

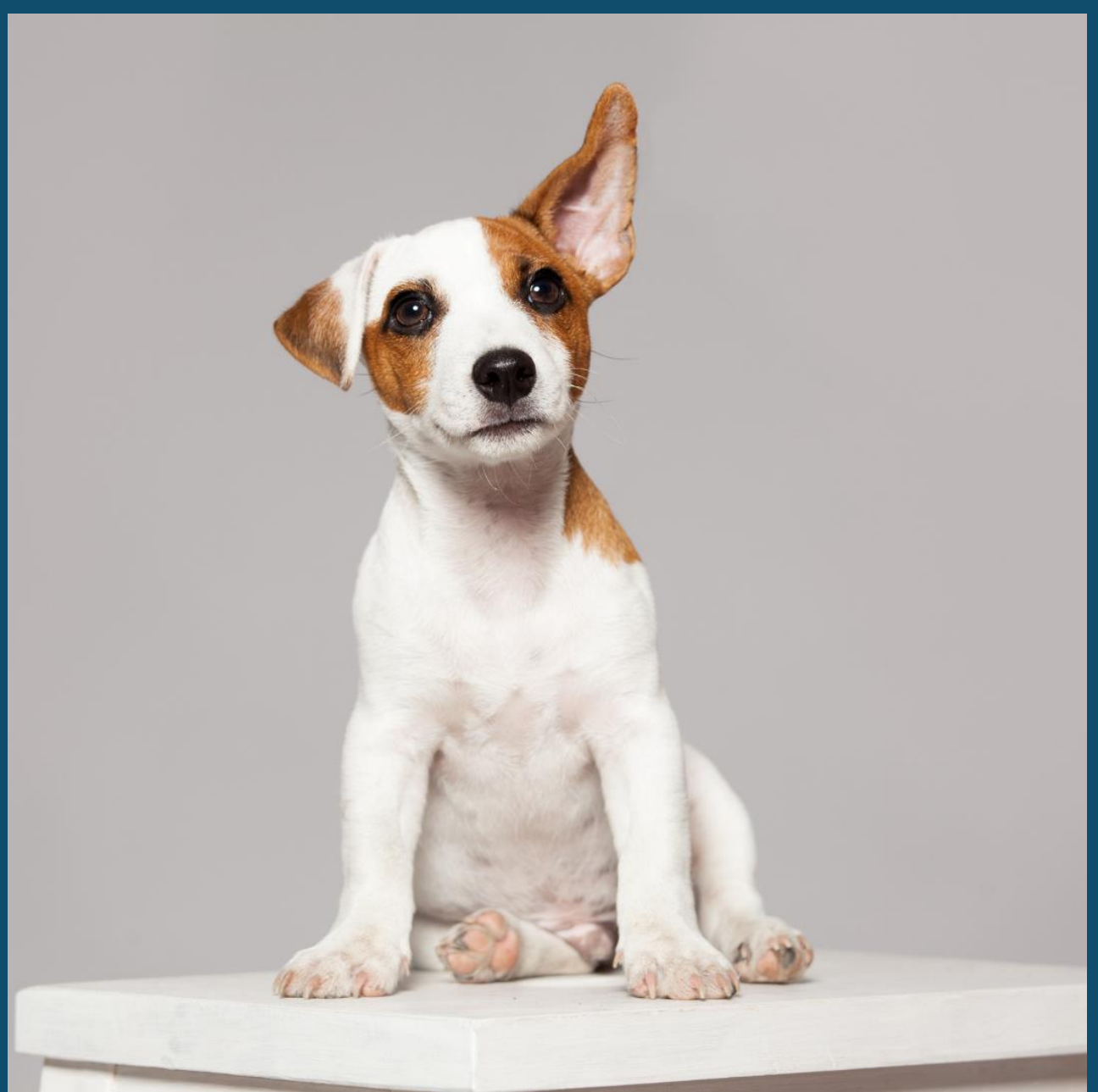
# Social Media Marketing Strategies for Animal Shelters

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ONLINE MEDIA

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# Welcome



Thank you for joining this discussion to learn more about Social Media Marketing Strategies for Animal Shelters.

