support RTO

Recurring posts with consistent messaging

- Basic messaging:
 - What to do when you've lost a pet.
 - What to do when you've found a lost pet.
- Using short links (sdhumane.org/lost, sdhumane.org/found)
- Ensuring we clearly state stray pet policies — how we talk about stray pets

Pinning posts and comments with resources to top of feed



Utilizing Posts and Messaging to Support RTO - Facebook Examples

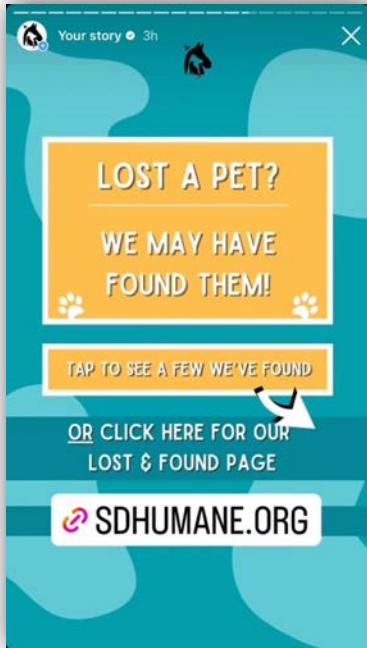
Weekly Stories

- Found pet stories with 'ending' slide pointing to Lost2Found (L2F) texting to Found Pet page



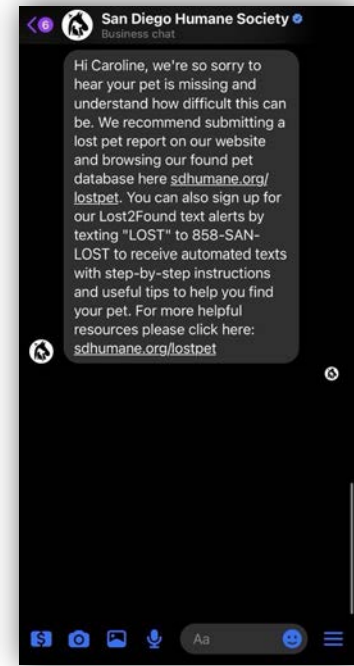
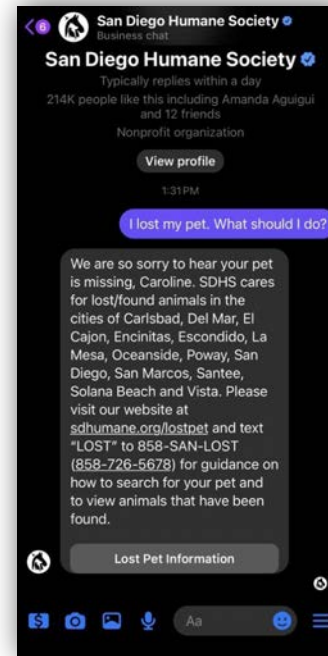
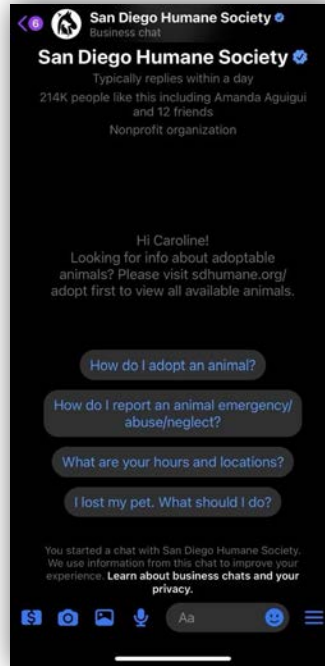
Utilizing Posts and Messaging to Support RTO

