



Guide Dogs for the Blind

Marketing and Social Media

Puppy raisers play a huge role in building the GDB brand, whether it is serving as an ambassador in the community or sharing news via social media. It is important that puppy raisers and GDB work together to build GDB's brand in a consistent and compelling way.

GDB has developed some tools to help puppy raisers become well-versed in the our organization. Please review the following materials available in the Policies and Procedures section of this manual:

- About GDB
- GDB Fact Sheet
- GDB FAQs for Puppy Raisers

Media Opportunities

Puppy raisers should always let GDB's marketing team know if they have been approached by a reporter or have been offered a media opportunity. Marketing staff can either work with the reporter directly or coach volunteers on the best way to manage the opportunity. If a club is interested in having the media cover a puppy delivery or other special event, please contact marketing@guidedogs.com.

Also, puppy raisers should review and be conversant in the Puppy Raising Media Tips and Talking Points prior to speaking with the media. The document is available in the Marketing and Social Media section of this manual.

Social Media

Please see the comprehensive Social Media Guidelines for Volunteers document in the Marketing and Social Media section of this manual.

To follow GDB on social media, here are our official channels:

- GDB's main Facebook account: facebook.com/guidedogsfortheblind
- GDB's Puppy Central Facebook account: facebook.com/gdbpuppycentral(feel free to share posts)
- Twitter: [@GDB_official](https://twitter.com/GDB_official)
- Instagram: [@GDB_official](https://instagram.com/GDB_official)
- YouTube: youtube.com/guidedogsaregreat
- LinkedIn: linkedin.com/company/guide-dogs-for-the-blind
- Blog "No Bones About It": guidedogs.com/blog
- Flickr images:
 - Group Photo Pool (for uploading/sharing images) - flickr.com/groups/guidedogsfortheblind
 - Public GDB Galleries (for accessing GDB photos) - flickr.com/photos/guidedogsfortheblind

Branding

Please see the comprehensive GDB Branding Guidelines for Puppy Raisers in the Marketing and Social Media section of this manual.

Corporate Partners

GDB continues to develop exciting partnerships with corporations. Often times, there will be opportunities for puppy raisers to enjoy the benefits of these partnerships and/or help advance them. These relationships must be managed carefully, and clubs and volunteers are asked to consult with Marketing first, rather than contacting the partner directly.

For any questions or comments about marketing, please contact marketing@guidedogs.com.