




**BROOKVIEW ANIMAL
SHELTER**

Pet Day | January 19-26, 2019


Saturday 1/19/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	9:05 AM	FACEBOOK	We know you're ready for a new addition to your family, find one for free at our Pet Day next Saturday!	
	11:00 AM	INSTAGRAM	Are you ready for the pitter-patter of little feet around your home and back yard? Adopt a free pet at our Pet Day next Saturday to make it a reality!	#PetParents #BASPetDay
	3:30 PM	TWITTER	Tired of your mom harassing you about when you are having children? Become a dog parent for free by adopting at our Pet Day! That's close enough to having your own children, right?	


Sunday 1/20/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	1:00 PM	FACEBOOK	We have your new friend here at the shelter waiting to be adopted by you at our Pet Day this Saturday! For more information about our Pet Day, check out www.bas.org	
	6:00 PM	INSTAGRAM	Isn't he the cutest?! Find a pet like him to be your new pal at our Pet Day this Saturday! Click the link in our bio for more information about the BAS Pet Day.	#BASPetDay #AdoptAPet #Woof #Meow
	5:00 PM	TWITTER	Looking for a new friend? We have a few that can't wait to meet you at our Pet Day that is on January 26 from 10 a.m. to 4 p.m.! 🐾 Check out www.bas.org for more information about #BASPetDay.	

Monday 1/21/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	10:00 AM	FACEBOOK	Thanks to Hollywood Rescue, the pets will be getting FREE makeovers so that they can be picture purr-fect for you to take photos together at the photobooth. We can't wait for you to adopt a free pet at our Pet Day this Saturday!	
	1:00 PM	INSTAGRAM	Our pups and kittens are getting picture purr-fect for you this Friday thanks to Hollywood Rescue. We look forward to seeing your photos this weekend using our photo booth at our Pet Day!	
	3:00 PM	TWITTER	Isn't this the cutest photo? Our pets are being groomed this Friday by Hollywood Rescue so that you can take photos like this with the pet you adopt this Saturday at our 2019 Pet Day! Post your best photos using #BASPetDay for a chance to be featured on our social media and our photo page www.bas.org/picturepurrfect .	#BASPetDay #PicturePurrfect

Tuesday 1/22/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	9:00 AM	FACEBOOK	Bring out the family to celebrate Pet Day with us this year; we will have a pet adoption photo booth, adoption fees will be waived and everybody who adopts will receive a PetWorld gift certificate to buy supplies for their new furry friend! Comment an emoji, meme or gif showing us just how excited you and your family are for our Pet Day!	
	12:00 PM	INSTAGRAM	How could you not be excited for Pet Day this Saturday? This year we will have a pet adoption photo booth, adoption fees will be waived and everybody who	



12:00 PM INSTAGRAM

adopts will receive a PetWorld gift certificate to buy supplies for their new pet!
Post a photo using #BASPetDay or comment some emojis to show us how excited you are!

#BASPetDay #Excited #PicturePurrfect

Excited to see you at our annual animal shelter adoption event, Pet Day! This year we will have a pet adoption photo booth, adoption fees will be waived and everybody who adopts will receive a PetWorld gift certificate to buy supplies for their new pet!


6:00 PM TWITTER

Respond to this tweet using #BASPetDay and an emoji, meme or gif showing how excited you are for Pet Day!


Wednesday 1/23/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	12:00 PM	FACEBOOK	We know you want your new pal that you meet at our Pet Day to be comfortable in your home. That's why for every pet adopted, adopters will receive a \$20 gift certificate to PetWorld!	
	1:00 PM	INSTAGRAM	We can't wait to see you on January 26 for #BASPetDay Make your new pal feel comfy when you adopt them by using the \$20 gift certificate to Pet World that each pet adopter will receive at our Pet Day!	#BASPetDay
	3:00 PM	TWITTER	We're counting down the days until we see you on January 26 for #BASPetDay At our 2019 Pet Day, adoption fees will be waived and you will receive a \$20 gift certificate to PetWorld so that you can focus on taking care of your furry friend and making them feel welcomed in their new home! Can't wait to see you on January 26 for #BASPetDay!	

Thursday 1/24/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	8:00 AM	FACEBOOK		
	12:00 PM	INSTAGRAM	The more the merrier, right? Adopt some new friends for free at our Pet Day (and they The more the merrier, right? Adopt some new friends at our Pet Day!	
	5:30 PM	TWITTER	The more the merrier, right? Adopt some new friends at our Pet Day!	#BASPetDay

Friday 1/25/19

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
	12:00 PM	FACEBOOK	Today our pets are getting ready for their big debut tomorrow at the Pet Day! Hollywood Rescue is currently providing each pet with a free makeover to get them ready to take pictures with you tomorrow and to move into your home!	
	2:00 PM	INSTAGRAM	Hollywood Rescue is currently getting our pets prepared for Pet Day tomorrow! Check out our story to see how they are getting prepared for Pet Day.	#BASPetDay #PicturePurrfect
	4:00 PM	TWITTER	The pets are getting makeovers for Pet Day with the help of Hollywood Rescue, they're getting picture purr-fect just for you and your family!	

Saturday 1/26/2019

IMAGE	TIME	PLATFORM	COPY	HASHTAGS
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9:00 AM

FACEBOOK

Today is the day; see you in one hour for our Pet Day! We will have a pet photo booth, adoption fees will be waived and there will be \$20 gift certificates to PetWorld for each pet that is adopted! 🐾

9:00 AM

INSTAGRAM

In one hour we will see you at our Pet Day! Adoption fees will be waived and \$20 gift certificates will be awarded for each adopted pet. We also hope you're ready to take beautiful photos with your new pet at our pet photo booth!

#BASPetDay

9:00 AM

TWITTER

It's finally Pet Day! We're ready for you to adopt your new furry friend for FREE and to receive a \$20 gift certificate so that you can make him comfortable in his new home with toys and treats. See you in an hour! 🐾
