

Bethany Meissner



PETFINDER SOCIAL MEDIA SAMPLES

Earned Petfinder a mention in Mashable's "10 Creative Uses of Pinterest" despite tight legal restrictions



10 Creative Uses of Pinterest

SEE ALL

SLIDESHOW

Search Pinterest Add About Matt

Petfinder.com
Welcome to the Petfinder Pinterest page! Browse adorable adoptable pets, laugh at the lighter side of pet parenting, learn the latest tips and connect with experts.
www.petfinder.com North America

Repins from
Debbie Campbell
Robin Kohlhepp
Julie Marshall

23 Boards 1,276 Pins 300 Likes Activity [Follow All](#) 3,692 Followers 26 Following

Moyra is an adoptable Pit Bull Terrier Dog in Sanford, FL. Moyra is a very happy 4 year old female. She is an active girl who loves tennis balls, and will retrieve over and over for you! She knows ...
3 likes 7 repins
Reprinted onto [Simply Adorable](#)

I'm Caspian, a charming domestic longhair cat available for adoption at [Simply Cats in Boxes](#). G! Rescue me and help me find a forever home!
5 likes 13 repins

Conan is an adoptable Tennessee Walker Horse in Akon, SC. Conan is gorgeous with great ground manners. Although used as a trail horse he has not been ridden for a year and will need an experienced r...
4 likes 3 repins
Reprinted onto [Yes, You CAN Find Them on Petfinder](#) from [petfinder.com](#)

Dallas is an adoptable Australian Shepherd Dog in White Heath, IL. Hey everyone. My name is Dallas. I am a sweet Australian Shepherd/Feld Spaniel mix. I am only 6 weeks old, but I have been through ...
9 likes 21 repins
Reprinted onto [Great Pet Pics](#) from [petfinder.com](#)

10. Petfinder's 'Simply Adorable Adoptables'

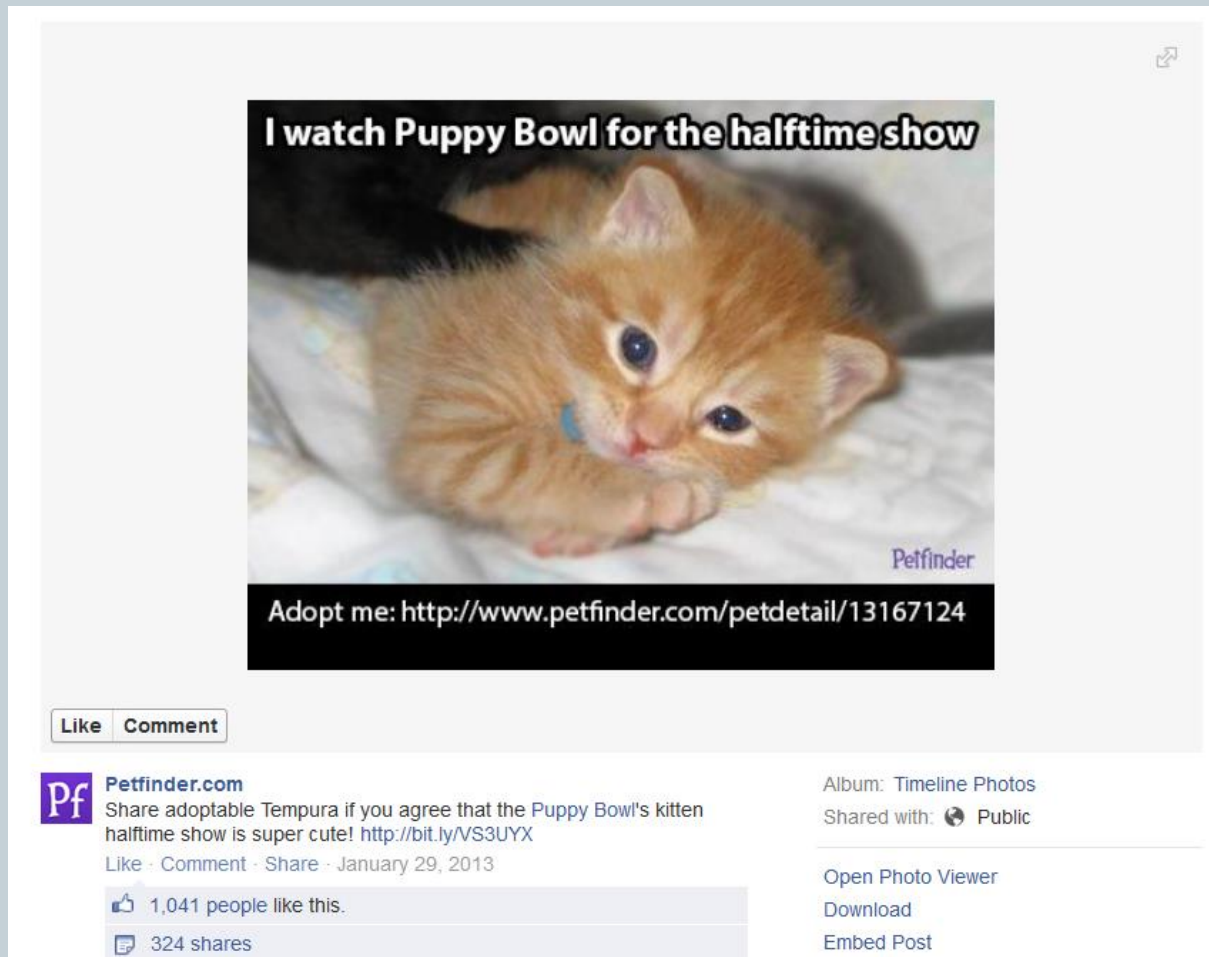
PREV

10 of 10

NEXT

You already look at cute animals on Pinterest, why not look at cute animals that need real homes? Petfinder highlights animals that just might

