We are strongly suggesting that every puppy raising club have and maintain a Facebook account. Facebook provides a place where the puppy club branding and representation of GDB’s overall brand and mission can be cohesive and unified. Maintaining a puppy raising Facebook account also assists with overall awareness of our mission, puppy raiser recruitment, and online search engine optimization for our brand.

This document includes step-by-step instructions for the following:

- **Updating an existing puppy club Facebook page**
- **Creating a NEW puppy club Facebook page**
- **Updating existing Facebook group accounts for those clubs who do not have Facebook pages.** (If your club has a Facebook group instead of a page, the URL for your account will include “group” in the website address, such as: facebook.com/groups/GDBBouldeRpuppyraisers.) We recommend having a page instead of a group, so these guidelines will not include instructions for creating a new Facebook group.

GDB will be linking to club Facebook accounts whenever possible in the puppy club directory on guidedogs.com/puppy. With that being the case, please make sure of two things:

1. **That you have adequate contact information** in the "Additional Contact Info" and "More Info > About" sections of the page. (Please see steps 4 and 5 of the instructions to follow.) Keep in mind that people visiting your Facebook page do not have to have a Facebook account to see and access the information on the page, so having contact information readily available is crucial. If they do have a Facebook account, they can interact with you directly on the page itself by posting on your timeline, or sending you a direct message via Facebook Messenger.

2. **That you consistently monitor and respond to requests** for information that come to you via Facebook. Ideally, your club’s Facebook page administrator(s) should monitor the page daily, since not everyone who finds you on Facebook will reach out via email or phone, even though it’s included in your contact info. You will likely get inquiries posted directly to your page or via Facebook Messenger. Please be prepared to respond in a timely manner.

Please keep in mind that a Facebook page can have multiple administrators. If it makes sense to share or delegate the responsibilities to other club members, Facebook pages are built to handle that. Also keep in mind that you don’t have to be prolific on Facebook in order for it to be an effective marketing and puppy raiser recruitment tool. As long as you are responding to inquiries in a timely manner, the frequency of your posts is not as important. Our goal is to present consistent and cohesive branding of all puppy clubs online, and Facebook is a simple way to accomplish that. Please don’t be intimidated or overwhelmed by the platform; use it how it will work best for you, while helping GDB with our goals as well.
Since we’re aiming for consistency across all clubs, your attention to detail regarding the following information is much appreciated.

Please note: the following instructions work best when using a web browser on a computer – not a mobile device or tablet; the screenshots that are included in the instructions use Guide Dogs for the Blind’s Facebook page as reference.

Good luck with your Facebook account, and if you have any questions, please contact GDB’s Marketing Department for assistance at marketing@guidedogs.com.

Thank you!

Instructions for Updating an EXISTING Puppy Club Facebook Page

1. Go to the ABOUT section on the left hand side of your Facebook page (you must be an administrator of the club’s page in order to make changes).

Screenshots continued next page....
Instructions continued next page....
2. **GENERAL section**, please change three things:

**CATEGORY:** Should be “Nonprofit Organization” only.

**NAME:** This is the name for your page, and changing it takes several different steps in order to comply with Facebook’s page naming/renaming requirements, as follows:

**Step 1:**
Add your "[City/State] Puppy Raisers" to your existing club’s page name. In this instance, it’s important that your club’s page name includes your state in addition to your city. Use the two-letter postal code to indicate your state. Please use the exact capitalization, punctuation, and spacing shown in the example below.

*Example: The page name "Pups4partners" becomes "Pups4partners - Wenatchee, WA Puppy Raisers"

**Step 2**
Wait the 7 days Facebook requires between page name changes

**Step 3**
Change your existing club name to "Guide Dogs for the Blind". Please use the exact capitalization, punctuation, and spacing shown in the example below.

*Example: The page name "Pups4partners - Wenatchee, WA Puppy Raisers" becomes "Guide Dogs for the Blind - Wenatchee, WA Puppy Raisers"

**USER NAME:** Please change to @GDBCitypuppyraisers (e.g., @GDBAustinpuppyraisers). Please use the exact capitalization and punctuation shown in the example.

3. **BUSINESS INFO** section, update the **MISSION**. Please copy/paste the following:

Guide Dogs for the Blind empowers lives through exceptional partnerships between people, dogs and communities.

4. **ADDITIONAL CONTACT INFO**
- Please include your club/club leader’s email address
- For the website section, please use Guide Dogs for the Blind’s web site: guidedogs.com.

