



HOLD THE HANDLE
CREATIVE BRIEF

SO... WHAT DO I POST?

Congrats, you get to Hold the Handle! Maybe you already know exactly what you want to post on your dog's day, or maybe you need a little guidance. Either way, we created this guide to help you come up with fun, engaging content that feels natural to you and your pup and will help build our community.

Remember:

- Post from the perspective of your dog.
- Your first post should be before 10 am and your "sign off" post should be no later than 10 pm.
- We suggest 4-6 posts in the feed, but you can post as much as you'd like in Instagram Stories. Make sure to use the "swipe up" feature if needed!
- Engage! Like and reply to comments on your posts. Feel free to read and answer direct messages sent to you during your takeover!



@aspen.the.alusky

HI! I'M _____!

Say hello! Introduce your dog to the community and tell us about him or her from their point of view. Some prompts:

- Who you are
- Where you came from
- What area you live in
- What kind of dog you are
- How old you are

Don't forget to tag yourself if you have an Instagram handle that you'd like to share!



wethedogsnyc • Follow
Upper East Side



wethedogsnyc Good morning fellow pups of New York! I'm Zucchini (or Zuc for short) @zucthebagel and I'm so excited to be sharing my day with you all! I'm a one year old Beagle-Basset Hound cross (known as a Bagel Hound), and I was rescued by @socialteesnyc last year. 💕

I live on the Upper East side with my pawrents - my mum works for @smalldoorvet and I get to go to work with her in the office each day. In my spare time, I love trying to chase the squirrels in Central Park, playing with my furriends at Madison Square Park dog run, and playing tug of war.

Today I'll show you a typical day in



246 likes

APRIL 23

Add a comment...

Post

MY TYPICAL DAY

One route you can take is to share what a typical day is like for your dog. Does it start with a morning run to the local coffee shop? Do you play fetch in the yard? Does your dog visit his bestie? What makes the day fun for you both? You can use older photos and videos too: we want to see your dog's ideal day, and we understand that you can't fit a million activities into one day!



wethedogsnyc • Follow
Greenpoint

wethedogsnyc so far it's been a great day! spent the morning in McGlorick Park and saw some friends, then we bought snacks at @districtdogbk and then got bread and cheese at @mongerspalate cause my mom needs snacks to watch the bachelor finale tonight. (im a fan!) #wethedogsnyc

16w

rosalienyc Oh! sounds yummy and that bag is rocking!

16w 1 like Reply

View replies (1)

connief.hwang I need this bag

173 likes
MARCH 10

Add a comment... Post



wethedogsnyc • Follow
Mount Prospect Park

wethedogsnyc What's on my nose? I love chewing sticks and acorns at Mount Prospect Park, another place where me and my furiends can run free.

17w

171 likes
FEBRUARY 25

Add a comment... Post



wethedogsdcc • Following
Capitol Hill

wethedogsdcc I really miss my daily walks with my BFFs and @beastiesrus! I love pack walks and being the leader especially. 🐾 Beasties is still doing safe social distanced day care if you have cabin fever! #wethedogsdcc #socialdistancing #friends #shibainu

5w

peaceandlove381 Ahhh, I love your friends! All of you are adorable!!!! 🐾🐾🐾

5w 2 likes Reply

miloandmacpups u guys look

Liked by dcsuppup and 427 others

APRIL 24

Add a comment... Post



wethedogsdcc • Following
Swampoodle Park

wethedogsdcc Although we skipped today because of the rain ☔ and the virus 🦠, one of my favorite places to go is Swampoodle Park! We go most mornings and evenings to burn off steam and catch up on the neighborhood gossip. What are some other great dog parks in the City we should check out? 🐾

#wethedogsdcc #dcdogs #dogpark #dogparklife #dogparkfun

14w

stella850.be.be Fun !! 🐾🐾🐾

14w 1 like Reply

Liked by dcsuppup and 450 others

MARCH 28

Add a comment... Post

MY FAVE PLACES

A great thing about this community is discovering new places you can take your pet. With so many We the Dogs owners and pets living all over the area, it's great to learn more about places that are pet-friendly, and giving them a shoutout. Tagging these places also adds them to Two Paws Up, our interactive and searchable map on our website!



wethedogsnyc • Follow

wethedogsnyc Can see down to the Freedom Tower from here, love this spot. #wethedogsnyc #adorable_frenchie #freedomtower #nyc #frenchbulldog

7w

cookie_mamash What amazing photos!! 📸

7w Reply

dianee1207 Stunning!! 🐶👏

7w Reply

200 likes

MAY 12

Add a comment... Post



wethedogsdc • Following

Dog Eeze Inn

wethedogsdc I love swimming! My favorite day of the year EVER is when they close the pools at the end of summer and turn them over to us doggos! The Water Mine at Lake Fairfax is my favorite! I love swimming so much I have my own doggie pool! It's pool season for me!

