



Social Butterfly

— The Guide —

For dogs who bring joy & enthusiasm to everyday moments.



Honor your Social Butterfly for who they are
so you can make the most of your time together.

Honoring: _____

Your Social Butterfly



The Honored Dog

There is a particular kind of knowing that happens between a person and their dog. It doesn't come from training, or from anything you can find in a book (or even taking a quiz).

It comes from paying attention — from noticing the specific way your dog engages with the world, the things that light them up, and the way they love. It comes from seeing them, not just living with them.

Most pet parents share that knowing. They just may not have the words for it. The Honored Dog experience exists to give you those words. Not to tell you who your dog is — you already know that. But to offer you a language that finally matches what you've felt from the beginning. A way of describing, celebrating, and relishing in the relationship you have formed with your four-legged best friend.

Think of this as recognition. This guide puts language to what you've already been noticing—how they engage, what drives them, what settles them. As you move through it, the moments you've shared take on more meaning. The written reflections bring your observations forward. And over time, they become something you can return to, helping you remember your dog and the experiences you shared.

The PDF guide is a condensed version whereas the full experience lives online at HonoredDog.com/Your-Pack where your reflections will be saved in your account.

This is not a training guide. It is not a behavior manual. It is a recognition — of your dog, of what they bring to your life, and of the unmistakable personality that makes them entirely and completely themselves.



Because every dog deserves to be known.

Welcome

To the pack

Welcome to The Honored Dog. You and your dog are now part of our pack—a community of people who share the profound love for their companion animals.

My name is Kimberly Jo, and I'm the creator of The Honored Dog. If you're anything like me, you love your dog immensely. So much that it's impossible to express. So much that it hurts sometimes. The days pass by too quickly. And before you know it, your beloved companion is aging more than you care to acknowledge. As the years pass, we want to make the most of our time with them – to give them a life that reflects how deeply they are loved.

This is why I created The Honored Dog. Because we all want to love our dogs fully, a feat only possible if we give ourselves permission to truly feel it.

The concept of The Honored Dog Pack Personalities began as a way to help customers envision colors for the custom crochet dog sweaters I create. Within weeks of recognizing Josie as a Social Butterfly and Murphy, a Bossy Pants, I began witnessing my own relationships with them shifting into a more connected, compassionate, and grounded way of being together.

Unwanted frustrations began to fade every time I reminded myself that they were simply being a Social Butterfly and Bossy Pants. In the end, that's all that I could ask for. After all, they were embodying the very traits that make up their personalities. Perfect manifestations of joy and determination. Perfect manifestations of love.

*Kimberly Jo
(& the Westies)*

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Social Butterfly



Some dogs have a way
of turning
ordinary moments
into something
shared & joyful.



Introduction

A chaotic blend of joy and curiosity, the Social Butterfly lives for adventure and chance encounters.

Kimberly Jo's West Highland Terrier, Josie, greets each day with childlike wonder. Every encounter is a chance at meeting another *best friend forever*. Her excitement hard to contain, she often breaks the cadence of their walk, turning to wait for people behind her; just in case they want to say "hi".

While their lighthearted nature may suggest a carefree persona, Social Butterflies are deeply sensitive. Beneath their joy, they feel deeply; frequently scanning for reassurances and checking in to make sure all is ok.



A note on the name: "Social Butterfly" is a personality, not a critique. The dog who works the whole room, greets every stranger, and cannot understand why anyone would want to sit this one out is not a problem to be managed — they are a dog doing exactly what they were made to do. The name belongs to any dog who finds this world genuinely wonderful.

Meet Josie

Social Butterfly

The Inspiration

Josie moves through a room the way a bee moves through a garden, drifting from one person to the next, making contact, connecting, and leaving a spark of joy behind each time. Joy that spreads, lingers, and seems to take on a life of its own. It's not something she tries to do. It's simply what happens wherever she goes.

