

Social media engagement

What to post and how to
send us evidence

Santa Paws 2024 – social media requirements

For Santa Paws 2024 we request four posts on social media. This is part of the requirements to receive 50% of the funds your partnered store raises. The below images will be sent to you via email.

Don't forget to tag both the Foundation and @PetsUK into any posts.



This image is to be posted before 25th November.

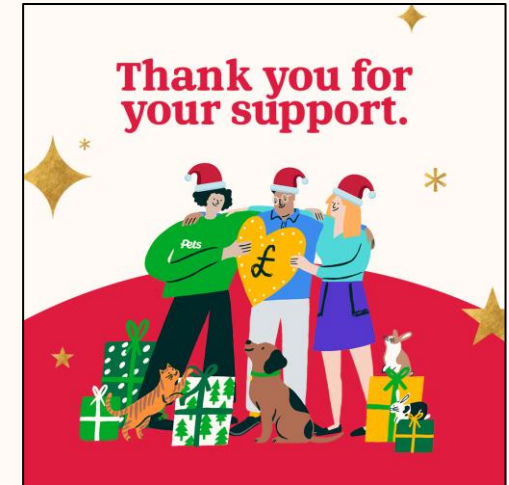
Suggested text: *“The Pets Foundation Santa Paws appeal is just around the corner. Visit NAME OF PARTNERED STORE between 25th November and Christmas Eve to donate and make a difference for NAME OF ORGANISATION.”*



This image is to be posted twice during Santa Paws:

- once between 25th November and 4th December
- once between 4th and 15th December

Suggested text: *“The Pets Foundation Santa Paws appeal is now live. Help raise funds for NAME OF YOUR ORGANISATION by donating in NAME OF PARTNERED STORE Pets at Home before Christmas Eve.”*



This image is to be posted on Christmas Eve.

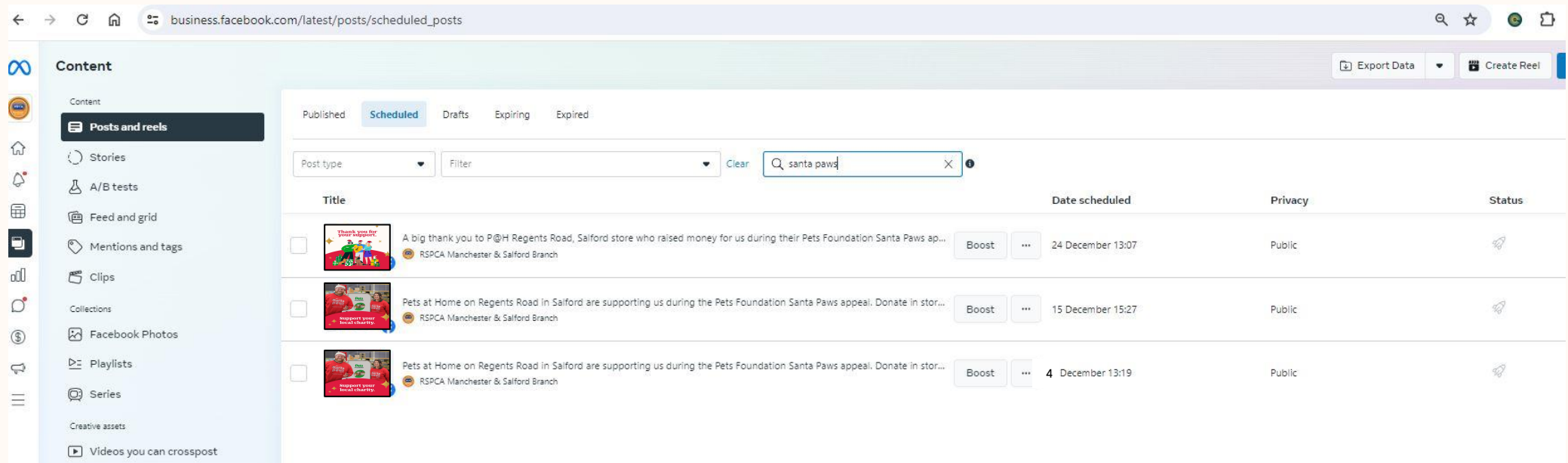
Suggested text: *“A big thank you to NAME OF PARTNERED STORE Pets at Home for supporting us during their Pets Foundation Santa Paws appeal. And an even bigger thank you to everyone who donated at NAME OF PARTNERED STORE Pets at Home. Your support makes a huge difference.”*

Scheduling of posts

Wherever possible we would like charities to use a scheduling tool to schedule all four posts. You can then send us a screenshot of your scheduling tool showing that the four posts have been scheduled. This will mean that you only have to do this once and as early as you would like, meaning that the Foundation Partnerships team know your charity has already completed the social media requirements (even before the event has launched!).

We do know that not all charities are able to schedule posts on social media. In these instances you will need to either take a screenshot of the individual post (once it has been published) or provide a direct link to the post.

Please note that we do not have the expertise to be able to advise on the use of scheduling tools (or other functionality).