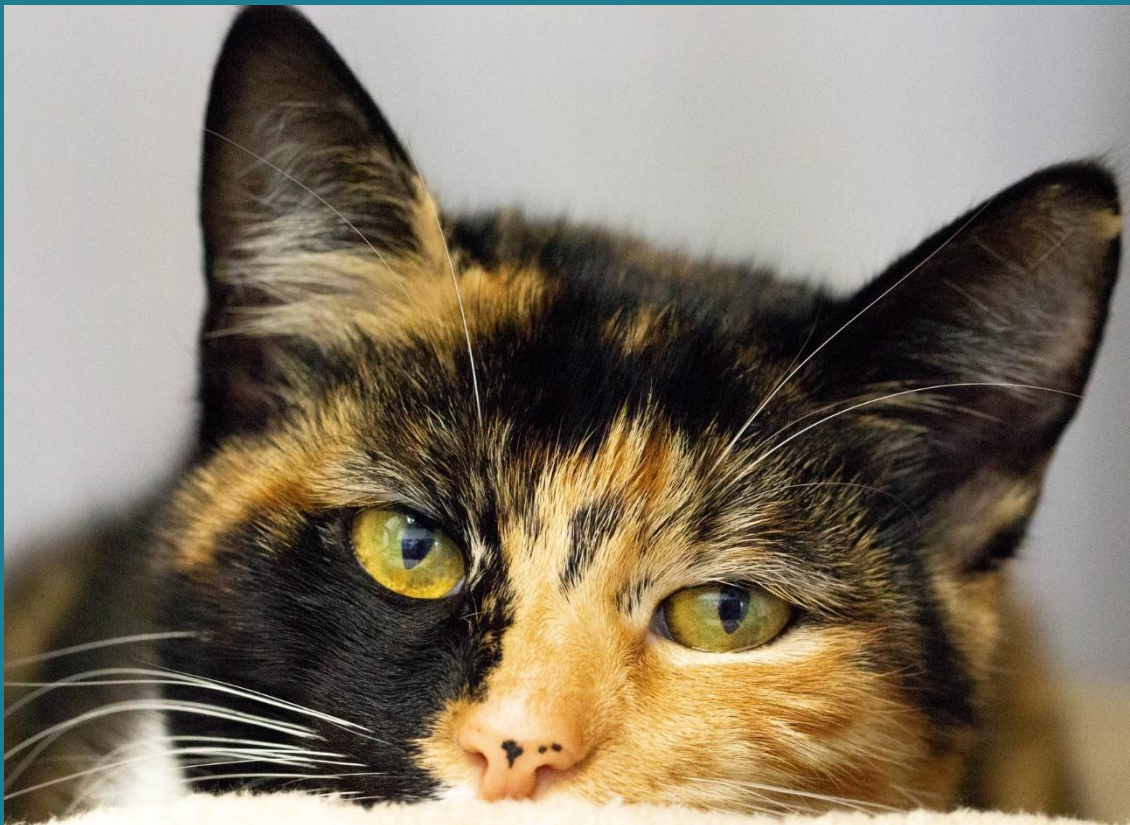
This webinar consists of insights gained from the past 10 years of working in online media.

Having a marketing strategy or plan is crucial – Right now, more than ever before.

**Shelter Crisis: We are FULL! People are still adopting, fostering, volunteering & donating. But the challenge is VISIBILITY!** How can they help us, adopt from us, foster for us if they don't see our posts? We need for our community to be able to find us.

With AI and new technologies, our news feeds are flooded with information.

Simply posting content as we've done in the past is no longer working! This is why a strategy or plan is so important to help increase your visibility online.



# Webinar Objectives

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Walk Away with basic understanding of:

1. Content: Gambling vs. Posting with a Purpose
2. Creating a Plan & Strategy to use
3. The Algorithm & the Importance of Insights
4. Priming a Post (or setting up for success)
5. Social Listening
6. Indirect Method of Posting

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# DISCLAIMER:

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Social Media Marketing is Unique to Each & Every Organization.

What has worked for us and/or not worked for us, may not be the same for you or your organization.

Please be sure to use your own judgement regarding social media and your online community.



