

Fredericton SPCA Social Media Report and Analysis

Declan Ryan and Connor Coelho

Olivia Parker

COPP 3053

**Executive Summary:**

The Fredericton SPCA's social media is doing reasonably well; this is apparent with their consistent engagement through their primary platform, Facebook. The Facebook page has comparable likes to that of Ontario's SPCA. The numbers however are not as good when you look at the Twitter and that YouTube pages with them being largely inactive.

The objectives were to increase brand awareness and to use social media to fuel adoptions and donations to the Fredericton SPCA. This can be done through the re-launch of the Fredericton SPCA YouTube Channel; it has been inactive for the last 7 years and has only 15 subscribers. There is also a need to create an easy to use video template for the SPCA's small social media team for posting as well as a transparent design that will allow donors and the public to see where the Fredericton SPCA's money goes so that they can see how every dollar matters to this non-profit.

The audience is going to be older people who have stable and disposable incomes. This is because they have the money to donate to the Fredericton SPCA, frequent social media sites like Facebook or Twitter and have the ability to adopt a pet and be able to look after them. Our secondary audience will be younger people who will like, comment and share social media posts of "cute animals"; in time, this younger demographic will age and be able to adopt pets of their own, creating an evergreen market.

By increasing followers and views through daily posting, re-launching the YouTube Channel to increase donations and adoptions through an easy to use template that can be cross-posted across social media, and providing transparency to Fredericton residents, the Fredericton SPCA will grow beyond its current audience.

**Assumptions:**

When looking into the Fredericton SPCA there were some initial predictions prior to full research. One was that males are more likely to want to adopt a dog rather than a cat. Another is that females are less likely to care about what if they are adopting a cat or dog; younger people may be more likely to try to adopt a smaller animal if they are interested in adoption as they are typically less expensive to take care of.

In turn, the initial requirement for any potential videos they must have subtitles as they are easier to watch in all environments. For example, someone riding public transit or in a library would not want to have a loud video playing in public; if there were captions however, there would no need for audio to understand the video's contents. The general lack of pre-existing video content and posting beyond their Facebook page was attributed to the lack of volunteers available to spend time on video production.

**Social Media Audit and Environment Analysis:**

When looking at the Fredericton SPCA's current social media there is a clear disparity between their active social media presence; their YouTube Channel had been all but abandoned for the last 7 years with only 6 videos on their page. Since they joined YouTube in September 2013 they have amassed only 1249 views across all of their videos; they have dropped from 15 to 14 subscribers over the last month due to presumable lack of activity on this page (Fredericton SPCA, n.d.-a). By comparison, the Ontario SPCA has stronger numbers on YouTube and more consistent posts servicing a larger population; it has over three thousand

subscribers on YouTube and they post videos multiple times a week with views inconsistently ranging from tens to hundreds (Ontario SPCA and humane society, n.d.).

On Facebook, the Fredericton SPCA has its largest number of followers across all of its social media channels. Their Facebook page has 24,900 followers with Fredericton only having a population of 58 thousand; this is extremely impressive with this almost being half of the city's population following the Fredericton SPCA. The engagement across the Facebook page is inconsistent with likes, comments and shares varying from post to post; posts are released almost daily yet are not garnering the desired numbers (Fredericton SPCA, n.d.-b). Adoption posts or updates on animals up for adoption that primarily feature a photo of a specific animal receive the highest engagement; these posts typically receive upwards of hundreds of likes with a few dozen comments. However, memes with fun facts and humour mixed together gather the largest number of shares going over 500 shares in some cases; adoption posts and updates have the second largest number of shares (Fredericton SPCA, n.d.-b). When comparing this to the Ontario SPCA whose Facebook page has 80 thousand followers the Fredericton SPCA has a largely successful SPCA when looking at Ontario's population being nearly 15 million.

The Twitter page for the Fredericton SPCA has 2.7 thousand followers and posts semi-regularly. An overwhelming majority of these posts are exact copies of the Facebook posts and the interactions are nowhere near as high with likes and re-tweets rarely getting into the double digits (Fredericton SPCA, n.d.-c). Neither the Twitter nor the Facebook pages produce much video content; the Ontario SPCA on the other hand regularly puts out videos and uses their Facebook and Twitter to share these videos in order to feed views to their YouTube Channel (The Ontario SPCA and humane society, n.d.-a). The Ontario SPCA and Humane Society

Facebook page currently has 80,848 followers while its Twitter counterpart has about 22.3 thousand followers (Ontario SPCA and humane society, n.d.-b). With the Fredericton SPCA's Facebook page pulling 24,900 followers, it out performs Ontario's Twitter which is impressive given Fredericton's size.