5. **MORE INFO** section

**ABOUT** - please copy/paste, but also customize your club’s location in the highlighted space indicated; use the 2-letter postal abbreviation for your state:

Guide Dogs for the Blind – **[Insert your club City, State]** Puppy Raisers are proud to raise guide dog puppies for the largest guide dog school in North America.
COMPANY OVERVIEW - please copy/paste:

Guide Dogs for the Blind (GDB) provides exceptional guide dogs for individuals who are blind or low vision. Volunteer puppy raisers receive a guide dog puppy at approximately eight weeks old, and the pup will return to one of GDB’s campuses for formal training between 15 and 17 months old. We are responsible for teaching the puppies good manners and providing them with comprehensive socialization experiences. Puppy raisers can have other pets in their home and if you are not able to commit to raising a puppy full time, there are still other ways to get involved with our local puppy club, such as puppy sitting. And, GDB’s puppy raising program complements many FFA, 4H, home schooling, high school, and college programs.

GENERAL INFORMATION - please customize
Use this space to add club-specific information, such as where and when you meet, your club size, etc. Anything you think would be pertinent to someone who might be interested in joining your club.

6. STORY - please copy/paste:

Guide Dogs for the Blind (GDB) is a nonprofit, charitable organization that was established in 1942 to provide a safe means of mobility for people who are blind and visually impaired. GDB is the largest guide dog school in the country, and continues its dedication to quality student training services and extensive follow-up support for graduates. Our programs are made possible through the teamwork of staff, volunteers and generous donors. GDB receives no government funds. Services are provided to students from the United States and Canada at no cost to them. We operate two training facilities (one is headquartered in San Rafael, California—20 miles north of San Francisco, another in Boring, Oregon—25 miles east of Portland), and have more than 2,000 volunteer puppy raising families throughout the Western states. More than 15,000 teams have graduated since our founding, and there are approximately 2,200 active guide dog teams currently in the field.

This page is moderated in accordance with the Facebook Community Standards (facebook.com/communitystandards) and we will remove posts and/or ban accounts that violate these standards, or are:
- Abusive or threatening towards any individual;
- Violating any law or individual’s rights;
- Fraudulent or deceptive;
- Repetitive postings or spam;
- Off-topic or not relevant;
- Solicitations or advertisements.

7. Update your Facebook Profile Picture - please use the Facebook icon provided by GDB (green square with the generic puppy raising logo in white). The file is available in the Puppy Raising online manual (Policies and Procedures > Marketing and Social Media).

Please note: The cover photo and content of a club’s Facebook page are entirely the domain of the page’s administrator. Please just use your best judgment about your Facebook content, making sure it is appropriate to represent Guide Dogs for the Blind, and follows the GDB Social Media Guidelines for volunteers.
Instructions for Creating a NEW Puppy Club Facebook Page

Please note: A Facebook brand page needs to be tied to a real person's own Facebook account. You must be logged in to Facebook as yourself; you then personally become the administrator of the puppy raising club page. You can add/delete other administrators for the page as necessary once it has been created.

Step-by-Step Instructions
1. Choose "Create > Page" from Facebook's top navigation menu.
2. Choose the "Business or Brand" option.
3. Give your page a name. **Customize your Page Name exactly as follows** (do not alter the capitalization or punctuation in order to be consistent with all puppy clubs):

   Guide Dogs for the Blind – **City, 2-Letter State** Puppy Raisers.
   Example: Guide Dogs for the Blind – Austin, TX Puppy Raisers.

4. Enter "Nonprofit Organization" as the category, then hit "Continue."
5. Upload a profile picture. Please use the Facebook icon provided by GDB (green square with the generic puppy raising logo in white). The file is available in the Puppy Raising online manual (Policies and Procedures > Marketing and Social Media).
6. Upload a cover photo. This can be anything you'd like - preferably an appropriate photo from your club. Please make sure that the photo reflects current GDB branding, including the most recent puppy coat.
7. Go to the "About" section of the new Page (2nd item in the left hand column under the Profile Photo).
8. Create a username (third item in the "General" category). Please change to @GDBCitypuppyraisers (please customize “city” in the name to reflect your club’s location, e.g., @GDBAustinpuppyraisers). Please use the exact capitalization and punctuation shown in the example.
9. Complete the remaining sections in the "About" portion of the page as per the following (refer to the screenshots contained in this document for reference):

   **BUSINESS INFO** section, update the **MISSION**. Please copy/paste the following:

   Guide Dogs for the Blind empowers lives through exceptional partnerships between people, dogs and communities.

   **ADDITIONAL CONTACT INFO**
   - Please include your club/club leader’s email address
   - For the website section, please use Guide Dogs for the Blind’s web site: guidedogs.com.