**Use at Own Risk**

# What's Happening

We've hit this unrepresented place where there is so much content being published online. AI & over posting

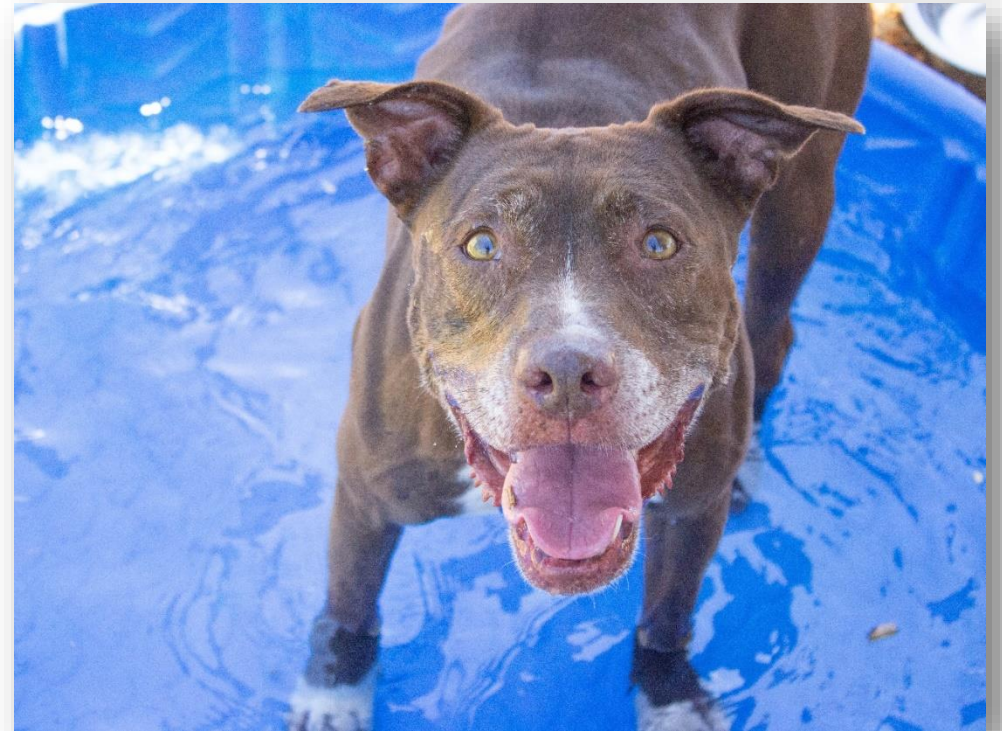
Our shelters are full, so our ideal is to *post more to try to get more* visibility.

It's like everyone is in a large room talking and you can't hear anyone. And most of the content or conversations are the same – so online audience's are tuning out.

But there's so much content going out that we've hit a *Rate of Diminishing Returns*

MENTALITY: If we post less, we won't keep up with everyone else - how will anyone see our content?

A strategic approach can help you find a path to the visibility needed – but you'll need to invest in planning ahead, create quality posts and follow the numbers. This will save you time and increase your visibility.



# Why Planning?

We post to social media & sometimes things work but....

Posting content to social media platforms without a strategic plan is similar to gambling, like playing a slot machine...



Invest money (time)

You push a button (publish content)

Sometimes you hit a jackpot (high engagement/reach)

But you don't understand why so you keep gambling, putting money in and pushing buttons hoping for a payoff

Creating & publishing content will NOT have same results as using a marketing strategy to increase your visibility online.

# Importance of Planning

Creating a guide to ensure you are reaching your goals

Research has shown that you are **42%** more likely to achieve your goals if they are written down

**59%** of organizations aren't using social media to their maximum benefit because they don't have a plan.

**100%** - Planning is key to being prepared.

Creating a plan and measuring results can be done quickly & efficiently, saving time/money. *You're no longer gambling, you're now posting with a purpose, creating quality posts and measuring results so you can get the highest ROI and visibility.*

Working smarter – Not harder.



# Follow the Numbers

“Maintaining or Building Momentum” = Engagement OR Reach

Every social media platform has an Insights or Analytics page to review this information.

**What is a good engagement rate?**

Most social media marketing experts agree that a good engagement rate is between **1% to 5%**. The more followers you have, the harder it is to achieve. -Hootsuite

The screenshot displays the Meta Insights dashboard. At the top, it shows the account name 'In...' and a filter for 'Last 28 days'. The main section is titled 'Results' and contains two columns of data:

Platform	Reach	Change
Facebook Page	15,528	↑ 5.9%
Instagram	1,897	↑ 418.3%

Below the numbers are line charts showing the reach trends over time. A 'See results report' button is located at the bottom of the dashboard.

