



# Social Media Guide

Spread the word about your PAWsome work!



**Boop!**



September 2021  
[petember.com.au](http://petember.com.au)  
#Petember

# Bark Out Loud on Facebook and Instagram

Petember is all about showcasing your dog's PAWfect dress-ups, PAWsonality and PAWsome kindness for raising funds and awareness for Variety Assistance Dogs. So share your PAWparation outfits, entries and amazing fundraising efforts on socials tagged @varietypetember #Petember! You can also use any of the images in the social media resource section of your Petember page dashboard. We've put a few examples together for you but feel free to be as creative as you'd like. xx Bernie, Petember Barketing Assistant

**P.S.** All entries will also need to be submitted on your Petember dashboard to be in the running for weekly prizes

**P.P.S.** When you post on Facebook about the amazing thing you are doing for Petember, it may automatically suggest you set up a fundraiser there. Because we can't link your Petember page and entry to Facebook we recommend you only use your special Petember page.



When you  
sign up to  
take PAWt

I'm sooo excited to be a good boi/girl and sign up to the most PAWsitve doggie dress-up comp ever - Petember! Taking PAWt in Petember is extra sPAWcial because I'll also be raising funds and awareness for Assistance Dogs for Variety. Stay tuned to see my PAWsome outfits and check out my Petember page to join me. #Petember #GoodDogsDoingGood @VarietyPetember @SCHMACKOS\_AU Paste your Petember page link [here](#)



In the  
lead up to  
comPAWtition

Check out my PAWparation for Petember! I'm trialling a few outfits before the doggie dress-up comPAWtition kicks off in September. What look do you like best? Pssst...don't FURget I'm also raising funds for Variety Assistance Dogs. Lend a paw and give today! #Petember #GoodDogsDoingGood @VarietyPetember @SCHMACKOS\_AU Paste your Petember page link [here!](#)



On  
Monday  
31 August

Woof woof! Only 1 day to go until Petember! I'm clearing up my wardrobe as I PAWpare for the very first dress-up theme announcement tomorrow to let my PAWsonality SHINE. Take PAWt by signing up at [petember.com.au](http://petember.com.au) and supPAWt me to help kids in need with a Variety Assistant Dog on the page below! #Petember #GoodDogsDoingGood @VarietyPetember @SCHMACKOS\_AU Paste your Petember page link [here](#)

TIP Post 2-3 times a week!



During the  
comPAWtition

Show off your outfits  
and ask for supPAWt

Fashionista ALERT! I up strutting my stuff in the park today to show off my entry for Petember's latest theme - But I'm no diva! I'm a good dog doing good for Variety Assistance Dogs. Help me take the lead and suPAWt my FUNdraising page today... and wish me luck to win a FURbulous prize! #Petember #GoodDogsDoingGood @VarietyPetember @SCHMACKOS\_AU



30  
September

Thank you so much for your supPAWt and love for my Petember outfits and donations to raise funds for Variety Assistance Dogs. I've wuv'd every minute. Give today to get me over the line and bark out loud for the amazing Assistance Dogs - changing kids lives across the world! #Petember #GoodDogsDoingGood @VarietyPetember Copy and paste your Petember page link [here!](#)