Instagram Examples



Connecting with the Community

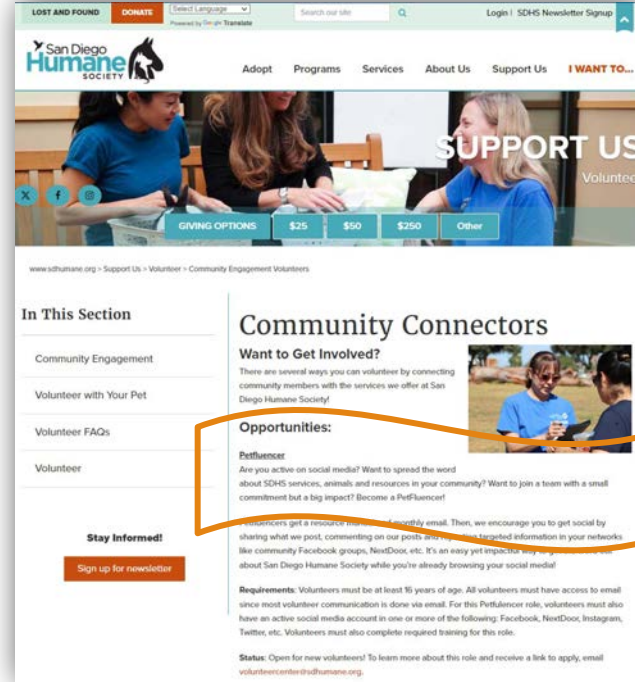
- Responding to comments, messages, being tagged in stories
- Providing actionable items
- Auto-response Ensures consistent messaging
- Saves staff/volunteer time



Mobilizing Volunteers, Staff and Your Community

Training Volunteers

- The PetFluencers
- Making it easy to get everyone involved



Mobilizing Volunteers, Staff and Your Community

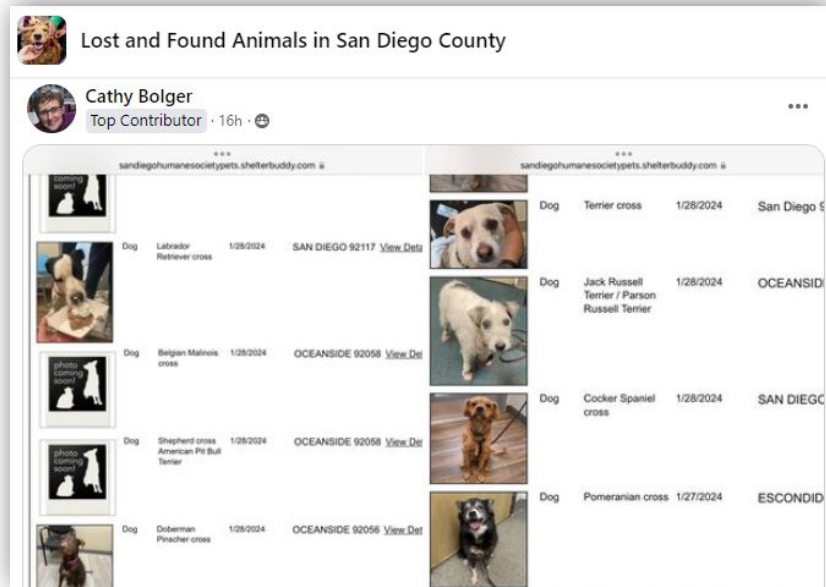
Training Volunteers

- The PetFluencers
- Making it easy to get everyone involved

Holiday distractions may make it easier for pets to escape through open doors. If you see posts on social media or apps like Nextdoor about a lost or found pet, **you can share resources** to help pet owners and finders! Our Lost & Found page has important resources to help pets get home faster with tools and tips for people who have lost or found a companion animal. Here are two sample messages you can copy and paste and use on the go:

- *I'm so sorry to hear that your pet is missing. You should check out sdhumane.org/found to see all of the stray animals in care and reported to San Diego Humane Society. You can also use the page to submit a lost pet report through PawBoost and find more tools to help your search!*
- *Thanks for helping this lost pet! San Diego Humane Society shares tips and tools at sdhumane.org/found that can help you reunite them with their owner without needing to take them to the shelter*

