

SOCIAL MEDIA IS A GREAT WAY TO RAISE AWARENESS OF YOUR LOST PET. FOLLOW THESE TOP TIPS FOR THE BEST POSSIBLE CHANCE OF BEING REUNITED WITH YOUR BELOVED POOCH.

1 MONITOR

Monitor websites and places where thieves may try to sell your dog (e.g. pet shops, notice boards) and notify the police immediately if you come across anything.

2 REACH OUT

Use missing/stolen animal websites such as www.doglost.co.uk, who help reunite missing pets with their owners by offering free advice and support.

3 CAMPAIGN

START YOUR ONLINE CAMPAIGN BY USING ALL THE SOCIAL MEDIA PLATFORMS YOU HAVE ACCESS TO: FACEBOOK, TWITTER, INSTAGRAM, ETC.

- With Twitter, you'll be restricted to 280 characters so make sure you have a good poster including most of the information.
- Include as much detail of the incident as possible, including from what area your dog went missing and when they were last seen.
- Use plenty of clear and up-to-date photos of your dog and list any unusual traits/markings that will make your dog identifiable.
- Ask your current online friends and followers to share your posts with their friends and family. This ensures you reach a wider audience.
- Create a simple hashtag and use it across all of your posts. This way you'll be able to see who is tweeting about your lost dog via the search function.
- Follow anyone on Twitter who seems to have information – that way they can send you a direct message if they wish to talk to you privately.
- Keep in mind that the person who hopefully finds your dog may also be looking on social media for any posts about him/her, so use the search function regularly – searching for things like 'Dog found in Essex', 'Brown Lab found in Richmond Park', etc.
- Ask animal charities, vets, microchip database providers and businesses to post and share your content via their social channels. When using Twitter, @ them – occasionally they may be able to retweet.
- Ensure your social media profile privacy settings are set to public. This means your posts can reach as many people as possible and people can also get in contact with you.

GOOD LUCK WITH YOUR SEARCH.

For more information on this issue, or to download free materials, visit www.dogstrust.org.uk/dogtheft

