



American Kennel Club  
Club  
@AmericanKennelClub

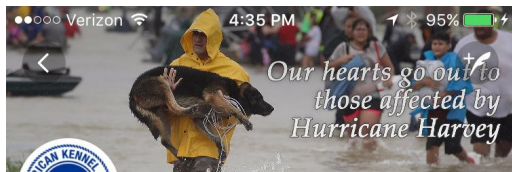
Home

Shop



Liked Following Share

Shop Now



Edit profile

**American Kennel Club**

@akcdoglovers

For the Love of All Things Dog

New York, NY [akc.org](http://akc.org)

11K Following 140.9K Followers



## Challenge

Build a social media campaign to assist/inform dog owners in range of Hurricane Harvey (2017) and to encourage those who care about dogs to donate to rescue operations through AKC affiliates.

## Solution

We updated our social media platforms to make hurricane efforts the focal point, solely posted about content and resources relevant to hurricane efforts through our .org Hurricane Harvey hub page (boosting posts specifically in affected areas) and coordinated efforts with our affiliate AKC Reunite, which was on site in the affected areas, to amplify their messages and support their work.



🔄 [akc\\_reunite](#)



americankennelclub

**americankennelclub** (#Repost @akc\_reunite) **IMPORTANT** information for those located near Fort Worth, TX. #hurricaneharvey . . . AKC Pet Disaster Relief trailer has been deployed at the Fort Worth Wilkerson Facility emergency shelter, located at 5201 Ca Roberson Blvd, Fort Worth, TX 76119. The deployment of this trailer allows people to safely evacuate with their pets instead of risking their lives and staying in harm's way because they do not have a safe, pet-friendly place to go. The non-perishable AKC Pet Disaster Relief Supplies are essential, as many pet owners do not have the time to gather the necessary items to care for their pets during an emergency evacuation. Supplies include fans, lighting and a generator, cleaning supplies, basic hardware items,



1,030 likes

2 HOURS AGO

Add a comment...



American Kennel Club

Published by Matt Latimer · 1 hr · 🌐

If you have been affected by Hurricane Harvey or are anticipating the storm, here are resources to find pet-friendly shelters where you can seek refuge with your pets ❤️🐾



### Hurricane Harvey Pet-Friendly Shelters

AKC.org offers information on dog breeds, dog ownership, dog training, health, nutrition, exercise & grooming, registering your dog, AKC competition events...

[AKC.ORG](#) | BY AMERICAN KENNEL CLUB



American Kennel Club @akcdoglovers · 1h

Things to Do to Help Those Affected by #HurricaneHarvey: [ow.ly/jubs30eNjbv](#)



🔄 5

❤️ 10

