Love Match: Animal Rescue and Social Media

Best Friends ANIMAL SOCIETY

Best Friends®
SAVE THEM ALL
Chris Boortz
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Why Social Media?
Why Social Media?
Why Social Media?

- Increase adoptions
- Get volunteers
- Promote an event
- Find new fosters
- Political action
- Arrange transport
- Fundraise
- Get items donated
- Become known
- Share information
Why Social Media?

“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”

– Erik Qualman
A Look at the Numbers

- 1.5 billion active monthly users (7/15)
- 968 million people log into FB daily (7/15)
- Thirty-one percent of senior citizens use FB (9/14)

- About 1 billion registered users (7/15)
- 316 million active monthly users (7/15)
- Forty-three percent of users are age 35+ (2015)
A Look at the Numbers

- Over 100 million Pinterest users (9/15)
- About 85% of them are female (9/15)
- One-third of users are over 40 years old (9/15)
- Seventy-one percent of users make over $50k per year (2015)

- 300 million active monthly users (9/15)
- Ninety percent of users are under the age of 35 (6/15)
- Fifty percent of US charities & non-profits use Instagram (6/14)
A Look at the Numbers

- 380 million users (7/15)
- Ten million users have added the Volunteer Experience & Causes section to their profile (2/15)
- One out of three professionals have a profile (10/15)

- 300 million monthly active users (12/14)
- Google has stopped providing statistics (3/15)
- Plans to break up into “Hangouts,” “Photos” and “Streams” (3/15)
• Over 1 billion users every month (2015)
• Four billion video views each day (2015)
• YouTube reaches more U.S. adults aged 18–49 than any cable network (2015)
Where to Begin?

It’s better to do one thing well than many second rate.
Where to Begin?

[Image of Twitter logo and bird symbol]
Where to Begin?
Where to Begin?
Where to Begin?
Where to Begin?
Tips for the Social Media Puzzle

hello??

anybody out there??

(CANHASEEZBURGER.COM)
Tips for the Social Media Puzzle

Promote!!!

- Promote Your Website
  Get more people to visit your website.
- Promote Your Page
  Connect more people with your Page.
- Invite Your Friends
  Grow Your Audience By Inviting Your Friends
Tips for the Social Media Puzzle

Signatures and Stationery

Select signature to edit:
Master Success Signature set

Choose default signature
Email account: Jill@mastersuccessseminars.com
New messages: none
Replies/forwards: none

Edit signature
Cambria

Jill Courville
President
Master Success Seminars
508-981-0012
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BLUE COMMUNICATIONS LTD.
David Blu
CEO
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Any Town, USA
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YouTube
/davidblu
@davidblu
/bluecom
/facebook
/linkedin
Tips for the Social Media Puzzle

Just Add Kids Expo!
Saturday, April 6
9:00 AM - 2:00 PM
Case High School
7345 Washington Ave, HWY 20
Racine, Wisconsin

Admission is FREE!

Visit with numerous kid-oriented, family-friendly organizations! Enjoy and interact with live stage performances and presentations! Meet 'n Great with characters, mascots, and area dignitaries! Win prizes! Have fun!

Visit www.JustAddKidsOnline.net for more info and updates. Be sure to follow the event on Facebook.

For more information, email contact@justaddkidsonline.net.
Tips for the Social Media Puzzle

\[ \sum = U_x \times W_e \times D_e \]

RANK \times AFFINITY \times WEIGHT \times DECAY
Tips for the Social Media Puzzle

ORGANIC REACH PER FAN
FEB 2012 – MARCH 2014

16% 2012
6.5% 2014
Tips for the Social Media Puzzle

Profiles
- Personal

Pages
- Organizations
- Businesses
- Public Figure
- Etc.

Groups
- A space for a small group
  Eg: Clubhouse
  Canines
Tips for the Social Media Puzzle
Tips for the Social Media Puzzle

**Page Likes**
- Total Page Likes: 47
- New Page Likes: 0

**Post Reach**
- Total Reach: 1
- Post Reach: 1

**Engagement**
- People Engaged: 0
- Likes: 0
- Comments: 0
- Shares: 0

Showing data from 10/06/2015 - 10/12/2015
Want to save more kittens? Maddie’s Institute did some research on how to do that and here’s what they found here: http://bit.ly/1Soecgp

How shelters can get community members to help save more kittens - Chew On This!

Animal shelters may be able to save more kittens if they can get help from their communities. Here’s...

MADDIESINSTITUTE.TYPEPAD.COM

7 people reached
Tips for the Social Media Puzzle

For Pages
Tips for the Social Media Puzzle

For Groups
Tips for the Social Media Puzzle

Commit to regular updates

- **Facebook**: 2x per day, at most
- **Instagram**: 1.5x per day, or more
- **Twitter**: 3x per day, or more
- **LinkedIn**: 1x per day
- **Pinterest**: 5x per day, or more
- **YouTube**: Quality v. Quantity
Tips for the Social Media Puzzle

Keep your posts short
Ask a question in your post

Certain types of questions have much greater engagement rates: SHOULD, WOULD, WHICH and WHO
Include photos

Facebook Photos Generate Higher Engagement Than the Average Post

% Photos Out-Performed the Average Post*

Likes: 53%
Comments: 104%

HubSpot Study of 1,545 B2B and B2C Companies in October, 2012

*Average post includes performance of link, text, and photo posts.
Tips for the Social Media Puzzle

- Video: 8.71%
- Link: 5.29%
- Status Update: 5.77%
- Image Share: 3.73%
Tips for the Social Media Puzzle

Compelling images still drive social media
You are aiming for inspiration, not depression
Tips for the Social Media Puzzle
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People who want to adopt an animal with PTSD (aka: us)

People who want to adopt an animal that will sleep on their kid’s bed
Tips for the Social Media Puzzle

NO ONE CAME
Now I’m Gone

The picture of sadness, turned in by her family.

Save a shelter pet today.
Cool Stuff to Share!

Chris Boortz

Know more. Do more. Save more.

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facebook.com/strategies4aw
twitter.com/strategies4aw
pinterest.com/strategies4aw
Social Media...Explained

SOCIAL MEDoGlA EXPLAINED

“LIKE” IF YOU THINK MY DOG IS CUTE
PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER
WATCH THESE DOGGONE FUNNY VIDEOS
GUARD DOG FOR HIRE!
HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG
HERE IS HOW TO MAKE YOUR OWN DOG TREATS
BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED
EPIC GOOGLE HANGOUT WITH MY DAWGS!
LISTENING TO THE SONG “WHO LET THE DOGS OUT?”
CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID