

Petfinder™

ADOPT A HOMELESS PET

Tips on Filming, Posting and Promoting Videos of Adoptable Pets

Filming:



- 1) You don't need a video camera! Many digital cameras and cell phones have the ability to take a short video.
- 2) Just like with photographs, make sure the pet is the focus of the video, rather than the background – get in close at eye-level.
- 3) If you're filming indoors, choose a well-lit spot and avoid shooting directly in front of a bright window. If you're filming outside, be sure to keep the sun behind you.
- 4) Catch the pet playing with a toy, interacting with people or showing off a trick or good manners.
- 5) Let the video speak for itself or narrate with information about the pet.

Posting:



- 1) Limit your video to about 30 seconds or less to keep your viewer's attention and limit upload time.
- 2) Adding a video to Petfinder is easy. You can upload from your computer and/or camera or embed a clip from YouTube.
- 3) You can upload any commonly-used file type, such as MPG, AVI, MOV, MP4, RM, WMV, etc.
- 4) Because the video will show in a small window, use the average quality setting on your camera to limit the size of the file.
- 5) Uploads can take just a few seconds to several minutes, depending on your file size and Internet connection speed.

Promoting:



- 1) If your off-site adoption location has Internet access, set up a laptop to show off the pets you couldn't bring.
- 2) Alert everyone everywhere! Add a tagline to your email signature, business cards, volunteer t-shirts, etc., letting people know they can see adoptable pet videos on your Petfinder site.
- 3) Ask a volunteer to make special "adopt me" vests that say "Watch me in action! Go to Petfinder.com (or your unique Petfinder URL)."
- 4) Hold a contest! Ask volunteers to film your adoptable pets and have a contest to vote for the best video.
- 5) Talk to the press! Let local reporters, radio stations and newscasters know that they can find videos of your adoptable pets on Petfinder.com.

For additional help, including example videos, contact outreach@petfinder.com.