How to upload social media evidence

1. Log into the Portal.
2. Click 'My Community Partnership.' You will see a list of your partnerships (closed and 'active') and below, you will see the following:

SANTA PAWS – EVIDENCE OF PARTICIPATION

In order to be eligible to receive a donation after Santa Paws you must demonstrate you have completed the required hours in store (using the above In Store Awareness Form) and you must post on social media four times; once before, twice during and once on Christmas Eve.

If you can schedule posts in advance, please complete a form for each of the four posts and include a screenshot of your social media scheduling tool. We recommend scheduling all four in advance of Santa Paws' launch and completing all four forms.

If you cannot schedule posts in advance, please complete a form for each of the four posts, and provide either a screenshot of the post (published or scheduled) or a hyperlink to the published post.

Please note that if you are partnered with more than one store you will need to complete the forms for each store.

EVIDENCE OF ALL FOUR POSTS MUST BE SUBMITTED BY 29th DECEMBER 2024

CLICK A REQUIREMENT TO UPLOAD EVIDENCE

Requirement Name	Publish By	Pets Foundation Store	Status
1. Pre SANTA PAWS 2024 social media post	24/11/2024		Required
2. During SANTA PAWS 2024 social media post (1)	03/12/2024		Required
3. During SANTA PAWS 2024 social media post (2)	14/12/2024		Required
4. After SANTA PAWS 2024 social media post	26/11/2024		Required

[View All](#)

How to upload social media evidence

3. You will see the status of the posts is 'Required'. This means that we are waiting for evidence of the post. To provide evidence of a post, click the name of the post (e.g. 'Pre Santa Paws').
4. You will see the below page. You can either:
 - send us a screenshot of your post once it has been published *or*
 - send us a screenshot of your scheduling tool to show us the post(s) have been scheduled *or*
 - give us the direct link to the post (this should be a link to the specific post, not just to your social media channel, e.g. DIRECT - <https://www.facebook.com/photo?fbid=734896245349647&set=a.454909336681674>
NOT - <https://www.facebook.com/petsfoundationuk>

Enter the direct link to the post

Santa Paws Social Media - Before Event post

Please provide us with evidence that you have published (or scheduled) a post on social media using the provided Santa Paws assets which celebrate the start of the event. This should be published prior to 25 November.

Name of organisation:

Name of Store:

Link to post

Alternatively upload a screenshot of the published / scheduled post.

Upload File Or drop files

Evidence of all four posts must be sent to us by 29 December 2024. 2024

Use the upload tool to send us a screenshot of your post or scheduling tool

Then click 'submit'

How to upload social media evidence

5. Once you have clicked 'Submit' you will see this message:

Thank you for submitting your evidence and participating in Santa Paws!

[Back to my Community Partnerships](#)

6. If you go back into 'My Community Partnerships' you will see that the status of the post you have submitted has changed from 'Required' to 'Submitted'. This means it has been sent to the Foundation but has not yet been reviewed by the team.

EVIDENCE OF ALL FOUR POSTS MUST BE SUBMITTED BY 29th DECEMBER 2024

CLICK A REQUIREMENT TO UPLOAD EVIDENCE

Requirement Name	Publish By	Pets Foundation Store	Status
1. Pre SANTA PAWS 2024 social media post	24/11/2024		Submitted
2. During SANTA PAWS 2024 social media post (1)	03/12/2024		Required
3. During SANTA PAWS 2024 social media post (2)	14/12/2024		Required
4. After SANTA PAWS 2024 social media post	26/11/2024		Required

[View All](#)

How to upload social media evidence

7. It is the same process for each social media requirement.
8. Please note that if you use a scheduling tool, unfortunately you will still need to complete a form for all four social media requirements, even if your screenshot shows you have scheduled all four posts.
9. If the requirement disappears from the page, this means the Foundation Team has reviewed your submission and everything is fine.
10. If the requirement status changes to 'Incomplete' this means there is an error in your submission. The Foundation Team will contact you directly with details of what is needed.

EVIDENCE OF ALL FOUR POSTS MUST BE SUBMITTED BY 29th DECEMBER 2024

CLICK A REQUIREMENT TO UPLOAD EVIDENCE

Requirement Name	Publish By	Pets Foundation Store	Status
1. Pre SANTA PAWS 2024 social media post	24/11/2024	Dronfield	Incomplete
2. During SANTA PAWS 2024 social media post (1)	03/12/2024	Dronfield	Required
3. During SANTA PAWS 2024 social media post (2)	14/12/2024	Dronfield	Required
4. After SANTA PAWS 2024 social media post	26/11/2024	Dronfield	Required

[View All](#)

FAQs

- I accidentally submitted the wrong hyperlink/image. What do I do?

If the form has 'Submitted' status you can still access the form and change its content. If you've made a mistake, just click into the form and change the text (if it's a hyperlink) or change the image.

- My organisation is partnered with more than one store. What do I do?

Although you only need to post four times, you will need to upload evidence for each of your partnerships. For example, if you are partnered with two stores, you will need to complete the form eight times. We appreciate this is not ideal and hope to improve the system in the future.

- What are the Pets Foundation social media tags?

Facebook: @petsfoundationuk

Instagram: @petsfoundationuk

Twitter: @petsfdtnuk

LinkedIn: @pets-foundation-uk

- What is the deadline for sending you evidence?

Evidence of all four posts must be sent to us by 29th December.