### **Problem:**

When looking at the Fredericton SPCA there are a couple of key issues identified. First, the Fredericton SPCA's social media team are small and have a limited number of volunteers with a maximum of 2 hours a week to commit to content creation and maintenance. The SPCA's full-time employees are occupied with the day-to-day operations of the organization; the volunteers have to do all of the work for the social media pages on their limited schedule as a result of this.

The Fredericton SPCA's YouTube channel is a major issue; it has been inactive for the last 7 years with no activity to boost engagement over that span of time. In spite of this, it is the best format to put out videos which can then be shared on other platforms such as Facebook and Twitter for cross-promotion. However, the creation of these videos is a challenge due to the lack of time that the volunteers are able to commit to the Fredericton SPCA and even less to their social media.

The SPCA would also like to increase engagement across all platforms to better be able to communicate their mission and improve the livelihood of animals. Primarily, by demonstrating to viewers and followers the effects their donations have on the well-being of animals at their shelter.

**Audience:**

The current audience of the Fredericton SPCA is mostly middle aged to older women who are married or retired and either has a pet or is looking for a pet; in turn, their primary audience is older men and women. Older people are more likely to have disposable or a stable income and are more likely to own pets compared to other demographics; 75% of men and women aged 45-54 in Canada own a pet with 25 to 34 at 63% (Statista Research Department, July 2014). This is important as the main goal is to use social media to drive donations and adoptions. A stable/disposable income allows for these people to have the ability to donate as they will not be largely impacted by a potential donation or the cost of adopting and looking after a pet; this demographic is also evident in the followers who frequent the Fredericton SPCA's Facebook page.

Our secondary audience is a younger demographic who are from 18-24. We identified this age group as they are extremely active on social media and they will allow the goal of increasing shares on all platforms. Moreover, this group has become more likely to purchase and otherwise adopt pets following the onset of the pandemic (Narrative Research, November 27, 2020). In turn, they will become the primary older audience in the long term; not to mention, they will like, comment and share the posts which will allow for their older relatives to see these posts.

**Objective to Fix the Problem/ Social Media Tactics:**

In order to solve our identified problems for the Fredericton SPCA there needs to be a multi-faceted approach. Due to a lack of a budget to spend on Social Media advertising this approach must fuel organic growth through daily posting on Facebook and Twitter as well as weekly posting on YouTube. The Fredericton SPCA may also use Hootsuite for automated posting so that a volunteer who has limited time can set up a week or more with of posts at the start of a week, saving the allocated time for volunteers for maintenance, or emergency updates. They also must use captioned videos on YouTube and share these videos on all of their other social media channels in order for people to watch the videos anytime and anywhere.

The channels used are their pre-existing YouTube, Twitter, and Facebook accounts. With this, there is a primary emphasis on YouTube and reviving the channel as it has been inactive for seven years. Facebook and Twitter are doing well however the addition of YouTube Videos being shared on these platforms is expected to help drive growth.

For YouTube, there will be a video template, previously shown in the presentation, which will allow volunteers to quickly plug in videos and pictures for pets quickly therefore requiring the minimal amount of time needed to create these videos. It will consist of a video show casing photos of or footage of the animal up for adoption with captions describing their background, traits, etc; the audio will consist of royalty-free music that can be reused across different videos from a selection of audio tracks. In turn, posting these videos will allow for the YouTube Channel to start to grow through regularly scheduled uploads. Using the Facebook page to drive the YouTube page is important as this is the most popular channel the Fredericton SPCA currently has and we would like to see these viewers engaging with the YouTube Channel and by extension Twitter account as well. With the Facebook page we would like to increase

the amount of fun memes that display interesting facts about owning pet or about animals in general. These posts are currently the most interacted with and will help grow the page as they receive the most shares; furthermore, they do not require an actual animal up for adoption in order to be posted. Twitter is currently reposting much of what is put up on Facebook and this is not gaining many interactions with them usually only being in the single digits. Using the YouTube videos that are created can help bring more attention to the Twitter page; but it is most important that all three platforms share a consistent message. This message consists of useful information about their pets, animals up for adoption as well as how to best look after them; the Fredericton SPCA also needs to be transparent on social media to allow our viewers to see how should they decide to donate their money is used with the hopes this brings them to donate again. It would also be ideal to get the message out that there are many pets out there that need a home and that one of their viewers could have the perfect home for them, videos can show this message specifically. This can create a positive feedback loop: the new videos gain attention and push more people to donate, which allows for more money to be put into the SPCA and the welfare of animals, which can then be shown directly through videos and other social media posts displaying where donators' money is going. In turn, more people will like and donate money based on these videos and the cycle repeats. Nonetheless, the Fredericton SPCA's general posting schedule would ideally consist of daily memes that also contain important information in them to be put out on Facebook and Twitter. For adoption posts and other videos creating using the template, using YouTube and posting weekly at the very least will be important and with the template it should be easy. However, with YouTube



they should not want to exceed one video a day so that all the videos do not get dumped out at the same time.