Want to know who else has a pool? My FAVORITE DAYCARE EVER! I have been going to @thedogezainn since we moved here and it is SO MUCH FUN! We play in the pool and the hose and run around outside with all my frens! Last summer they had their 15th anniversary party and we got to go! ❤️My Dog Eeze hoomans ❤️ Rosie and I also really like to visit the

Liked by dcsuppp and 584 others

MAY 17

Add a comment... Post



wethedogsdc • Following

DRP Custard Shack

wethedogsdc The crew @paw.inclusive finished up our day with a nice sunset walk & @custardshack puppy pops!!! Anyone else know & love Custard Shack?! Sooo delicious! Watch our friend @therealpokeypuppy devour her puppy pop in the stories! As you can see in these last 3 photos, we're all passed out sleeping now after a loooooong day of fun!

Thanks for joining us, and make sure to follow @paw.inclusive for some amazingly cute content of Alexandria's CUTEST puppies (okay we're a little biased), and reach out to @paw.inclusive or @petrescuealliance if you or

Liked by dcsuppp and 517 others

3 DAYS AGO

Add a comment... Post



wethedogsnyc • Follow

wethedogsnyc It's happy hour time! Scroll through for a curated collection of my favorite watering holes (tagged below) Cheers! 🍻 #wethedogsnyc

@spritzenhaus33
@ffthhammerbeer
@taproom307
Vero wine bar
@qualityyeatsnyc
@hutchandwaldo

Liked by wethedogsdc and 177 others

JANUARY 22

Add a comment... Post

FUN FACTS ABOUT ME

Does your pet have an interesting quirk or characteristic about them? Do they have a really cool trick to share or an interesting story on how you got them or how they got their name? Now's their time to shine!



wethedogsnyc • Follow
New York, New York

wethedogsnyc Good morning all my fur friends! Today is my luckiest day because I get to invade @wethedogsnyc. A little about me... My name is @Heinz_theaucydoxie. I'm a 4 year old extremely stubborn mini dachshund. I go all sorts of adventures around the city, but mommy and me are in poconos quarantining. Lots of trees to pee on. I can't wait to show you all my adventures today

#wethedogsnyc
#weinerdogsofinstagram #dogs #dog #hotdog #dachshund

618 views
MAY 20

Add a comment... Post



wethedogsdc • Following
Nationals Park

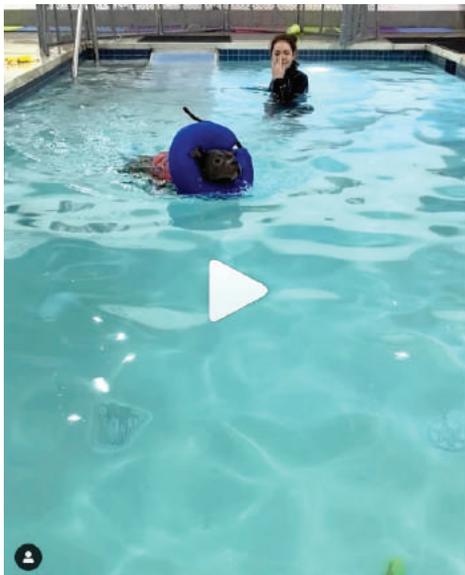
wethedogsdc while I'm taking a nap I want to tell you what I'm dreaming about... the @nationals! When I came to DC last summer the Nats were Staying in the Fight. I watched all the games with Mom and Dad and even went to a game. In September I couldn't join Dad on his trips to LA and Houston during the Playoffs but I watched all the games and always knew we would win. I miss my friend @elyolog6 now that he's in Japan but I'll always be a baby shark at heart #FinishtheFight

7w

iamlilichartie I love your bandanas and jerseys furfriend

Liked by dcsuppup and 1,097 others
7 DAYS AGO

Add a comment... Post



wethedogsdc • Following
K9 Aquatic and Wellness Center

wethedogsdc This year before COVIDtimes I learned to swim at @k9aquaticcenter in MD! miss it Here I hadn't figured out turning yet, so I'd boop into the wall to do it. I have arthritis and hydrotherapy is the bestest activity for it! #boop #swimming #dogsswimming #hydrotherapy #pitbullsofinstagram

7w

tiny_triathlete We love @k9aquaticcenter!