This is from Meta Insights for FB & IG.

If the reach was decreasing, we'd need to find a way to increase it again – but how? This is how a strategic approach can help!





# Social Media Platforms

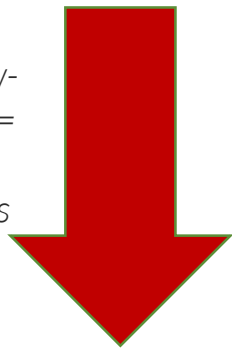
## The Algorithm

*Social media channels are a 'business' – they are paid by advertisers for the time you keep people online.*

1.7M Shares on FB  
347.2K Tweets  
66K Photos on IG  
5.9M Searches on Google  
**Each MINUTE**

*Without social media algorithms, sifting through all of this content on an account-by-account basis would be impossible...So algorithms do the legwork of delivering what you want **and weeding out content that's deemed irrelevant or low-quality.***  
–SproutSocial

*Irrelevant or low-quality content = any time the momentum goes down on your page.*



*Quality content = any time the momentum is maintained or increases on your page*



*You don't even have to increase your reach, just don't let it go down!*



*Posting more content actually drives down the momentum on your page.*

*What this is telling us is that posting more content won't get you more visibility – it actually works against us.*

# Social Media Platforms

## The Algorithm

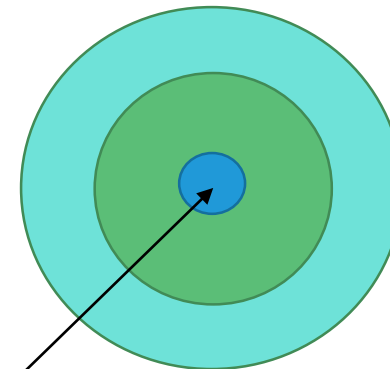
Every post is “tested” by the algorithm.

It is automatically shown to a small percentage of people

If the momentum on your page is down, your post (and page) will be deemed ‘irrelevant’ and only shown to this small percentage of people.

If the momentum on your page is up, your post and page is deemed ‘relevant’ and shown to more people.

If the momentum on your page continues to go up, or maintains over a longer time period, your post and page is deemed ‘relevant’ and shown to even more people.



This is where the 59% of organizations are – fighting for the crumbs of visibility.

Let's look at a quick TIP to maximize your momentum

# Tip: “See More”

The Algorithm: See More is the New Golden Ticket to Visibility



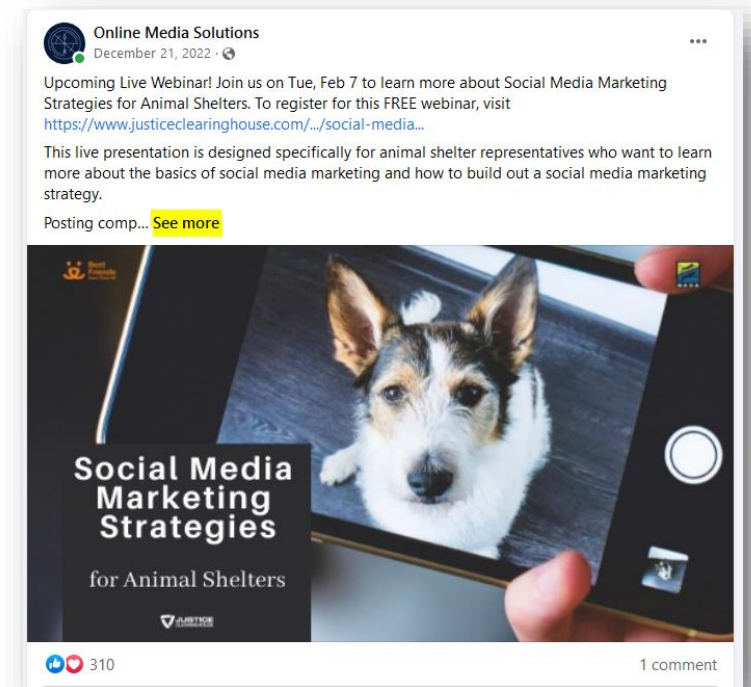
There's a thought trend that we “must” post shorter posts

The “See more” link for longer stories about animals will help INCREASE the momentum on your page. Why?

