



Humane Society of the North Bay Dog Profile Guidelines October 2020

Log into ShelterBuddy <https://northbay.shelterbuddy.com/>

Two ways to find the dogs to update:

- 1) By Name
- 2) By Status: Available for adoption, Available for adoption – in Foster, Available for adoption – Awaiting Spay/Neuter
- 3) Or through contact by one of the following methods

Info on the dogs come in from a few sources in a few ways:

- ☐ **Email** – Photos and brief descriptions from 1-2 dogwalkers
- ☐ **Text from Adoption Counselor** – Sends info/photos/video
- ☐ **Text from HSNB Group** (walkers & staff) – photos, behavior info, fun stories
- ☐ **Google Drive** – Files for each dog with photos and detailed info

HSNB Text Group

Feel free to send an inquiry to the group about on a dog if more info is needed.

Photos:

- ☐ Photos come in from shelter photographers – usually directly into ShelterBuddy.
- ☐ Select the best close-up photo for the default profile photo
- ☐ Feel free to crop
- ☐ Do not use “Pop-up Photo” in Shelter Buddy (It is for cut outs posters of the pets)
- ☐ Uncheck the ‘intake’ photo for “upload to public site” if others are available
- ☐ Don’t need to use all photos sent in the profile – select the best
- ☐ “Upload to public site” the best ones to be shared on Petfinder and AdoptaPet
- ☐ Cropping out people is ok
- ☐ Ask Group text for better photos as needed

Profiles:

- ☐ Write in first person
- ☐ Keep it positive, but real
- ☐ Make it personal and unique
- ☐ Start with “Hello”, “Hi”, “Greetings”, “Hola”, etc
 - (If looks like the profile will be short – can add “thank you for stopping by my profile”)
- ☐ Include as much info as possible:
 - ☐ Name, age: “My name is Brutus and I am approximately 2 years old.”
 - ☐ Breed – if a mix, look up the cute name. Think “Labradoodle”
 - Note: we don’t know with certainty of dogs that are strays, so you can say something like: “the nice people at the HSNB think I’m a Maltese” or “my walkers think I’m a typical border collie”.
 - If the breed listed in Shelter Buddy does not match the photo, you can use an app like Dog Scanner to help better identify

- Please advise the adoption coordinator & shelter manager of your findings
- If the dog is clearly a pit mix, no need to call it out in his/her profile.
- Personality – what would make the dog catch someone's attention? "I am an active boy who loved to go on long walks and hikes. If you are looking for a running partner, I'm your guy!"
- Kid, Dog, Cat friendly – "I'm not a fan of cats", "I want all of your attention, so I need to be the only dog in the family", "I love humans of all sizes including little ones."
- Activity level
- House-trained
- If a long-term resident
- Where to find the application hsnb.org/adoptions
- Adoption fee
- End with a Thank you!

Examples (Note some were written when we were still open to the public)

Hello, I am so sweet, my name is Cookie! And I am ready to find a family to call my own - I have been at the shelter for quite a while now. I'm a young girl just over 1 year old. I am full of energy and personality and I love to go for walks but would appreciate more leash training and socializing as I am eager to learn and please my human friends. I am house trained and dog friendly. If you'd like to adopt me, fill out the application at hsnb.org/adoptions. My fee is \$75. Thank you!

Hello! My name is Rocky, and I am a sweet and goofy 8-year-old Border Aussie, an Australian Shepherd-Border Collie mix. I love to entertain humans with my antics but can also easily unwind and be very snuggly. I was kept as a backyard dog, so I need direction on how to be an indoor family dog. BUT I'm very smart and am already walking well on the leash and learning the importance of being house-trained. I am good with older kids, other dogs and cats too. I was surrendered with Lassie, a 5 yr old German Shepherd - can be adopted solo or together - we just want to be adopted soon. Please apply to adopt at <https://hsnb.org/adoption-fees/>. My fee is \$250. (If you adopt Lassie too - the total fee is reduced to \$450.) Thank you!

Hi there. My name is Lincoln, I was found as a stray and am approximately 3 yrs old. The nice people at the HSNB think I am a Maltese Poodle Mix - a fancy Maltipoo. I just know I am thankful to be off the streets. I am very, very sweet. Even the volunteers who are "intimated" by little dogs think I'm cute, friendly and affectionate. (Seriously? They walk the big dogs all the time - How could I be remotely scary?) If you are interested in meeting me, please complete fill out the application at hsnb.org/adoptions. My fee is \$300. Thank you!

Greetings! My name is Riley, and I am a 4 year old Deer Chihuahua boy. I love to go for walks, sit for treats and I especially like playdates with the little ladies at the shelter. Yes, you might say I am a lady's man - both canine and human types love me & I love them back. I am house-trained and great with kids too. However, I do not like being in my kennel - so if you come by to say hi, please ask staff to bring me out for a proper meet and greet. I promise you will fall in love. My fee is \$200. Thank you.

Hello, my name is Darlene, and I am about 4 years old. The humans at the HSNB are not sure of my breeds - some think I am a border collie mix and others think I may be a bull terrier mix. But one thing is certain, I am stunning, very friendly and a very smart girl. I love to run, frolic and romp around in the play yard and dog park. But I know how to settle down nicely when it's time to snuggle. If you are looking to add a calm, happy girl to your pack, please complete the adoption application on hsnb.org/adoptions. My fee is \$300. Thank you!

Hello - My name is Sara and I am thankful to the humans at the HSNB. I came in very malnourished and they are taking very good care of me - I am gaining weight and looking and feeling much better. Although my photos show my sad eyes, I 'light up the room' with my smile. I am a very sweet and demure 2-year-old girl. I am well behaved with other dogs and likely could be trained to live with cats too. If you are interested in a little love to add to your family, please complete the form found on hsnb.org/adoptions. My fee is \$300. Thank you!.

Greetings! My name is Hercules and I am a tiny tike, but I am full of personality. At just 10 months old and 5 pounds I am playful and full of energy. My cuteness is over the top causing all the females at the shelter to swoon over me. If I'm the little guy for you, you better fill out the application at hsnb.org/adoptions asap. I am likely to get adopted quickly. My fee is \$300. Thank you!

Hello. My name is Champ and I am a handsome and strong German Shepherd boy at 2 1/2 years old. I am adapting to shelter life and learning what it means to be a dog. In my past life, I didn't have much of a chance to do so. Things like walking on leash and socializing with other dogs, are new to me. And I'm super eager to show off my new talents. I'm also quickly relearning about house-training. If you are looking for a young pup who will fully appreciate your love and kindness, please fill out the application at hsnb.org/adoptions. My fees \$200.

Other dog profile examples can be found in ShelterBuddy. Look for dogs with Animal IDs over 13000. All dogs in these status categories should have profiles:

- ☐ *Available for adoption*
- ☐ *Available for adoption – in Foster*
- ☐ *Available for adoption – Awaiting Spay/Neuter*

Petfinder and AdoptaPet

Profiles and photos automatically push out to AdoptaPet and Petfinder.

BUT AdoptaPet only accepts 4 photos and 1 video, Petfinder accepts 6 photos and 1 video – so don't "upload to public site" more than 6 photos and hand-pick the best ones to be shared.

Videos

Video must be manually upload to YouTube and then the link needs to be copied into the dog's profile in ShelterBuddy and to both AdoptaPet and Petfinder.

Feel free to ask questions and have fun!

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HSNB