7w 1 like Reply

4,327 views
APRIL 27

Add a comment... Post



wethedogsdc • Following
Boating in DC

wethedogsdc If you don't know me, you may not know I'm a stand up paddle boarding professional! Okay, TECHNICALLY my mom is the professional, but I'm pretty good too. During summer after work you can catch me on the Potomac, launching out of Key Bridge Boathouse. They're super dog friendly and even have dog life jackets if you don't have your own! #wethedogsdc #boatingindc

18w

miloandmacpups this should be an experience where u learn recreational water activities from an experienced dog leader

18w

Liked by dcsuppup and 473 others
FEBRUARY 23

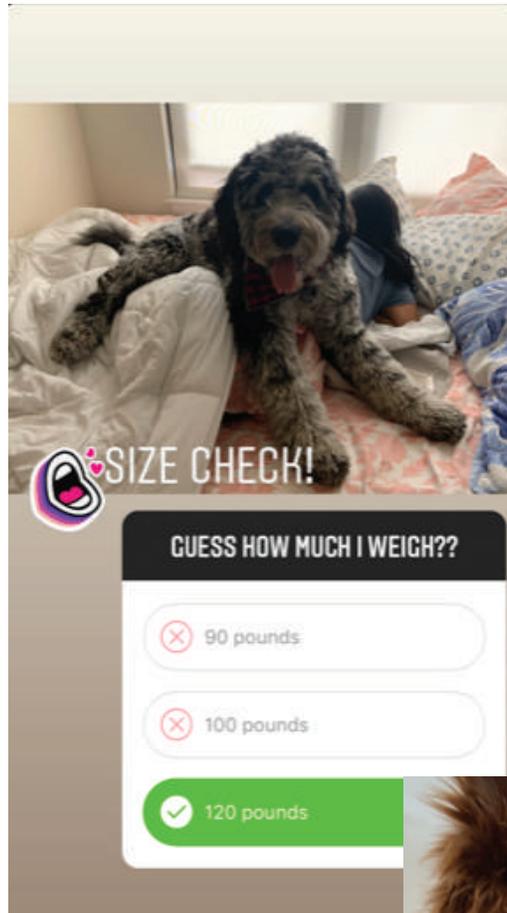
Add a comment... Post

INSTAGRAM STORIES

IG Stories is another way you can tell more of your dog's story and engage with the community through some fun interactive tools.

CANINE GOOD CITIZEN EXAM RECAP:

- Polite greeting
- Handling
- Wait 5ft, Recall
- Stay 10ft
- Loose leash walking
- Sit
- Down
- Stay 3 minutes with mom out of sight
- Walk through crowd
- Ignore dog walking past

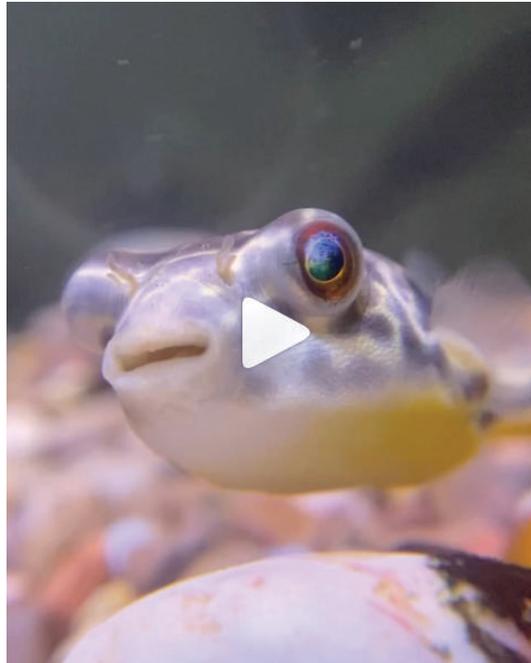
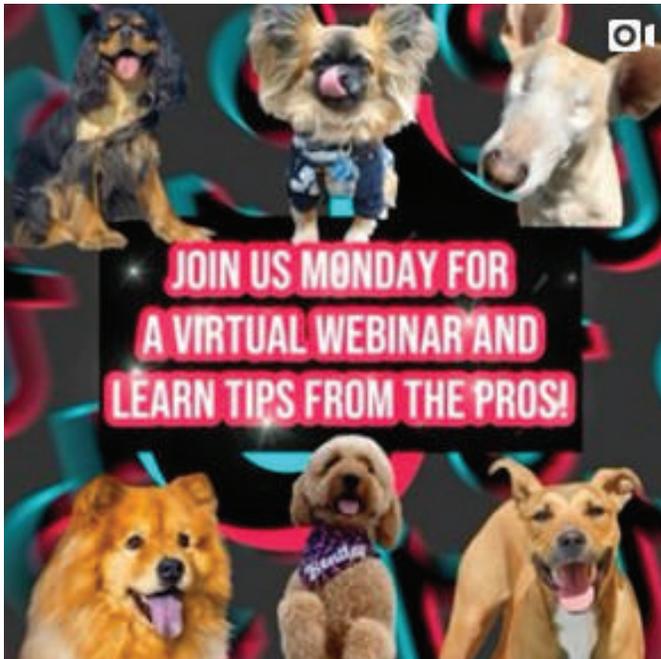