Short Posts = Scrolling. Longer posts = More time spent reading = Increase in Reach.

It is OK to write longer stories – Take time to create quality content.

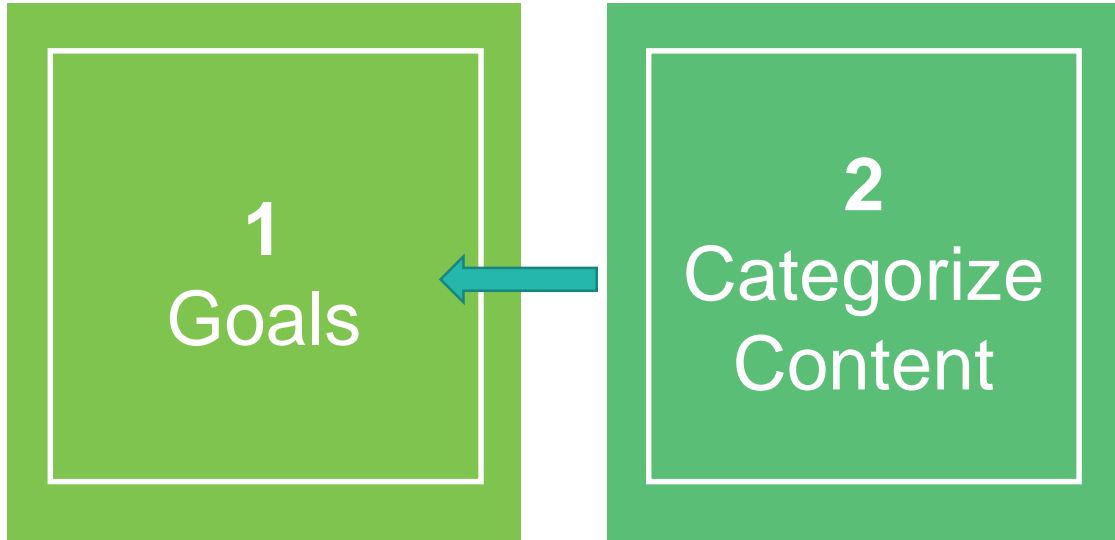
Creating a balance of short and long posts is KEY to balance in your momentum.



Simply creating shorter content is no longer working to increase momentum on pages.

Let's build out a simple strategic plan to help increase your visibility

# Plan



## What are your Goals?

- 1) Increase LRR & RTO
- 2) Decrease LOS
- 3) Improve Staff/Volunteer Morale
- 4) Increase donations/funding
- 5) Education Campaigns,
- 6) Become the Community Resource
- 7) Improve online reputation

## Categorize Content

- 1) Adoptable animals,
- 2) Stray animals, **S**
- 3) Adoption Announcements, **S**
- 4) Adoption Follow-up,
- 5) Thank You posts, **W**
- 6) Pleas for supplies, fosters, etc., **W**
- 7) Educational posts.

# Strategy



## Identify SWOTs

Identify your content according to Strong or Weak posts depending on numbers. Then later on identify if Opportunity or Threat.

## Social Listening

Integrate 3 aspects balanced between what is happening in the world.

# Strategic Planning

Strategic Planning (Summary):

Outline your goals – Write them down  
Organize your content into categories & align them with goals.  
Determine your Strong & Weaker posts in comparison

Social Listening

**MAIN GOAL:** Increasing REACH = Increasing Visibility  
You always want your “momentum” to maintain or to increase



Right now, there are 100s of ideas for creating content BUT how do you build a successful strategy that will help you increase visibility online?

