

# Pet Store CONTENT IDEAS

- **IG Guide + FB Album:** Share weekly fun facts about certain breeds of dogs and cats.
- **IG/FB Stories:** Use an IG Filter that asks, “Which kind of dog are you?” and have your staff use this filter. Then, ask your audience to use this filter and share their results.
- **IG/FB Stories:** This or That poll sticker about different dog toys. Then, ask your audience to vote on their favorite.
- **IG/FB Stories:** Use the question box to ask your audience which tricks their pets know. Share the results.
- **IG Carousel/FB Post:** Post several options of dog toys that don’t have a squeaker or any loud noises. Include a caption, “Have you ever avoided a dog toy because it was annoying?”
- **IG/FB Reels/TikTok:** Take short video clips of different dogs that visit. Then, create a weekly Reel round up of your furry visitors.
- **IG/FB Reels/TikTok:** Unboxing video using a dog to break open the box.
- **IG/FB Reels/TikTok:** Weekly pet training tips + the best treats for training.
- **IG/FB Stories + IG Highlight:** Share different dog breeds and which treats, foods, and toys you recommend for them. Then, create the highlight with different dog breed names and all your recommendations.
- **IG/FB Stories:** Create a story about your childhood pets, what their names were, and which breeds you had.
- **IG Carousel/FB Post:** Introduction of your employees with their names, titles, and if they are a dog person or a cat person.
- **IG/FB/TikTok Live:** Tour the store and visit each display.
- **IG/FB Reels/TikTok:** Video time-lapse of merchandising the store/a display. Show the transformation.
- **IG/FB Reels/TikTok:** Video time-lapse of opening the store from turning on the lights to tidying up before unlocking the doors.
- **IG Guide + FB Album:** Organize your posts into easy-to-view categories so new page visitors can better navigate your posts and product categories.