

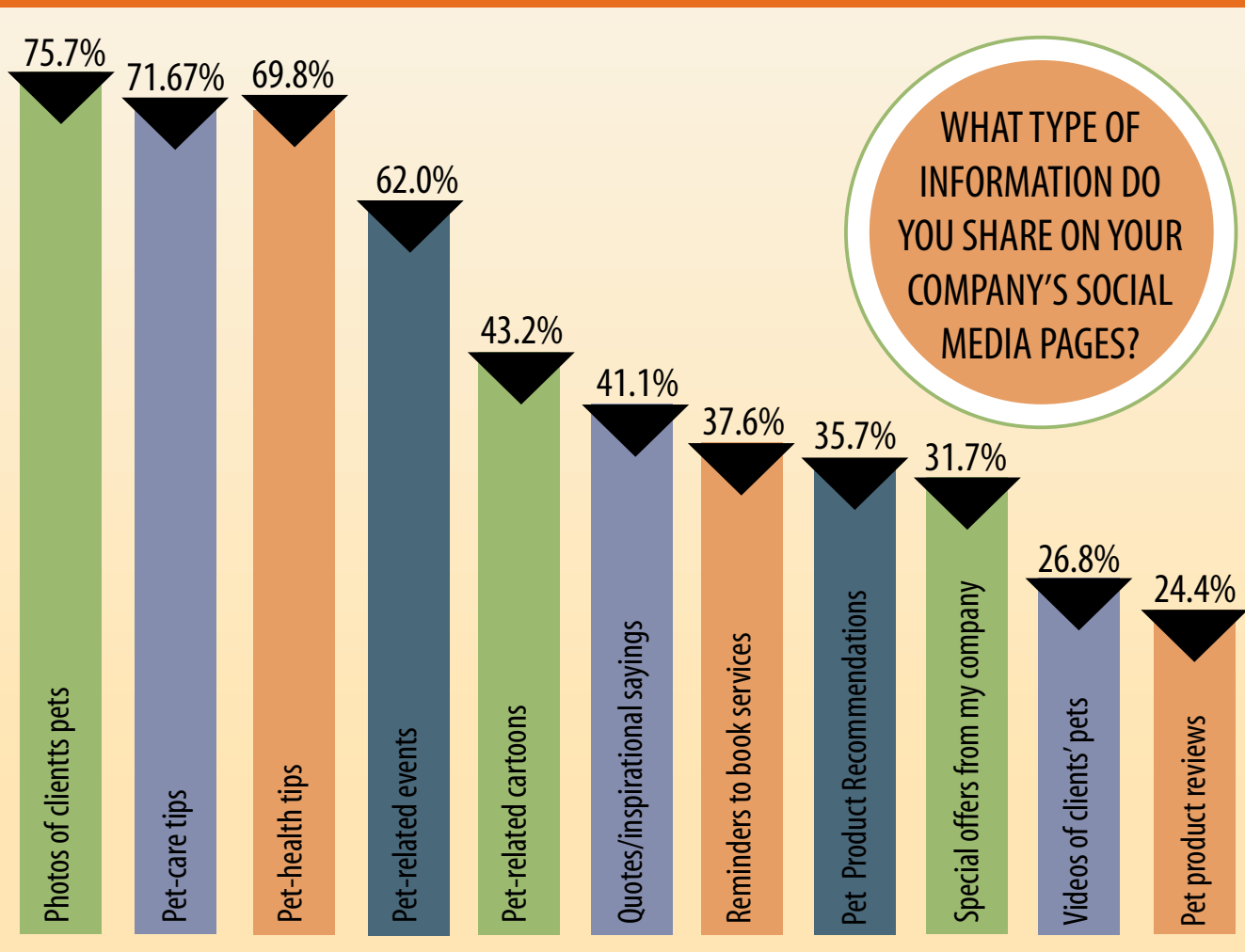


# Professional Pet Sitters & Social Media Use



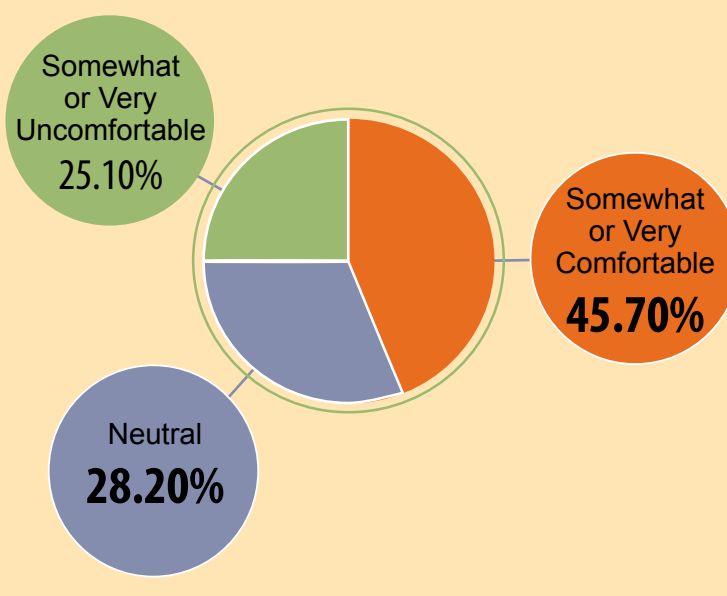
nearly **3** in **5** professional pet sitters use at least one social media platform for their pet-sitting business

## ▶ What information are pet sitters sharing online?



WHAT TYPE OF INFORMATION DO YOU SHARE ON YOUR COMPANY'S SOCIAL MEDIA PAGES?