<b>INSPIRATIONAL QUOTES</b> Create your own or post other popular ones	<b>YOUR BLOG POSTS</b> Your own content is the best way to grow your following!	<b>QUICK TIP OF THE DAY</b> Create themes around quick tips to get more done	<b>TUTORIALS</b> Show readers how to do something that will help them
<b>CHALLENGES</b> Give people tasks to achieve something specific for their biz	<b>CUSTOMER SURVEYS</b> Ask your readers questions about their biz or yours	<b>OLD POPULAR CONTENT</b> Re-post popular content with new images	<b>WEBINAR TRAININGS</b> Promote an information-packed webinar
<b>EPIC CONTENT</b> Take a popular topic and write a long, detailed post on it	<b>ANNOUNCEMENTS</b> Let readers know about upcoming events or specials	<b>PROMOTE YOUR SERVICES</b> Give your social media followers bundled packages to buy	<b>PRINTABLE FREEBIE</b> Create a checklist or cheat sheet readers can download
<b>ASK QUESTIONS</b> Ask readers questions related to their biz/blog	<b>SOCIAL-ONLY PROMOS</b> Offer exclusive discounts only for your social followers	<b>CASE STUDIES</b> Share your own personal stories or client success stories	<b>ANSWER FAQs</b> Answer common questions your readers have
<b>FAVORITE HACKS + TOOLS</b> Show the resources and tools you use in your biz	<b>SHORT VIDEOS</b> Share a short YouTube video with a quick tip	<b>FREE E-COURSE</b> Let people opt-in to an email course to help build your list	<b>BEHIND THE SCENES</b> Show images of your workspace and new projects
<b>WEEKLY ROUNDUP</b> Share a list of your favorite industry posts each week	<b>CONTESTS + GIVEAWAYS</b> Give away prizes in exchange for emails, likes/follows	<b>HOLIDAY SPECIALS</b> Celebrate holidays with special themes graphics, and posts	<b>ENCOURAGEMENT</b> Give positive words of encouragement for followers

# Strategic Planning: How it works!

## Priming a Post

### **We need Dog Collars!**

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Informed of a “need”

Up until now, you’d create a plea and post to social media hoping people will respond.

This is the equivalent of the gambling analogy. You may receive a few collars or more?

Instead, let’s try this new approach:

**Social Listen BEFORE you post – Are there any trends to jump on?!**

#1: Look at your numbers

#2: Identify your content – this is an “ask”

#3: Identify your content as Strong or Weak: Know that if we just post, it will pull the momentum down on our page – decreasing visibility of future posts.

#4: Ensure the momentum on your page is going up BEFORE posting – This is called “Priming your Post” – You are setting your “ask” up for success

#5: Use a strong post to ensure momentum is increasing, post your weaker post, then post another strong post.

**Using a strategy will make the difference between getting a few dog collars and boxes full of them!**



# Strong Post + Weak Post + Strong Post

Balanced Momentum on your Page



# Tip: “Strong Post Folder”



Create a **STRONG POST** Folder & store your strong posts received – You don’t always have to post them asap. Use these posts to ensure we can set our content up for success.





# Example of Priming a Post

Using 3 posts to get what you need from 1 Post

We need Dog Collars!

You need a strong post!

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Prime your Post or Set it up for success – Look for a strong post to build momentum on your page.

FOR EXAMPLE: A found goat just arrived – Take a great photo & post in the afternoon.  
*This is your first strong post.*

Write up your plea for the dog collars and take time to write up a great story –  
*QUALITY over QUANTITY.*



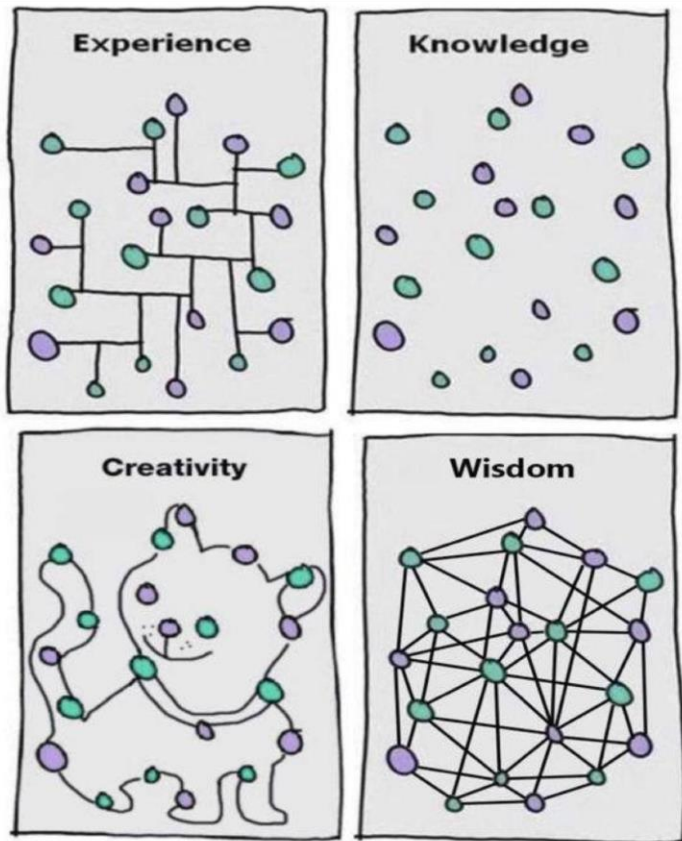
Schedule your dog collar plea for 7 or 8 am the next morning. This gives the first FOUND GOAT post time to maximize the momentum.

