

**Best Friends National Big Dog Campaign**

**Sample Social Copy**

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**Facebook:**

Love large with [INSERT ORGANNIZATION NAME] and @bestfriendsanimalsociety this October. All month long, we are promoting our big dogs with the goal of placing as many as possible into loving homes. It’s no small thing and your support can make a lifesaving difference. Find more to love here: [INSERT YOUR ADOPTION URL/WEBSITE]

**Instagram:**

It’s no small thing: Big dogs are counting on us to help find loving homes. Join us this October to love large by adopting or fostering one of our big dogs. Find your match at the link in our bio.

*Link for bio* - [INSERT YOUR ADOPTION URL/WEBSITE]

**Twitter:**

Celebrate the month of BigDogtober with us and @bestfriendsanimalsociety! Adopt or foster a big dog today: [INSERT YOUR ADOPTION URL/WEBSITE]

Love is no small thing! Meet your match this October and find out how much more there is to love when you adopt a big dog: [INSERT YOUR ADOPTION URL/WEBSITE]