



HASS Rubric: Lost Pet Reunification

How frequently are pet identification and reunification topics marketed?

Beginner

Pet Identification and reunification topics are marketed to external audiences at least **twice per year**. Topics may include:

- Microchip registration
- Posting lost/found pets on social media
- Where to look for a lost pet

External marketing may include, but is not limited to:

- Website banners or features
- Email campaigns
- Social media posts
- Webinars or other video content
- Public events

Intermediate

Pet Identification and reunification topics are marketed at least **once per quarter**.

Advanced

Pet Identification and reunification topics are marketed at least **once per month**.