"Josie-Girl"

And wherever that may be, she wants all of the attention. Not some of it. All of it. People give it gladly, because being the object of Josie's attention feels like a gift. She doesn't just want to be near you. She wants you to know she's thrilled to be near you. The enthusiasm is genuine, specific, and impossible to resist.

Josie is the life of every party she has ever attended, including the ones that weren't parties until she arrived. She is high energy in the best possible way; busy and bright and completely invested in making sure everyone is having a good time.

For these reasons, she is the dog who inspired the Social Butterfly profile. Her particular brand of joy was so specific, so consistent, and so impossible to ignore that it had to have a name.

"Jo-Ji-Jo"

Throughout this guide you'll find reflection prompts like this. They're your first look at the deeper work inside the digital Social Butterfly Guide & Workbook — at HonoredDog.com/Your-Pack.



Reflection

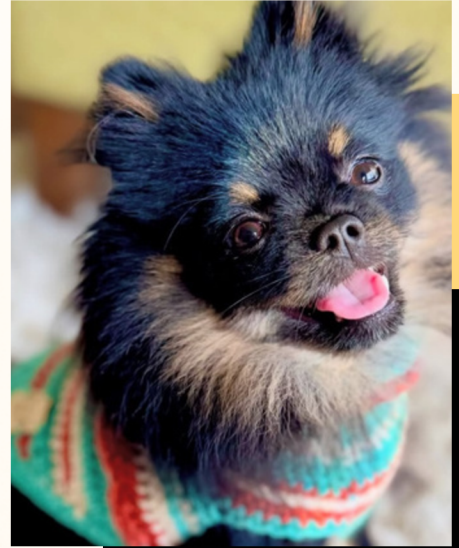
How does your dog remind you of the Honored Dog's original Social Butterfly, Josie? Capture details below, in a journal, or online at HonoredDog.com/Your-Pack.

Your Social Butterfly

Enthusiastic

Strength

The Social Butterfly experiences emotion with their whole body. Joy is exuberant, excitement is physical, affection is demonstrative. There is very little filtering between what this dog feels and what they express. That transparency is part of their charm. It also means that when things feel hard, the distress is just as visible as the delight.



Core Traits



Joyful, Social,
High-Energy

Social Focus



Expansive Connection
(with literally everyone)

Motivation



Joy & Engagement

Loyalty:



Inclusive

Motivated by joy and engagement, the Social Butterfly shows up enthusiastically in attempt to connect with the world around them.

Josie's lighthearted, playful spirit brings levity to any situation moments. But their joyful demeanor can be deceiving, giving an impression of simplicity.

The risk is one of being overlooked, which hits especially hard given their primary motivation is to engage with others.

Warmly expansive,
Social Butterflies
bring their full
presence.
And the room
is always
better for it.

..... 🍀



Engagement

Josie sits in her red wagon in the lobby of the community where they live. This is one of her favorite places to be. After all, this is where all they people enter the building, many who find her irresistible. Each encounter, a solid win.

For the Social Butterfly, engagement isn't something that happens — it's something they create. Every room is an opportunity. Every person, a potential bestie. They don't wait to be invited in. They simply arrive, already open, already certain that something good is about to happen.

Connections

Engagement

Enthusiastic
& joyful,
Social Butterflies
greet each day
with wonder.



Engagement Style

Energetic, Open, & Connected

Understanding the Social Butterfly starts with a simple shift: this dog isn't seeking attention for no reason. They're seeking connection. And they're not subtle about it.

Curiosity

When her attempts at connection are acknowledged, Josie quickly settles. (Often by rolling over on her back offering her latest bestie the chance to give her a belly rub.)

Conversely when those attempts are ignored, brushed over, or dismissed, Josie gives up quietly. Her joy disperses, and her curiosity fades.

Your Social Butterfly likely reaches out the same way. Every favorable response settles their nerves and leaves them feeling seen and safe.