Tip: Our Instagram has the "swipe up" feature enabled. You can use it by clicking the "link" icon in the upper right hand corner when you're uploading a story. That allows you to add a website to your story posts!



SPECIAL TAKEOVERS

Most of our takeovers are dogs, but we do have some special guests on certain holidays and during special events. We've had cats, fish, eagles: you name it! If you're doing a special takeover, make sure to mention the theme in your first post! Tell us about your special animal or business, and any fun facts about a day in your life, just as any of our We the Dogs takeovers!



wethedogsdc • Following

wethedogsdc Hi all! It's @ronathepuff from Shaw taking over the handle for world's ocean day!

Now I know what you're thinking...why is a pufferfish taking over a dog account? Well I'm so glad you asked! Pufferfish are called Water Puppy's because unlike most fish we get really excited and shake our fins really fast when we see our owners. Are we excited to see them or just hoping they bring us food? Probably a little bit of both
Where am I from? Well I'm not actually from the ocean - of 150 different types of puffers I am one of the 30 freshwater types. I'm from a river in Tanzania! I like being freshwater better because...

3,306 views
JUNE 8

Add a comment... Post



wethedogsnyrc • Follow

wethedogsnyrc Goooooood morning NYC. My name is giblet, a 2.5 year old Juliana pig. Did you know that today, March 1, is national pig day? Aka my day. I can't wait to show you all a day in my life!

17w

ben.thegoldendoodle @tea.uddin

17w 1 like Reply

proudtobejo @sofiamaastro

Liked by wethedogsdc and 647 others
MARCH 1

Add a comment... Post



wethedogsdc • Following

wethedogsdc My wish for World Donkey Day is that every donkey would know love, never be hungry, have the chance to be happy and feel safe always. #wethedogsdc

7w

ilycopperbeagle We just adopted Bindi as Mothers Day surprise for Mom 🍷🍷🍷 @otis_the_house_hound suggested it

7w 5 likes Reply

Liked by dcsuppup and 496 others
MAY 8

Add a comment... Post

RESCUE ORGANIZATION TAKEOVERS

If you're a rescue organization taking over our account, you have a variety of things that you can share during your takeover. Some options include focusing your day on a single pup that has been hard to place in a home, sharing photos of multiple adoptable dogs, highlighting an upcoming fundraiser or adoption event, sharing your mission and information about your team, raising awareness about what you do with "behind the scenes" facts, or anything else that you want to focus on.



wethedogsnyc • Follow
The Oscars

wethedogsnyc Doris from @joyrides_rescue here! Joyrides will be taking over the handle today! Come spend the day with me and my adoptable friends! To adopt us email info@joyrides.org #joyridesrescue #adoptme #adoptabledogsofinstagram #jrrdoris #oscarready #dogsinutis

20w

ruffiodogtreats 🍌🍌

20w Reply

brittney_333 ❤️

20w Reply

Liked by wethedogsdsc and 168 others

FEBRUARY 11

Add a comment... Post

Here are some examples of posts we've had in the past takeovers by rescue organizations.



wethedogsdsc • Following
Project Second Chance

wethedogsdsc Off we go! We are headed to do some socially distant adoptions today and help our foster mom. She got us dressed up in bow ties because she said it's important to make a good first impression. We are just hoping that more snacks are involved. Stay tuned for more with our @project_second_chance humans. By the way, we met the mail man today. He told us we were cute. #projectsecondchance #wethedogsdsc #rescuedog #puppies #bulldog #squishyfacecrew #puertoricotovirginia #adoptdontshop #quarantine

7w

Liked by dcsuppup and 971 others

MAY 9

Add a comment... Post

I'M LOOKING FOR A FAMILY WHO

A black dog is sitting on a wooden deck. The dog is looking towards the camera with its tongue out. The background shows a wooden fence and some greenery.