   **MORE INFO** section

   **ABOUT** - please copy/paste, but also **customize** your club's location in the highlighted space indicated; use the 2-letter postal abbreviation for your state:

   Guide Dogs for the Blind – [Insert your club City, State] Puppy Raisers are proud to raise guide dog puppies for the largest guide dog school in North America.
COMPANY OVERVIEW - please copy/paste:

Guide Dogs for the Blind (GDB) provides exceptional guide dogs for individuals who are blind or low vision. Volunteer puppy raisers receive a guide dog puppy at approximately eight weeks old, and the pup will return to one of GDB’s campuses for formal training between 15 and 17 months old. We are responsible for teaching the puppies good manners and providing them with comprehensive socialization experiences. Puppy raisers can have other pets in their home and if you are not able to commit to raising a puppy full time, there are still other ways to get involved with our local puppy club, such as puppy sitting. And, GDB’s puppy raising program complements many FFA, 4H, home schooling, high school, and college programs.

GENERAL INFORMATION - please customize
Use this space to add club-specific information, such as where and when you meet, your club size, etc. Anything you think would be pertinent to someone who might be interested in joining your club.

STORY - please copy/paste:

Guide Dogs for the Blind (GDB) is a nonprofit, charitable organization that was established in 1942 to provide a safe means of mobility for people who are blind and visually impaired. GDB is the largest guide dog school in the country, and continues its dedication to quality student training services and extensive follow-up support for graduates. Our programs are made possible through the teamwork of staff, volunteers and generous donors. GDB receives no government funds. Services are provided to students from the United States and Canada at no cost to them. We operate two training facilities (one is headquartered in San Rafael, California—20 miles north of San Francisco, another in Boring, Oregon—25 miles east of Portland), and have more than 2,000 volunteer puppy raising families throughout the Western states. More than 15,000 teams have graduated since our founding, and there are approximately 2,200 active guide dog teams currently in the field.

This page is moderated in accordance with the Facebook Community Standards (facebook.com/communitystandards) and we will remove posts and/or ban accounts that violate these standards, or are:
- Abusive or threatening towards any individual;
- Violating any law or individual's rights;
- Fraudulent or deceptive;
- Repetitive postings or spam;
- Off-topic or not relevant;
- Solicitations or advertisements.
Instructions for Puppy Club Facebook Groups

Please note: Facebook group accounts do not offer the same functionality as a Facebook page, so the instructions and screenshots previously in this document will not apply. Please be sure that you have set your group to be public, so that people interested in puppy raising and/or Guide Dogs for the Blind can find you and that GDB can link directly to your group from our website.

1. Please update the Description section to the following (cut/paste), customizing the highlighted areas:

   Guide Dogs for the Blind – **City, 2-Letter State** Puppy Raisers are proud to raise guide dog puppies for the largest guide dog school in North America. If you are interested in becoming a puppy raising volunteer, please contact us at [email address and/or phone number].

   Guide Dogs for the Blind (GDB) provides exceptional guide dogs for individuals who are blind or low vision. Volunteer puppy raisers receive a guide dog puppy at approximately eight weeks old, and the pup will return to one of GDB’s campuses for formal training between 15 and 17 months old. We are responsible for teaching the puppies good manners and providing them with comprehensive socialization experiences. Puppy raisers can have other pets in their home and if you are not able to commit to raising a puppy full time, there are still other ways to get involved with our local puppy club, such as puppy sitting. And, GDB’s puppy raising program complements many FFA, 4H, home schooling, high school, and college programs.

   Guide Dogs for the Blind (GDB) is a nonprofit, charitable organization that was established in 1942 to provide a safe means of mobility for people who are blind and visually impaired. GDB is the largest guide dog school in the country, and continues its dedication to quality student training services and extensive follow-up support for graduates. Our programs are made possible through the teamwork of staff, volunteers and generous donors. GDB receives no government funds. Services are provided to students from the United States and Canada at no cost to them. We operate two training facilities (one is headquartered in San Rafael, California—20 miles north of San Francisco, another in Boring, Oregon—25 miles east of Portland), and have more than 2,000 volunteer puppy raising families throughout the Western states. More than 15,000 teams have graduated since our founding, and there are approximately 2,200 active guide dog teams currently in the field.

   This page is moderated in accordance with the Facebook Community Standards (facebook.com/communitystandards) and we will remove posts and/or ban accounts that violate these standards, or are:
   - Abusive or threatening towards any individual;
   - Violating any law or individual's rights;
   - Fraudulent or deceptive;
   - Repetitive postings or spam;
   - Off-topic or not relevant;
   - Solicitations or advertisements.

2. **Upload a cover photo.** This can be anything you'd like - preferably an appropriate photo from your club. Please make sure that the photo reflects current GDB branding, including the most recent puppy coat.