

SXSW 2027: Social Media Template for Network Partners

Best Friends has an opportunity to potentially be chosen to present at SXSW 2027 about issues that affect the entire animal welfare community. Community votes make up 30% of the selection through a process called PanelPicker, so your organization's help could make a difference!

This isn't about getting Best Friends a stage. It's about getting the problem of animals still dying in shelters in front of an audience that almost never sees it: technologists, investors, and builders who could bring tools, funding, and attention this field doesn't have enough of yet. The more eyes on that problem, the better the odds someone in that room decides to help solve it.

Voting is open August 5–23, 2026. The post below is ready to use on social media as is or personalize the opening line for your organization's voice.

How to use this

1. Create a post on your social media accounts, anytime between August 5 and August 23.
2. Use the copy below to write the post, and include the links to vote.
3. Tag @bestfriendsnetwork in your post so we can amplify it!
4. Each person is allowed to vote for both sessions, which means you can encourage your community to vote for both.

Social Media Copy Template

There's a stage at SXSW 2027 that animal welfare almost never gets to stand on, and our colleagues at Best Friends Animal Society have two shots at it this year.

One session is a new AI tool built to turn shelter data into real lifesaving programs with ready-to-use communications campaigns for shelters and rescues nationwide. The other makes the case that shifting just 6% of U.S. pet acquisitions to adoption could end shelter killing nationwide. Proven by York County SPCA's real jump from a 53% to 95% save rate, this session hands the tech industry everything they need to help us solve this problem.

Getting picked isn't about a trophy. It puts the number of animals still dying in shelters in front of technologists, investors, and builders who almost never see this problem, the kind of people who could bring resources and ideas this field needs more of.

Community votes count for 30% of SXSW's selection. Voting runs August 5–23, and you can vote for both. To vote, follow these easy steps:

1. Create a free account with SXSW at https://id.sxsw.com/sign_up

2. Check your inbox for an email from SXSW and click on the link to "Confirm my account".
3. Go to each link below and click "Vote  " at the top of each session page:

Meet the AI Tool Racing to Save Shelter Pets:

<https://participate.sxsw.com/flow/sxsw/sxsw27/community-voting-sxsw/page/community-voting/session/1784903243827001uFN7>

The 6% Fix: Shelter Killing Is an AI-Solvable Market Problem

<https://participate.sxsw.com/flow/sxsw/sxsw27/community-voting-sxsw/page/community-voting/session/1784906851522001JbrQ>

#SXSW2027