### **Measurements:**

For Measurements/KPIs (Key Performance Indicators) the primary goal of the Fredericton SPCA to increase its shares and follower numbers across all platforms has allowed for the identification of a primary and secondary target to achieve this goal. When looking at Facebook and Twitter there should be a 15% growth in followers and for YouTube ideally there should be a 15% growth by June as the current follower count is only 14.

The secondary goal is to increase shares across all platforms which is what the Fredericton SPCA wants. This is the secondary goal as the increase in followers directly correlates to and increases the number of shares should the posting remain consistent. It would be ideal to see this 15% increase by June as due to the relatively low number of shares that the Fredericton SPCA is currently getting; therefore, this is a realistic and achievable goal given their limited resources.

### **Conclusion:**

When looking at the Fredericton SPCA it is doing extremely well on Facebook but still has room to grow. For Twitter and YouTube there is a large margin for which the follower count and interactions with posts can go up. Re-launching the YouTube channel is a primary focus as that will allow us to start to share videos across all platforms.

To grow the YouTube Channel while having an extremely limited number of volunteer hours using a video template will be crucial as it will allow for the volunteers to spend minimal time on these videos and still have a quality product. Weekly or even more often posting will be important so that the follower base can grow and not lose interest by having long gaps in between videos. The Facebook and Twitter pages must also share these videos to drive traffic towards the YouTube Channel and eventually get to the point where the YouTube Channel drives views to the Facebook and Twitter.

The Fredericton SPCA can grow their base by targeting older people with disposable and stable incomes as our primary audience and having younger people as our secondary audience as they will get older and become our primary audience. They will be targeted through captioned videos and fun memes being posted regularly which are more likely to be shared. Across followers and shares there should be a 15% increase in these KPIs by June as this will show that it is working effectively.

### **Addendum:**

During the initial presentation, demographics throughout New Brunswick such as those in Oromocto and New Brunswick were not primarily focused upon or discussed. Oromocto's Facebook page yields 19,087 followers with New Brunswick's yielding 21,000 (Oromocto and area SPCA, n.d. & New Brunswick SPCA animal protection, n.d.). With the Fredericton SPCA's Facebook page having over 24,000 followers, its numbers are even more impressive given that they rival that of the province's SPCA.

## References

- Fredericton SPCA. (n.d.-a). Retrieved April 08, 2021 from <https://www.youtube.com/channel/UCwfq80-ho1mQDJdW5Des-OA>
- Fredericton SPCA. (n.d.-b). Retrieved April 08, 2021 from <https://www.facebook.com/frederictonspca/>
- Fredericton SPCA. [@frederictonspca] (n.d.-c). Retrieved April 08, 2021 from [https://twitter.com/frederictonspca?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/frederictonspca?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)
- Narrative Research. (2020, November 27). Canada has seen a significant increase in pet owners since the start of the COVID-19 pandemic. Retrieved April 09, 2021, from <https://narrativeresearch.ca/canada-has-seen-a-significant-increase-in-pet-owners-since-the-start-of-the-covid-19-pandemic/>
- New Brunswick SPCA Animal Protection (n.d.). Retrieved April 08, 2021 from <https://www.facebook.com/newbrunswickspca/>
- Ontario SPCA and Humane Society. (n.d.). Retrieved April 08, 2021 from [https://www.youtube.com/channel/UCfZU29AVSTO1Q7GkQ\\_cTMUg](https://www.youtube.com/channel/UCfZU29AVSTO1Q7GkQ_cTMUg)
- Oromoto and Area SPCA. (n.d.). Retrieved April 08, 2021 from <https://www.facebook.com/OromoctoandAreaSPCA/>
- Statista Research Department. (2014, July). Share of consumers who own pets in Canada 2013, by age group. Retrieved April 09, 2021, from <https://www.statista.com/statistics/441634/share-of-consumers-who-own-pets-by-age-group-canada/>
- The Ontario SPCA and Humane Society. (n.d.-a). Retrieved April 08, 2021 from <https://www.facebook.com/OntarioSPCA/>
- The Ontario SPCA and Humane Society. (n.d.-b). Retrieved April 08, 2021 from [https://twitter.com/OntarioSPCA?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/OntarioSPCA?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)