Pictures are one of the most important parts of promoting your foster dog.

1. Take clear pictures with clean backgrounds.

2. Take one close up, one full body and the rest in any attractive pose.

3. No sleeping dogs for Petfinder pictures.

4. Outside photos work well for most dogs and especially well for black dogs.

5. Stoop down to the foster dogs level when taking some of the pictures so not all pictures are taken from above the dog.

6. To get your foster dog’s attention use a squeaky toy or hold a treat for an alert and cute expression.

7.  Do not include people’s faces or multiple dogs for the Petfinder photos.

8. Email the photos to [fluffydogrescue@gmail.com](mailto:fluffydogrescue@gmail.com) and change them out periodically with new ones.

Another tool for promoting your foster dog is the use of Facebook Pages. Under the menu on Facebook is an icon of an orange flag called Pages. You can create a Page, which is public, for your foster.

1. The title of the Page should be generic in order to promote any future foster dog you may have.

2. Post often so people gain interest in following  your foster dog.

3. You can post any pictures and videos here, even sleeping dogs, and tell stories of the daily activity of your foster.

Petfinder profile write ups are important to tell the story of the personality of your foster. What you see the first few days may change two weeks later. So when writing you may want to note the time frame in which you are writing. Later you may want to send an update as your foster settles into your home and shows more about themselves.

The more you can tell people the better! Include things like: how your foster walks on leash, where does your foster sleep, does he like toys or chew on bones, is he quiet or noisy in his crate, does he ride well in cars, is he reactive when he sees another dog when out walking, is he appropriate for children and is he house trained. You can add more to the list, of course!!

Send your write up to [fluffydogrescue@gmail.com](mailto:fluffydogrescue@gmail.com)