Excerpt from an email to our PetFluencers



Mobilizing Volunteers, Staff and Your Community

Make Lost & Found part of everyone's job

- Create trainings to train and keep all staff informed of Lost & Found protocols
- Make sure staff are empowered to share Lost & Found tools with guests
- * TIP: develop easy, templated language for all conversations
- Train staff to utilize resources outside of your organization



Mobilizing Volunteers, Staff and Your Community

Create a community that takes action

- Maintain an active and consistent online presence
- Use messaging that leads your community to take initiative

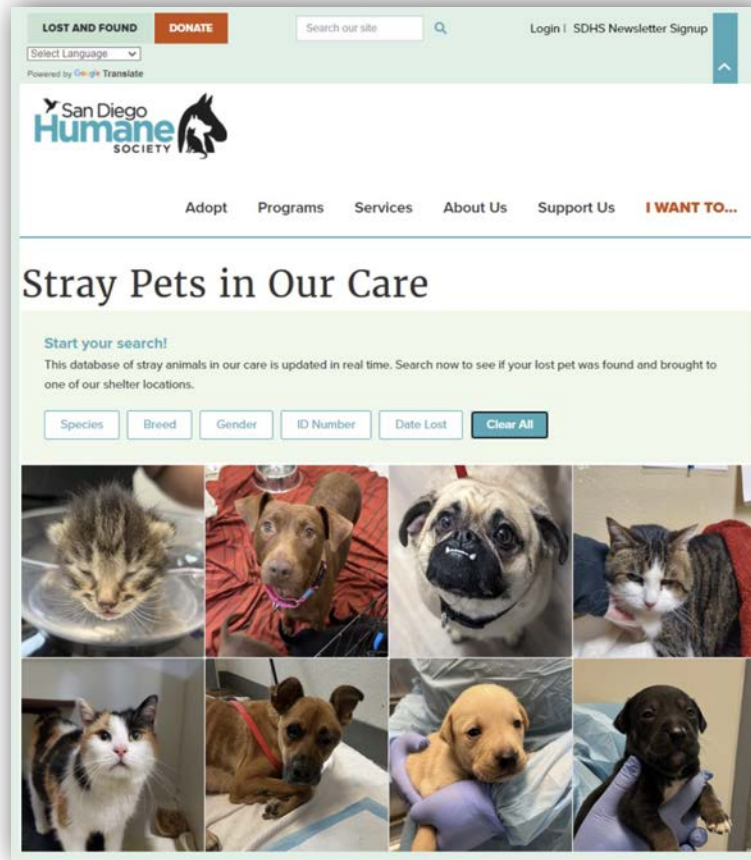


Resources to Empower Your Community

Provide accessible tools and resources

- Search the Found Pet Database
- Submit a Lost Report
- Be present online and in person
- Online: Nextdoor, Ring, active FB groups (ex)

Make your team partners in matching lost pets with their owners



Promoting Your Resources

Resources for the long run

- Create flyers
- Take steps every day
- Lost2Found



Help your entire community
take action to support
neighbors and lost pets.

(Even if they don't have pets!)



LOST DOG
CALL 619-299-7012
info@sdhumane.org
LOST DOG: FLUFFY

LOST:
2024-01-14

Location
Found at the corner
of 1st St. and Park
Ave.