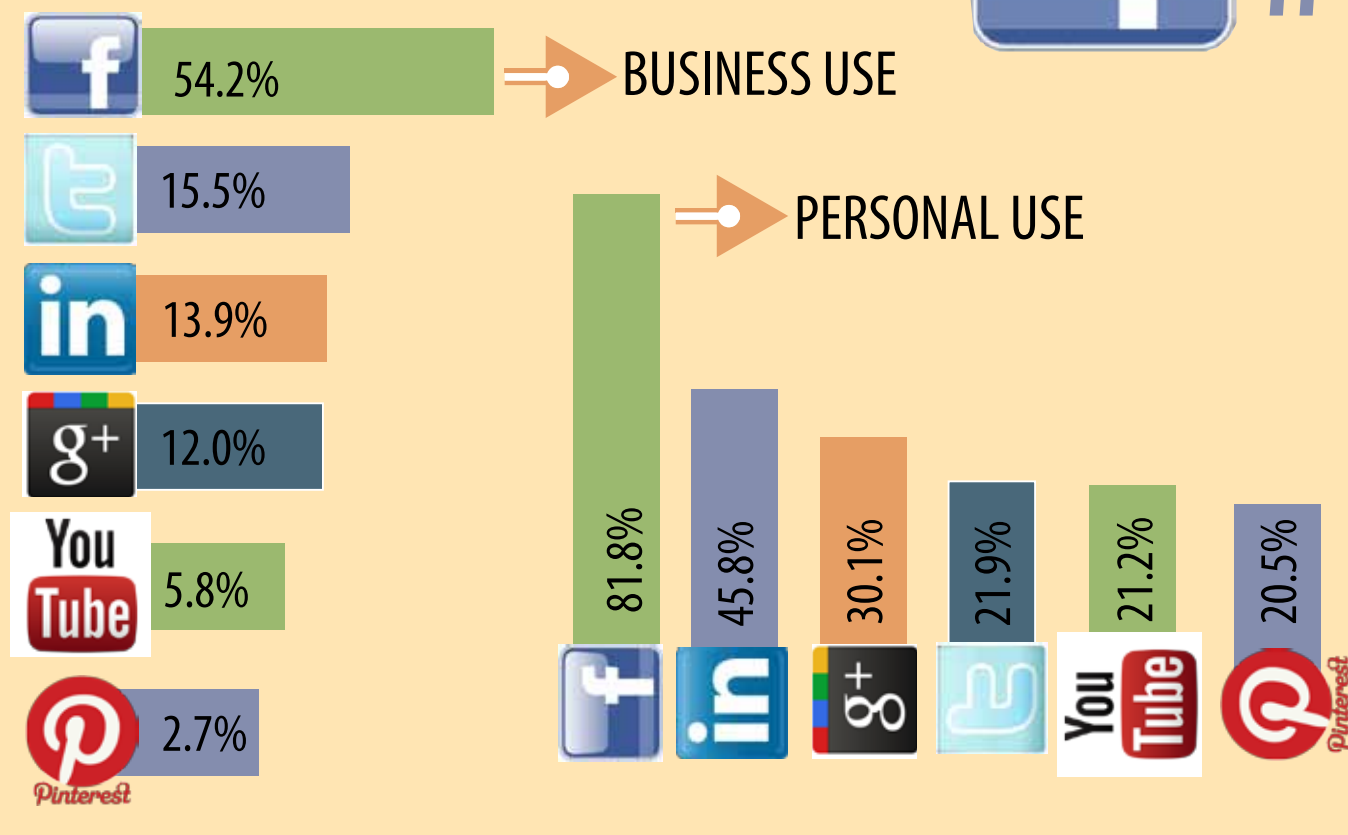
Nearly **1/2** of pet sitters are comfortable recommending products to clients via social media.



“As their social media use increases, professional pet sitters are also becoming **online influencers**, with the resources to share their pet-care expertise and product knowledge and recommendations with an even larger audience.”  
 —Patti Moran, PSI President

## ▶ Which social media platforms are pet sitters using?

PROFESSIONAL PET SITTERS RANK FOR BUSINESS AND PERSONAL USE. #1



**9** in **10** professional pet sitters reported spending



▶ Based on responses from 2,286 professional PSI pet sitters to Pet Sitters International's 2013 survey: (33.4% response rate)