Adopt me

- WANTS A CHILL COMPANION WHO SLEEPS A LOT
- IS LAIDBACK / DOESN'T HAVE KIDS
- UNDERSTANDS DOG BODY LANGUAGE AND CAN RECOGNIZE WHEN I'M FEELING NERVOUS
- IS READY TO SPOIL ME AND SHOW ME THE LIFE I DESERVE

@PAW.INCLUSIVE

@PETRESUEALLIANCE

OTHER FUN IDEAS!

Still need ideas for content? Want to get more community members to engage with your posts? Don't worry, we got you! Here are some other fun prompts:

- Where are your favorite hikes?
- What do you like to wear?
- Where do you buy your goods?
- Do you like to bark or howl?
- What's your favorite toy?
- Who are your pet friends?
- What tricks do you know?
- Have you taken any trips?
- What do you like to eat?
- What is your silliest photos?
- Tell us more about your breed(s)!
- Have any yummy recipes for treats?

SIGNING OFF!

It's time to say "night night" to all of our new friends. Create a send-off post to let our community know that you're done for the night and then sign off. This also signals the next person to hold the handle that they can sign in.



wethedogsnyc • Follow
Staypineapple New York, An Artful Hotel, ...

wethedogsnyc Well friends, I've crawled into the comfiest bed and am calling it a night. If you're looking for a dog-friendly hotel in New York City, Boston, San Francisco, Chicago and more, then StayPineapple is the perfect place to stay! They welcome all furry guests with a water bowl, snacks, and the comfiest dog bed.

Thank you all for following along today! Head on over to @kiki.the.derp.diva to see more of my favorite dog-friendly things to do.

#kikication #dogfriendly #staypineapple #adventuretime #dogfriendly #staypineapple #adventuretime

144 likes
FEBRUARY 26

Add a comment... Post



wethedogsnyc • Follow
New York, New York

wethedogsnyc Thank you for hanging out with me today! If you would like to continue to follow my adventures my Instagram is @bhumi_rang post new photos everyday. And come back tomorrow for another NYC pupper. Goodnight everyone 🌟

19w

wspdogrun So bizzy today! 🤪 You are the best ever! Thank you for taking us on your adventures! 🥰

19w 1 like Reply

nycampcanine Another GREAT adventure 🥰

162 likes
FEBRUARY 17

Add a comment... Post



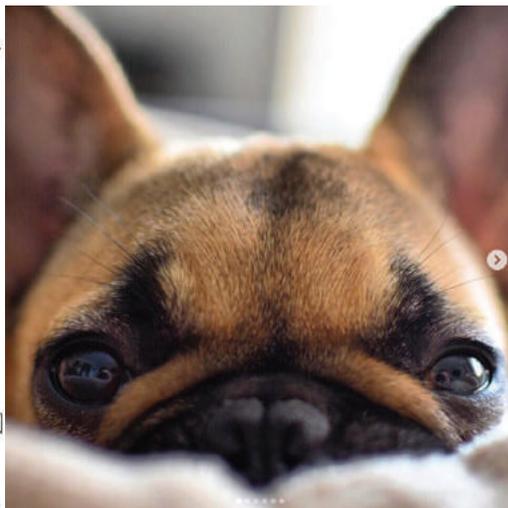
wethedogsdsc • Following

wethedogsdsc Well it's past my bedtime! Signing off! I had so much fun holding the handle today!! Thanks for all the likes and sweet comments 🥰 I would like to leave you with this: When you are adopting, please don't overlook those of us that are scared or shy. We may not immediately run to you and jump all over you, instead we may keep distance or hide. It just means we are recovering from some trauma and learning to trust again is a process. Give us a chance! With time and patience, we will become your best friend, loyal companion, and bring such joy to your life 🥰🐾

📧 @wethedogsdsc #pitbullsofinstagram #rescued #wethedogsdsc #dogfriendly

855 likes
FEBRUARY 22

Add a comment... Post



wethedogsdsc • Following
Woodley Park

wethedogsdsc Here's hoping you enjoyed your time today in Park's Palace, friends. It was a pleasure to host you, but before I sign off, I'd like to thank you for the support today and reiterate how much I appreciate every scratchie on the sidewalk, hug at an event, or quick pet in the elevator. Woodley Park is the very definition of a dog-friendly community—and I'm honored to show you just a small piece of my home. You're always welcome back 🥰

@portable_pork // @wethedogsdsc #franchesofinstagram #igdc

19w

Liked by dcsuppp and 958 others

FEBRUARY 11

Add a comment... Post