



Amber Gokey
Copywriter for What Matters
321.313.1130
Thedigitalwildflower3@gmail.com
www.thedigitalwildflower.com

30 Days of Social Media Engagement" calendar—each prompt is now crafted with engaging copy to draw attention, inspire action, and boost donations, fosters, or adoptions 🐾

🐾 WEEK 1: Introductions + Awareness

1. Meet the Team Monday

Get to know the heart behind the mission! Meet [Name], one of our dedicated volunteers who gives our dogs the love they deserve. 🐾

2. Transformation Tuesday

From scared to snuggly: Swipe to see [Dog's Name] go from shelter life to second chances. ❤️ #BeforeAndAfter

3. Why We Rescue Wednesday

Every dog deserves a shot at love. Here's why we do what we do—because *they* are worth it.

4. Throwback Thursday

Remember [Dog's Name]? This sweetheart found a forever family thanks to your support! 💕

5. Feature Friday

🐾 Meet [Dog's Name]! Age, breed, and BIG personality. This cutie is looking for their forever home—could it be you?

6. Saturday Stats

So far this year, YOU helped us save [#] lives. That's [#] tail wags, belly rubs, and new beginnings. 🐾🌟

7. Selfie Sunday

What's better than a Sunday selfie? One with a dog! 🐾📸 [Staff/Volunteer Name] with [Dog's Name] = pure joy.

🐾 WEEK 2: Dogs + Community

8. Meet Me Monday

Hi! I'm [Dog's Name], and I like squeaky toys, cuddles, and soft blankets. I'd love a forever home with lots of snacks! 🐾

9. Training Tip Tuesday

Training builds confidence and trust! Today's tip: Want your dog to listen better? Try this 5-minute daily routine. 🐾

10. Wisdom Wednesday

"Saving one dog won't change the world, but for that one dog, the world changes forever." ❤️ #RescueWisdom

11. Tail Wag Thursday

Warning: this happy tail may cause uncontrollable smiles. 🐾🎥 [Short clip of a dog celebrating a walk, treat, or cuddle]

12. FAQ Friday

Q: "Can I foster if I have a pet?"

A: YES! We match dogs based on your home setup. Let's chat! 🐾🐾

13. Shoutout Saturday

A HUGE thank you to [Partner/Volunteer] for [what they did]. Our community makes rescue possible! 🐾❤️

14. Pupdate Sunday

Remember [Dog's Name]? Look at them now—living their best life thanks to you! #HappilyEverAfter

🐾 WEEK 3: Get Involved

15. Mission Monday

Want to help save lives? Here's how: 🐾 Volunteer. 🏠 Foster. ❤️ Donate. We can't do this without you.

16. Testimonial Tuesday

"Adopting from [Rescue Name] was the best decision we've made." –[Adopter Name] 💬 #HappyTails

17. Wishlist Wednesday

We're in need of [Item 1], [Item 2], and more! You can help by sending supplies via our Amazon wishlist 🛒📄

18. Trivia Thursday

🐾 TRIVIA TIME! True or False: Black dogs are less likely to be adopted. (Answer in comments!)

19. Fundraiser Friday

This month's goal: \$2,500 to cover vet bills. Can you help us reach it? Even \$5 makes a difference! 🐾🐾

20. Support Saturday

\$10/month = 1 bag of food = 1 full belly. Join our monthly donor club to keep tails wagging! 🐾❤️

21. Storytime Sunday

Swipe through [Dog's Name]'s journey—from rescue to recovery. Stories like this are only possible with your help. 🐾🐾

🐾 WEEK 4: Interactive + Emotional

22. Meet the Breed Monday

Ever met a [Breed]? We rescue a lot of them! Here's what makes them so lovable—and what kind of home they thrive in.



23. Transformation Tuesday

Another "glow-up" that'll melt your heart. This is what love, care, and YOU can do. 💖 #RescueTransformation

24. Would You Rather Wednesday

🐾 Would you rather walk 3 energetic puppies or bathe a muddy Great Dane? Drop your pick below! 🤔

25. Thankful Thursday

We're grateful every single day—for adopters, donors, fosters, and followers like YOU. Thank you for being part of our pack. ❤️

26. Fan Photo Friday

We LOVE seeing your adopted pups! Here's [Follower Name] with their sweet pup, [Dog's Name] 💕 #RescueFamily

27. Spotlight Saturday

[Dog's Name] has been waiting [#] days. Let's find them a home! Share to help this sweet soul get seen. 🐶

28. Special Story Sunday

Not every hero has four legs. Meet [Dog's Name], a dog with special needs who's teaching us about strength and patience. 🐾💕

🐾 Bonus Final Days

29. Monday Motivation

"This dog was once forgotten. Now they're loved beyond measure." Let this be your sign to adopt, foster, or donate. ✨

30. Adoption Call-to-Action

📺 Watch this short video and meet some of our adoptable pups. Share it—because your share could lead to a forever home! 🐾💕

31. Foster Feature Finale – Highlight a dog currently in foster care.

Let the foster share their experience: the dog's personality, progress, and what kind of home would be perfect. Add a soft CTA: "Fostering saves lives—could you open your heart for just a few weeks?"