Openness

How Social Butterflies Connect	
Attention Style	Wide and warm — gives attention generously to everyone.
Connection Style	Immediate and enthusiastic — no warm-up period required.
Engagement Style	Broad and joyful — connects with everyone while centering on their person.
Initiating	Always — approaches first, with full energy and zero hesitation.
Social Seeking	Constant — thrives in company and wilts without it.
Loyalty	Expansive — loves freely, deeply, and with complete sincerity.

Generous

Relationships

Engagement

While the Social Butterfly moves through the world as if everyone in it is worth knowing, their most important relationship is the one they have with you. After all, through all of the adventures and joyful moments in their day, you are their constant. Their need for connection is best met by you.

Authenticity

Given how sensitive the Social Butterfly is, authenticity is crucial in the relationship between you. After all, they can sense when your heart isn't in it; when you're too busy with work, or pacifying them with 10 seconds of "quality time" while scrolling on your phone.

Authentic

The restlessness, the pining, the awkward and insatiable need for attention can't be satisfied by surface-level interaction. The Social Butterfly wants authentic connection. True one-on-one time. And once you find that together, once you allow yourself to connect with them beyond "good dog," they will become more of a companion than they are a pet.

How Social Butterflies Relate

New Space Explores & engages immediately

Unfamiliar People Delighted — a new person is the best possible thing that could happen

Building Bonds Instant — this dog decides & commits immediately

In a Group Thrives — groups are where this dog is fully themselves

Social Energy Abundant — gives warmth to everyone

Reflection

What does it look like when your dog seeks engagement. How do you typically meet their requests for connection?

Joyful

The Social Butterfly is
enthusiastic.
About you.
About the neighbor.
About that stranger
at the park.
About whatever
is happening right now.
Because
right now is amazing.



Expression

Expression, for the Social Butterfly follows a simple pattern: they feel, they move, they connect. When that connection is met, they settle. When it isn't, they continue reaching for it.

The Social Butterfly expresses by moving the energy outward. Not only does this make it easier to read their emotions, it usually happens in real time. This makes it easier to respond when you can still have an effect on the outcome. The same energy that fuels their joy can tip into its anxious mirror: enthusiasm becoming frantic, connection becoming clinginess. Learning to recognize the difference between a joyful buzz and an anxious spiral will allow you to foster an authentic relationship founded on trust.

Emotions

Expression

For the Social Butterfly, every moment is an opportunity to express joy through connection. Given the external nature of their expressions, we can see their emotions shifting in real time.

Comfort

Their need for connection is met through authentic presence and one-on-one time together. When you familiarize yourself with their signals, their emotions become easier to respond to.



Emotional Response & Needs	
Sensitivity	High — feels everything & expresses it immediately
Expression	Transparent & physical — in joy, excitement, & affection
Grounding	Presence — Regulates by being with their person
Environment	Feels & raises energy
Emotions	Engagement, variety, reassurance

Reflection

Think of a time when your Social Butterfly's need for connection felt like a lot. What emotion might they have been trying to move through in that moment?

Presence

Energy

Expression

The Social Butterfly expresses emotions by moving the energy outward. Not only does this make it easier to read their emotions, they usually happen in real time, making it easier to address when you can have an effect on the outcome.

They engage as things are unfolding, using energy and presence to communicate through the moment itself. What can look like excitement is often early communication—a signal that something has caught their attention, or a pull toward connection.

When you begin to recognize those signals, their energy starts to feel less random and more meaningful. After all, understanding the reason behind their expressions allows you to share in their experiences, stepping in to help them settle when needed.

Calm

Social

Physical Presence



Animated & Outgoing

Focus Style



Wide & Social

Vocalization Style



Expressive with body language

Searching to Settle



Each evening after dinner, Josie wrestles with her emotions. She relies on Kimberly Jo to see her signals and help her find her way back to calm.

In these moments, Josie often paces in search of her “Rudy”, her 2021 Christmas toy with his red nose hanging by a literal thread. Once found, Rudy accompanies Josie from room to room until her feelings pass and she relaxes again. Over time, Kimberly noticed this pattern, learning to ease her anxiety through physical comfort and by making sure her Rudy was available. More recently, she learned that Josie calms easier when wearing her Westie Wear™ sweater. The gentle pressure of the handmade sweater helping her settle, bringing peace of mind to Kimberly Jo as well.

