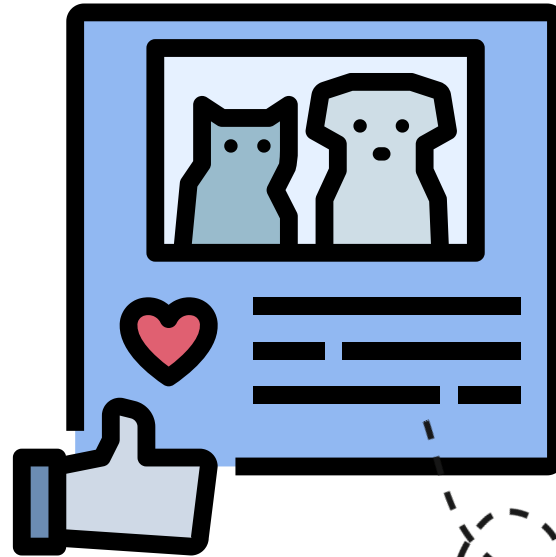


# TIPS FOR MORE VOTES

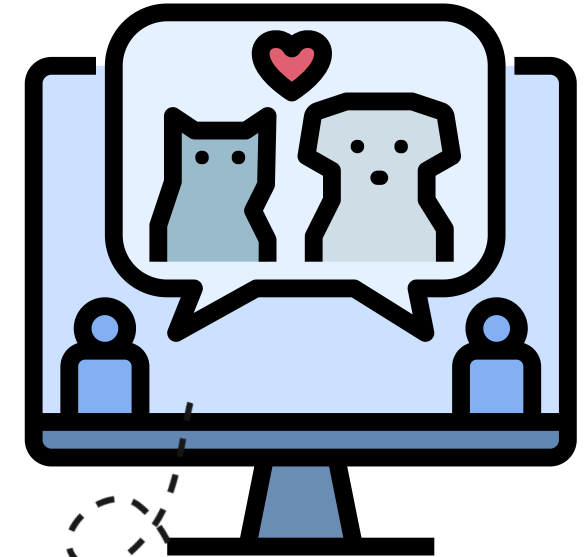
## SOCIAL MEDIA MAGIC

- **Social Media** – Share your pet's contest photo, a heartfelt message, and a direct link for voting.
- **Stories & Reels** – Post short video clips of your pet with fun messages encouraging votes to boost engagement.
- **Hashtags Matter** – Use hashtags like #VoteFor[PetName], #PetContest, and #CTHumaneSociety to reach a wider audience.
- **Join Pet Lover Groups** – Share your entry in local and pet-related Facebook groups to gain more support.



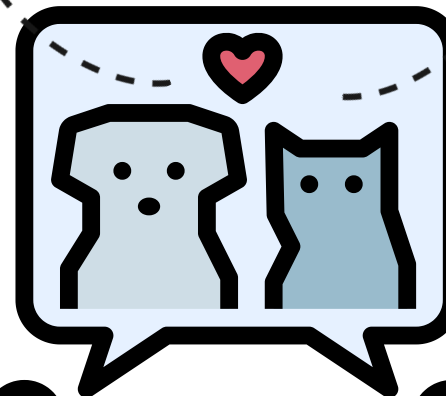
## ENGAGEMENT IDEAS

- **Create a Challenge** – Ask friends to match your donation by voting and tagging others to do the same.
- **Make a Countdown** – Remind people daily as the contest deadline approaches to build excitement and urgency.
- **Updates** – Share frequent updates on how many votes your pet has earned.



## PERSONALIZED OUTREACH

- **Text** – Send a quick text to friends with the contest link and ask them to vote and share.
- **Send a Direct Message** – A personal message through social media can go a long way in getting people to take action.
- **Email** – Write fun emails announcing the contest and how easy it is to vote.



## OFFLINE PROMOTION

- **Workplace or School Bulletin Boards** – Share the contest with colleagues, classmates, or teachers who love pets.
- **Word of Mouth** – Simply talking about the contest and asking people to vote can go a long way!

  
**DON'T FORGET TO TAG  
@CTHUMANE SOCIETY  
ON SOCIAL MEDIA!**