



LET'S CELEBRATE YOUR NO-KILL ACHIEVEMENT!

Congratulations on achieving no-kill in 2025! This social media toolkit includes quick photo and video tips, sample posts, and content ideas to help you share this milestone with your community so they can celebrate with you. If using a sample post for your organization, feel free to adjust the wording to match your organization's voice and style.

Be sure to tag @bestfriendsanimalsociety, @bfas_julie, and @bestfriendsnetwork in your posts so our team and our CEO, Julie Castle, can engage, share, and cheer you on.

Quick Photo & Video Tips

You don't need fancy equipment or a marketing team to capture a great moment — just your phone and a few minutes. Here are some simple tips for showing off your plaque, your team, and your animals.

Taking a great photo

- **Use natural light.** Face a window or step outside — daylight is far more flattering than overhead shelter lighting.
- **Keep it steady.** Hold your phone with both hands, and take a few shots so you have options to choose from.
- **Center your group.** Put the person holding the plaque in the middle and frame everyone from about the waist up, so the plaque is easy to see.
- **Get the plaque in focus.** Tap the plaque on your screen before you snap, and grab one close-up of just the plaque so the words are readable.
- **Get down on their level.** When photographing a pet, kneel down to their eye level instead of shooting from above — it's a friendlier angle that shows off their face.
- **Tidy the background.** A clean wall or your logo looks better behind everyone than a cluttered desk or busy hallway.

Filming a quick video

- **Keep it short.** Ten to twenty seconds is plenty. Film 7-10 short clips and string them together later.



- **Hold the phone upright.** Vertical video is how most people will watch on their phones.
- **Steady does it.** Hold the phone with both hands and elbows together, or prop the phone on a desk or shelf, and move slowly if you move at all.
- **Find a quiet spot.** Stand close to whoever is talking so they're easy to hear. Watch out for wind if you're outside as it will muffle the audio.
- **Use good light.** Just like a photo — face a window or head outside.
- **Say it out loud.** Have one person hold the plaque and share a quick line on camera, like “We did it — we reached no-kill in 2025!”

Sample Social Posts

For first-time no-kill achievers:

Sample Post 1 — Celebration

It's official: we reached no-kill in 2025! That means 90% or more of the dogs and cats who came through our doors this year made it safely to new beginnings. This milestone belongs to every staff member, volunteer, foster, adopter, donor, and rescue partner who showed up for the animals. Thank you to Best Friends Animal Society for recognizing our work.

We're proud to be part of the no-kill movement, and we're just getting started.

Sample Post 2 — Gratitude

We have big news to share and it's all because of you.

For the first time, our shelter has been recognized by Best Friends Animal Society for reaching no-kill status, saving 90% or more of the pets who came to us in 2025. Every adoption, every foster, every donation, and every share got us here. Thank you for believing that pets in shelters deserve a chance. Here's to all the lives we'll save together next.



For organizations maintaining no-kill in 2025:

Sample Post 3 — Gratitude

We did it again. We're proud to be recognized once more by Best Friends Animal Society for maintaining no-kill status in 2025, saving 90% or more of the pets who entered our shelter.

Staying here takes commitment from our whole community, every single day — the adopters who open their homes, the fosters who make room, the volunteers who give their time, and the rescue partners who say yes. Because of you, we've reached this milestone **X** years running!

We're as committed as ever to showing up for the animals and saving even more lives.

Sample Post 4 — Celebration

Still no-kill, and prouder than ever.

In 2025, we once again saved 90% or more of the dogs and cats who came through our shelter doors, and we're celebrating every single one. Behind that percentage are real animals who got their second chance, and the people who made it happen. Thank you to Best Friends Animal Society for the recognition, and to our community for showing up year after year. The work continues, and so does the lifesaving.

Video Ideas

Short, simple videos travel far on social media — and they don't need any editing. Here are a few easy ideas, each with a caption you can copy and adjust to fit your shelter.

The plaque reveal

Film someone holding up the plaque for the first time, and catch the real reaction from your team.

Caption idea: Look what just arrived! We're officially recognized as a no-kill shelter for 2025. This one's for our whole community.



Team shout-out

Line up your staff and volunteers, or pass the phone around, and have each person say one line about what reaching no-kill means to them.

Caption idea: We asked our team what this no-kill milestone means to them. Here's what they said. Thank you for making 2025 possible.

Happy endings

String together a few short clips of pets heading home with their families, and end on a shot of the plaque in your shelter.

Caption idea: This is what no-kill looks like. Every happy goodbye added up to our 2025 achievement. Thank you for adopting, fostering, and cheering them on.

A day in the life

Capture a few quick moments from a normal day — a morning feeding, a dog walk, an adoption — and close on the plaque.

Caption idea: Saving 90% or more of the pets who come to us takes everyone, every day. Here's a peek at the work behind our 2025 no-kill achievement.

Photo Ideas

- **Photo of your plaque** — ideally displayed in shelter or held by staff/volunteer.
- **Group photo** of your team with an adoptable animal and the plaque.
- **Adoptable animal spotlight** — adoptable animal (ex: long stay cat who needs extra love and exposure) posing with the plaque, adding an adoption CTA to the post.

Inspiration

- [Maricopa County Animal Care & Control](#) Instagram Reel — Very fun use of audio and creative camerawork
- [Northeast Missouri Humane Society](#) Facebook Reel — People and joy forward!
- [Simply Cats Adoption Center](#) Instagram Post — Stellar photo and use of depth with an inspiring caption



- [Sammie's Friends](#) Facebook Reel — Staff member speaking directly to the camera, conversational and friendly
- [Humane Society of Pinellas](#) LinkedIn post — Carousel of photos featuring different adoptable animals with the plaque, gratitude-forward caption

Best Friends Animal Society Social Media Accounts

Best Friends Animal Society:

- @bestfriendsanimalsociety on Facebook, Instagram, TikTok
- @bestfriends on X (Twitter)
- [Linkedin.com/company/best-friends-animal-society](https://www.linkedin.com/company/best-friends-animal-society) on LinkedIn

Julie Castle, CEO of Best Friends:

- @bfas_julie on Instagram
- [Facebook.com/Julie.castle.5](https://www.facebook.com/Julie.castle.5) on Facebook (Public account)
- [Linkedin.com/in/julie-castle-bfas](https://www.linkedin.com/in/julie-castle-bfas) on LinkedIn
-

Best Friends Network:

- @bestfriendsnetwork on Instagram
- [Facebook.com/Julie.castle.5](https://www.facebook.com/Julie.castle.5) on Facebook (Public account)
- [Linkedin.com/in/julie-castle-bfas](https://www.linkedin.com/in/julie-castle-bfas) on LinkedIn