Stress Response

Expression

When they feel unsettled, your Social Butterfly may pace anxiously or offer long, searching gazes in attempt to communicate. Physical affection and reassurance can help ease the stress of these moments.

Connection is key.

The Social Butterfly doesn't need to be redirected. They need to be reached. When their joy tips into anxiety, the instinct might be to give them space. Resist it. This is a dog who regulates through connection, not solitude.

Move toward them first. Before anything else, close the distance. A Social Butterfly in distress is asking one question: are you there? Your presence — not your words, not a correction — is the first answer.

Make contact. A hand on their back. Letting them climb into your lap. Allowing them to press against you. Physical touch is not indulging them. It's speaking their language in the moment they need it most.

Give them an anchor. If they have a comfort object — a favorite toy, something familiar — offer it. Not as a distraction, but as something steady to orient around while they find their way back.

Bring them back through connection. A short walk, a simple game, a moment of one-on-one engagement. Something that moves the energy forward and returns them to what they do best — being with you.

Reassure

Coping with Stress

First Stress Response	Seeks contact — needs to be near their person immediately
Behavioral Shift in Stress	Becomes frantic or clingy — the energy stays high but shifts tone
What Escalates Stress	Isolation, being ignored, boredom, or environments with no stimulation
What Helps Resolve Stress	Engagement, connection, and a calm person to anchor to
Ideal Recovery Method	Physical closeness, a short activity, and return to social connection

Engage

The Social Butterfly
doesn't need to be
calmed down.
They need to be
channeled.



Thriving

Every Social Butterfly has their favorite moment where joy prevails. In these moments, the Social Butterfly simply lets their version of joy take over.

Josie enjoys nothing more than being a free spirit in nature. Enamored by a soft patch of grass lining the sidewalk, she goes off-road to enjoy the cool grass between the pads of her paws.

Social Butterflies hold space for any given moment to bring a glimpse of joy. In the midst of a brisk walk, Josie breaks cadence; allowing joy in just enough to propel what could be described as “doggy skipping.” a frolicking pace beside her intensely-focused, Bossy-Pants-brother Murphy.

With a large patch of grass in front of her, Josie flips herself over playfully, looking up at mama begging to be pulled through the grass by her harness. With arms stretched forward, she relaxes and sinks into the cool grass as mama concedes, pulling her gently along.

Fulfillment

Thriving

Reassurance

The Social Butterfly looks for confirmation that the connection is still there. Which is why they come back, check in, and stay close to the people who matter most. When that reassurance is present, their energy settles into something warm and consistent.

Presence

Everyday, the Social Butterfly gives lessons on how to be present. How to receive what is being offered. A Social Butterfly who feels genuinely seen and celebrated has everything they need. Requiring only your attention. Which, it turns out, is the one thing they were asking for all along.

Being Received

When your Social Butterfly approaches you with their full enthusiasm, they are offering you something. When it is caught; when you look up from your phone, when you meet the enthusiasm with your own presence, something shifts. Their anxiety gives way; allowing a calmness to settle in.



Inclusion

Your Social Butterfly thrives when there is something to participate in. Movement, play, and interaction all give their energy somewhere to go. They don't just want to be near what's happening —they want to be part of it.

Engagement

A Social Butterfly stays in motion through interactions. Engagement is ongoing. It's how they stay connected to you, to others, and to the rhythm of what's happening around them.

The 10-second greeting. When they approach you, the phone can wait. A moment of eye contact, a brief acknowledgment — that's all it takes to let them know you see them. Ten seconds of presence goes a long way.

The check-in acknowledgment. They will come to find you mid-day. A brief touch, their name said warmly, a quiet moment of recognition. They aren't interrupting — they're just making sure you're still there. Meeting that with even a small response means everything to them.

