

Content Policy for Dog Bio's

Bios should avoid having mentions of negative behavior or temporary/mild medical issues. In other words, we should leave adoption counseling out of the bios.

- We want to give potential adopters the opportunity to meet with and make a connection with a dog before they decide a certain behavior or minor health issue is not worth the trouble.
- The scores on the profiles give potential adopters the basics as far as cat, dog, kid, or home issues. The Matchmakers, Adoption Counselors and Fosters give adopters more information regarding a dog's behavior and history.
- We also want to get those people who are in the market for a new dog "in the door". If the dog they came to see isn't the right fit for them, the Matchmakers can help them find one that is.

An exception is for dogs that have a permanent disability, such as incurable cancer, blindness, paralysis, or an incurable heart condition. These can be mentioned briefly and matter of factly, but we should not go into all of the specific medical details of that condition.

- If a potential adopter reads that a dog uses a wheelchair and they're still interested in meeting that dog, it is not necessary to then elaborate on how difficult this may be for the adopter to have a dog with that condition.
- If a permanent medical issue is mentioned and there is a positive aspect we're aware of (a blind dog has shown to map out its home very quickly, a three legged dog still runs and plays and his condition doesn't slow him down at all), always include that positive spin.
- Exceptions to this can be made on a case by case basis.
- There will be exceptions made for foster dogs who are deemed "cute" or "highly adoptable" and are receiving a lot of attention from potential adopters who are not the right fit. In these cases, tactful mentions of behavior issues or less than permanent medical conditions may also be included.

If you feel there is something about the dog's behavior or health that really should be included in the bio, you can email [dog.marketing@\[your domain\]](mailto:dog.marketing@[your domain]) for guidance. If they disagree and you still think there should be a change, you can always appeal to the Behavior or Matchmaker team to see if an exception should be made and also to approve the wording.

We are also not including information about dogs being heartworm positive or that free behavior training is available. All that information will be given to adopters at the appropriate time.