Created multichannel posts to promote Petfinder's involvement with Puppy Bowl



The screenshot shows a Facebook post from Petfinder.com. The main image is a close-up of a small, orange tabby kitten with blue eyes, wearing a white diaper. The text overlaid on the image reads: "I watch Puppy Bowl for the halftime show" at the top, the Petfinder logo in the bottom right corner, and "Adopt me: <http://www.petfinder.com/petdetail/13167124>" at the bottom. Below the image are buttons for "Like" and "Comment". The post is from "Petfinder.com" and includes the text: "Share adoptable Tempura if you agree that the Puppy Bowl's kitten halftime show is super cute! <http://bit.ly/VS3UYX>". It also shows engagement metrics: "1,041 people like this." and "324 shares". On the right side, there are options: "Album: Timeline Photos", "Shared with: Public", "Open Photo Viewer", "Download", and "Embed Post".

I watch Puppy Bowl for the halftime show

Petfinder

Adopt me: <http://www.petfinder.com/petdetail/13167124>

Like Comment

Pf Petfinder.com
Share adoptable Tempura if you agree that the Puppy Bowl's kitten halftime show is super cute! <http://bit.ly/VS3UYX>
Like · Comment · Share · January 29, 2013

1,041 people like this.
324 shares

Album: Timeline Photos
Shared with: Public

Open Photo Viewer
Download
Embed Post

Developed Summer Pet Safety campaign resulting in 500%+ increase in new pageviews compared to a similar 2012 campaign



Dogs in Hot Cars: How You Can Help!

Heatstroke is deadly and dogs can die in a short time if left in hot cars – but what can you do if you see a dog in distress?

- 1** Call your local animal control or police department to report a pet in a car. Inform them if the pet appears to be in distress.
Endangering a dog by leaving her in a car is against the law in many places.
- 2** Try to find the pet parent
Note the license plate number, color, make and model of the car. Go to the nearest store or mall security office and ask them to make an announcement over the loudspeaker that a dog has been left in a car and needs help.
- 3** Keep an eye on the car until the guardian or animal control arrive.
- 4** Consider leaving our **Never Leave a Dog in a Car** infographic on the car to educate the guardian.



To learn more, visit www.petfinder.com/SummerPetSafety

Petfinder
SUMMER Pet Safety

Pf Petfinder.com
Liked · June 17, 2013

Do you know how to help dogs in hot cars? Share this image to keep pets safe, then click ahead to learn more ways to protect pets >> <http://bit.ly/14dVLpQ>

Tell us: Have you ever helped a pet who was left alone in a car?

Like · Comment · Share

Deborah Blake, Catherine Scott, Katrina Bolton Duvalois and 962 others like this.

2,832 shares

Deborah Blake This is some great information. I hate it when I see pets left in cars on hot days. At least now I'll know what to do.
Like · Reply · 2 · June 17, 2013 at 6:52pm

Kari L. Jaquith How about this...Pet owners leave your pets at home on hot days instead of taking them out in a hot car!!!
Like · Reply · 176 · June 17, 2013 at 10:52am

Pf Petfinder.com replied · 7 Replies

Lacey Engle Yeah, sorry. I'm smashing the bloody window first and asking questions later.
Like · Reply · 215 · June 17, 2013 at 10:54am

17 Replies

Jessica Buongiorno Hatfield My mom reached into the car and took out a Chihuahua that was panting like crazy. She then rode it around in the grocery basket and gave it water until the owner came out. The owner then told my mom to keep the dog and drove off... that's how my family got to have our sweet Tommy!
Like · Reply · 151 · June 17, 2013 at 10:55am

17 Replies

Madeline Hixler I've taken license plate
Write a comment...

Summer Pet Safety also resulted in a 400% increase in social reach for campaign posts, and a 50% increase in monthly site traffic



Pf Petfinder @petfinder

More pets become lost on July 4 than any other day of the year. Read 7 tips to keep cats safe: ow.ly/myagT Pls RT!

Reply Retweet Favorite More

RETWEETS 23 FAVORITES 4

11:01 AM - 1 Jul 2013

Reply to @petfinder

Amy Reddy @amyreddy1 · Jul 1
@petfinder Awesome Tips :-)

Petfinder @petfinder · Jul 1
@amyreddy1 Thank you!

Broken Tail Rescue @broketailinc · Jul 1
@petfinder We can confirm. We're seeing a big uptick in Lost Cat reports.

Amy Reddy @amyreddy1 · Jul 1
@petfinder Your Welcome :)