The homecoming ritual. They are already celebrating when you walk through the door. Letting that land — even briefly, even imperfectly — tells them the connection is real. That moment sets the tone for everything that follows.

Your Relationship

Ideal environments & interactions:	
Ideal Environment	Active and social — engagement, variety, and plenty of company.
Leadership Style	Warm and consistent — responds beautifully to enthusiasm and positive reinforcement.
Social Needs	High — needs regular engagement with people and ideally other dogs.
What Unlocks Them	Being celebrated — when their joy is received with matching warmth, they flourish.

Consistency

While the Social Butterfly moves through the world as if everyone in it is worth knowing, no interaction measures up to the relationship they have with you.

Through all of the adventures and joyful moments in their day, you are their constant. Their need for connection is best met by you.

Given how sensitive the Social Butterfly is, authenticity is crucial in the relationship between you. After all, they can sense when your heart isn't in it.

If their requests are continually dismissed, they will grow increasingly anxious, eventually giving up, their spirit dwindling with each rejection.

While there's no expectation of you to fulfill all of their requests, your power lies in your ability to establish consistent patterns when you are able to meet them where they are at and engage one-on-one with them.

Consistency matters more than perfection. Showing up reliably, even imperfectly, is enough to sustain the hope they carry for you.

Reflection

What is one way you want to show up consistently for one-on-one connection with your Social Butterfly?

Authenticity

At a Glance

Social Butterfly

Identity	How They Love	What They Need	Stress Signals
Joyful & high-energy	Loves everyone immediately	Regular social engagement	Becomes frantic or clingy
Attention-seeking	Works the whole room	Enthusiastic reception	Destructive when bored
Social by nature	Thrives in groups	Variety & new experiences	Vocalizes excessively
Enthusiastic & expressive	Spreads joy everywhere	Physical outlets	Struggles when isolated
Optimistic	Makes friends instantly	To feel celebrated	Needs reassurance quickly

Offer

- Regular social interaction
- Enthusiastic positive reinforcement
- Variety and new experiences
- Physical outlets for energy
- Being celebrated for their joy

Avoid

- Long stretches of isolation
- Flat or unresponsive energy
- Ignoring bids for connection
- Environments with no stimulation
- Treating enthusiasm as a problem

Remember

- Joy is a skill, not a flaw
- They need to feel received
- Boredom becomes anxiety fast
- Their love is genuine
- Enthusiasm is how they connect



In their Words

On People:

“Every single one of them could be my new best friend. I have to find out.”

On Attention:

“All of it, please. All of the attention. Yes, all of it.”

On You:

“I love everyone. And you’re still my favorite. Both things are true.”

About The Author

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Kimberly Jo DeVault, founder of The Honored Dog™, guides you in exploring your dog's personality on a deeper level.

After several years developing and delivering impactful, interactive humane education courseware for the Arizona Humane Society, Kimberly Jo went on to become a personal, team, and leadership coach. Her experience, education, and relationships with companion animals shaped her understanding of how dogs think, respond, relate, and form connections.

Her approach draws from her education in developmental psychology, a Master's Degree in journalism, and nearly 20 years coaching and facilitating leaders and teams. Together, her experiences inform the way she helps people recognize patterns, understand what they're seeing, and connect more intentionally with their dogs.

Over the past two decades, Kimberly has raised four West Highland Terriers; Fergie, Dudley, Murphy, and Josie; each with a completely distinct personality. What began as a way to help customers choose colors for custom WestieWear® sweaters evolved into something more: a clear pattern in how dogs show up, connect, and move through the world. Those patterns ultimately became the four Honored Dog personality profiles: the Doggy Diva, the Goodest Boy/Girl, the Bossy Pants, and the Social Butterfly.

Kimberly lives in Connecticut with Murphy and Josie. Fergie and Dudley are deeply missed; their presence living on through The Honored Dog™.

Capture Your Reflections



This is what it means to honor your dog; to know and love them for who they are. Scan the QR code below to capture your story today. And cherish it tomorrow.

HonoredDog.com/Your-Pack