



Social Media Plan for Veterinary Practices That Are Fostering Kittens



1. Announcement ideas to share (replace text in all caps with your actual information):

a. *It's kitten season at (NAME OF GROUP YOU'RE FOSTERING FOR), and here at (NAME OF HOSPITAL) we're going to be helping with a litter of orphaned kittens. We've named these little guys (NAME, NAME, and NAME), and in the weeks to come we'll be sharing their stories and looking for purrfect homes for them.*

b. *Have you ever seen such tiny kittens? They're orphans, and we're going to make sure they grow up to be healthy, happy cats! We've named them (NAME, NAME, and NAME) -- stand by and watch them grow!*

c. *Meet (NAME, NAME, and NAME), a litter of orphaned kittens we're raising here at (NAME OF HOSPITAL). Over the next few weeks you can see them grow, and if you happen to fall in love (who could resist?) we'll also be announcing when they're ready for adoption. Stay tuned!*

2. Milestones/significant events

- a. Starts to purr (2-4 days)
They're PURRING! Kittens usually start to purr at 2-4 days old, and so

these little guys are right on schedule!

- b. Eyelids open (5-14 days)
It seems like only yesterday they just started purring, but our litter of orphaned kittens has started opening their eyes!
- c. Starting to crawl (7-14 days)
They're crawling! That's right, our little orphaned kittens (NAME, NAME, and NAME) are on the move -- although not quite ready to walk. And they're still right on track!
- d. Starting to walk (14-21 days)
Somewhere between two and three weeks old, kittens start exploring their world. Today, (NAME) took his first adventurous step! Our babies are growing up -- aren't they cute?
- e. Using litter box on own (21-28 days)
These little guys are SO SMART -- even without their mother, they're learning the ropes, including how to use the litterbox. We're so proud!
- f. Moving onto solid foods (3-4 weeks)
"Bottles are for babies!" That's what our little orphaned kittens told us, so we're teaching them how to eat solid foods. We're pretty sure some of this got INTO them, although not as much as got ON them!
- g. Social play (3-4 weeks)
Kittens playing. Cute, or cutest thing ever?
- h. Received first vaccine (4-6 weeks)
First shots to protect these babies from diseases -- and every single one of them got a gold star for cooperation. Good kitties!

3. Ready for adoption announcement

We can't believe this day is here, but it's time to start looking for loving homes for our little orphaned kittens (NAME, NAME, and NAME)! If you think you have a home that's just right for a healthy, happy, spayed/neutered kitten, hand-raised with love by all of us here at (HOSPITAL NAME), email (ADDRESS) OR fill out the application here! Act fast... these babies are unbelievably cute!