

# Help More of Your Cats Find Homes

Tips for increasing interest in your posted cats.



→ Cats might rule the internet, but how you post adoptable cats really determines how interested families will be. From photos to descriptions, purrfect your efforts to help find more cats more forever homes!

No. 1

## USE A PHOTO

This may seem obvious, but posts without photos are often passed over for those with images.

**IF YOU HAVE ACCESS TO A STUDIO SETTING**, it's best to show the cat rolling around or being playful, with a non-neutral backdrop (like blue fabric). Avoid showing cats crouching or with their paws tucked in, looking uncomfortable.

TRY THIS →



## IF YOU AREN'T USING A STUDIO SETTING:

- > Find somewhere the cat won't blend into the background. Again, catch them in a playful moment when they are at ease, not when they're nervous.
- > Try to get full body pictures of the cat, not just close-ups.
- > Try not to use accessories. Even blankets and beds can be distracting. Keep the focus on the cat being a cat.

← AVOID THIS



*Make the cat comfortable when taking pictures. Open or closed eyes won't impact interest as long as the cat looks at ease and not hostile.*

more →

HELP MORE OF YOUR CATS FIND HOMES

 Pet Posting Tip Sheet

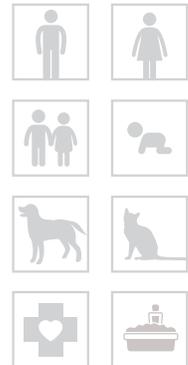


No. **2**

**DESCRIBE THE CAT'S PERSONALITY AND BEHAVIOR**

- > Focus on the positives, but be honest. It's important to know if the cat gets along with other cats, dogs, kids, men, women, etc.
- > Include information on litter box training status and general health, spay/neuter and vaccination information.
- > Highlight their happy, playful side, using video in addition to pictures and text if possible.
- > Keep descriptions positive and useful - don't focus on a cat's sad past. Help them find their happy future by sharing all of their potential.

**LIKE THIS** →



No. **3**

**REMEMBER - BE REAL**

You're a person telling another person about an incredible cat. Don't try to be too formal, but instead focus on staying conversational.

**TRY THIS** →



Frances is a warm, affectionate cat who loves cat naps in sunbeams and in her favorite box.



Frances is lazy and reclusive, often found hiding from people and other pets.

**AVOID THIS** ↑

No. **4**

**MOST IMPORTANTLY**

Have fun!

 Purina invested in a research study (2015 Radius Pet Adoption Photo/Text Research Study) to help identify how to best optimize online pet postings to increase adoptions. Purina believes pets and people are better together, and is working proactively to support animal welfare organizations in their mission to help more adoptable pets find forever homes.