Next, write up one more strong post – It could be a video of the FOUND GOAT, reiterating that you are trying to find his/her family.

Schedule your second strong post for 11am.

Follow up! Check your momentum throughout the day, if your numbers start to decrease, find another strong post to increase your numbers. Otherwise, your posts will have minimum visibility. Anytime your momentum decreases, so does your visibility.

# Healthy Relationships: Social Listening



## Social Media is just that – It's Social!

Imagine a social situation where you are standing on a street corner, and someone runs up to you and says,

“Peanut got Adopted! We’re so excited!!!”

And then they run away. How does this make you feel in comparison to talking with someone about Peanut’s life?

This is the social equivalent of creating quick posts that say an animal was adopted. **Take time to invest in your content so others will invest their time in you.**

Experience + Knowledge + Creativity = Wisdom

To increase your visibility, ensure your strategy will help you build a genuine more meaningful relationship with your online community. It’s **QUALITY** of your posts vs **QUANTITY** of them. But you’ll need to add in “Social Listening”.

Here’s an example:

# Social Listening: Giving Tuesday

Creating content without social listening – Doing the same thing over and over expecting different results.

Kate came to us suffering from severe oral abscesses. Monte came to us needing extensive surgery on her eyelids. And Sweetie Pie... See more

3h · 🌐  
Today is GIVING TUESDAY! Abandoned, sick and injured pets who benefit from our medical funding d... See more

18m · 🌐  
When Sweetie Pie arrived at the shelter in mid-July, she was in sad shape: ill, underweight, and very nervous. It wasn't long before we... See more



When we got Lucas, he was in tough shape Broken hip and head trauma after being hit car, he needed help pronto. And we did... S



We need to take a different approach, if we want different results. Our content cannot stand apart if it is the same as everyone else's.

This is why "Social Listening" is so important!

## Solution:

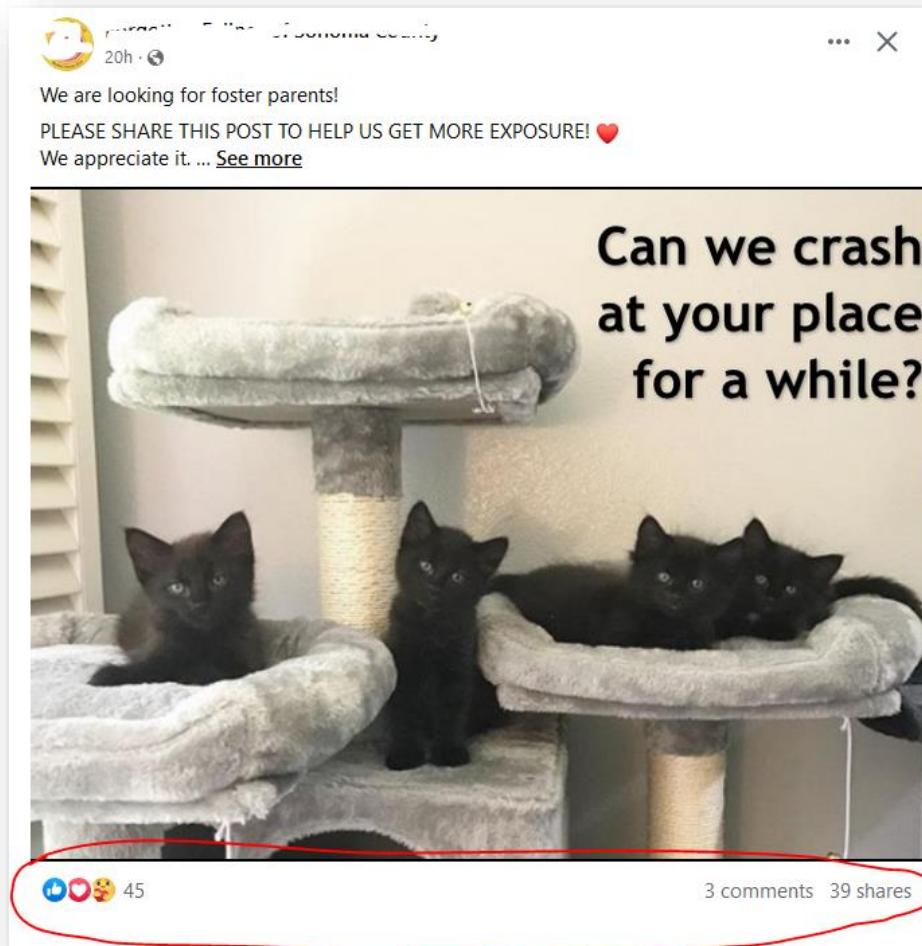
If this happens to you, because you have a "strong post" folder, you can now draft a great story that is different and then post it!

