

Lone Star Pawz Rescue

Marketing Toolkit

Photography Tips

- Center the animal in the frame and avoid cropping important features.
- Use clean, uncluttered backgrounds.
- Capture both posed portraits and candid moments that show personality.
- Natural lighting is best whenever possible.
- Take photos that help adopters imagine the pet in a home or out enjoying life.
- Take multiple photos—you'll usually end up with a few standout images.

Good Example Photos





Why these work:

- Clear focus
- Personality shown
- Natural environments
- Eye contact
- Lifestyle photos help adoptions

Writing Adoption Bios

- Write from the animal's perspective when appropriate.
- Be honest about personality, energy level, and ideal home.
- Use proper grammar, spelling, and descriptive language.
- Draft bios in a document first so they can be edited before posting.