Dog
Female
Cocker Spaniel
White



PLEASE DO NOT chase, call, or whistle as this
may cause them to run in fear and into danger.



| Flyer Created @ PetFBI.org

Resources to Support RTO Without Animals Coming to the Shelter

- Tips for finders
- Keep pets in homes: Wait 48 & StrayCare

BENEFITS:

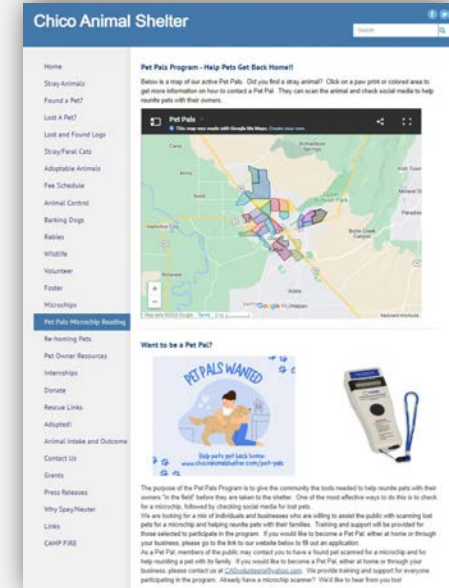
- * Better chance of reuniting a pet with their family when they remain in their community
- * Less stress for the animals
- * Reduces barriers that can prevent owners from finding a lost pet at the shelter (transportation, reclaim fees, etc.)
- * Keeps critically needed space available in shelters



RTO Programs and Ideas to Support You

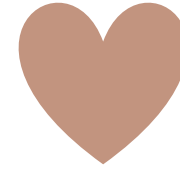
Bring in Volunteers

- Community Lost & Found Volunteers with microchips in the community
- ✳️ **IN ACTION: Pet Pals Program at Chico Animal Shelter**
- ✳️ Created by Tracy Mohr - Provides microchip scanners to individuals and businesses in the community as microchip scanner holders and scanning sites expanding this to high schools/students, local colleges not just vet clinics
- Train your volunteer network to help with a variety of roles



<http://tinyurl.com/D2B2Resources>

RTO Programs and Ideas to Support You

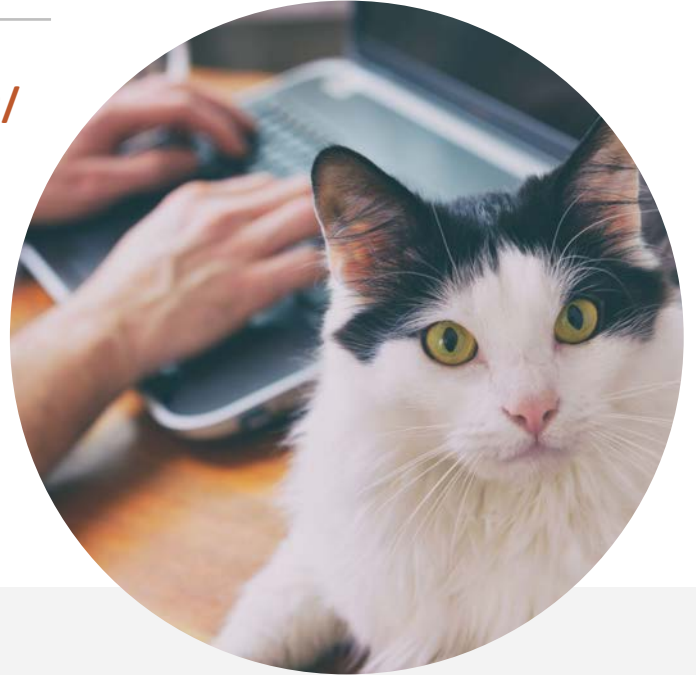


- Take advantage of marketing and existing audiences
- Get out in the community
 - Create door hangers/yard signs for found animals
 - Magnets and giveaways
- Get creative on social media
- Be consistent



Resources

- San Diego Humane Website: <https://www.sdhumane.org/>
- San Diego Humane Facebook: <https://www.facebook.com/SanDiegoHumaneSociety>
- San Diego Humane Instagram: [@sdhumanesociety](https://www.instagram.com/sdhumanesociety)
- San Diego Humane X (Twitter): [@sdhumane](https://twitter.com/sdhumane)
- Chico Pet Pals Program Website Page: <http://www.chicoanimalshelter.org/>



<http://tinyurl.com/D2B2Resources>

Thank You!

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