This will help your organization and other organizations as your content will differ.



# Posting Example

## Priming Posts



Posting and asking people to SHARE no longer works!

How can our online audience share our posts, if they can't see our posts?

Had this post been "primed" meaning had it been posted when the page had an upward momentum, it would have had greater reach or "exposure".

# Being Who You Are



thedodo.com

**Sassy Shelter Cat Gets The Most Hilarious Notice Put On His Cage**

😂👍❤️ 2.4K

189 comments 116 shares  ▼

The reason why this post went viral – is because it is/was different from what others were posting.

You have your own story to tell. Find your own source of inspiration and share it with a purpose! Just make sure that you social listen to ensure you are not posting the same story as every other shelter.

# Strategy: Indirect Approach



## Quality vs. Quantity



Post with a purpose – How can you create a post that aligns with 2 or more goals?

Let's say your #1 goal for your online marketing is to increase your LRR.

From this moment forward, each post will now align with that goal.

While your **direct** approach for a post is for one goal, the **indirect** approach is to achieve this main goal.

Here's how this works:

# Strategy: Indirect Approach



One post to accomplish several goals: Reputation Management



Meet Pearl! Pearl is one of 8 precious dogs, who has spent a very long time at our shelter, due to an animal cruelty court case. She, along with the others, have received love and care from our dedicated staff and volunteers. All of us at Animal Services have been awaiting this very special day – the day when they could all find a new beginning; new families who'll offer them a life time of love, patience and time to acclimate to a new home environment.

One of our ultimate goals for social media was to increase our reputation. We were called a “high-kill” shelter.

Because our reputation was so poor, other agencies would not work with us & community would not adopt from us.

Every post, needed to include information that could strengthen our reputation.

Content ID = Adoptable Animal

Strategy: Every Adoptable Animal post can/should accomplish:

Animals have quality of care while at our facility

Staff/Volunteers are people with hearts

We don't have a time limit for animals in our care

We have hope that animals will find wonderful homes

**This is why “longer” (or high quality) posts are SO important!**

# Strategy: Indirect Approach



One post to accomplish several goals: Fosters Needed



Example: Our goal is to increase the # of foster homes.

We're going to create a post with a purpose: Direct - Promotion of an adoptable animal while indirectly inspiring more people to foster.

Tiny is available for adoption and currently in a foster home. How would you write his post?

*Adopt Tiny! It was a rainy day when our animal control officers received a call about a Husky running around in traffic.*

*With a few delicious treats, we were able to lure this precious boy out of harms way and into our care. He was shy, withdrawn and shut down. We shared our love and time with him but the stress of the shelter was just too much for him.*

*We knew he needed a loving foster home - but how would we find one? With so many animals in need and so few fosters, we put out a plea and because you SHARED our posts, we were able to connect Tiny with a great foster family....He's now enjoying life and hoping to find a forever family - Could you be the one to offer him a lifetime of love? Learn more about him by visiting our website at:*

*We are so grateful for foster families - They are our heroes! Fostering make all the difference in the lives of so many animals, giving them hope for brighter futures! Interested in fostering? Learn more by visiting our website at:*



# In Summary



Vincent Van Gogh

Creating a simple strategy can help ensure your plans and goals are realized, even in the most challenging times.

Visibility is the key to ensuring your animals have the best possible opportunities for positive outcomes.

Work smarter not harder = We're here for the long term

# Thank you!

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