

# 2023 Social Media Strategy



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# Introduction

**The Animal Welfare Association is a nonprofit organization focused on saving the lives of animals through their services. Located in Voorhees, New Jersey they service the south Jersey area by providing resources for owners in the area. By providing community education, behavior training, and low cost veterinary care they aspire to create a better environment for pets and owners. In their main location they house dogs, cats, and even small animals like rabbits and guinea pigs. They also have volunteer's who open their homes to foster animals so the AWA can provide for the most animals possible. They hold many fundraising events throughout the year and have plenty of opportunities for members of the community to get involved.**

**The goal of this strategy is to increase the number of volunteers involved with the AWA's work as well as the amount of animals that are able to be adopted out. Based on research and the AWA's past social media use as well as competitors use this strategy will focus on Facebook and Instagram being utilized as the AWA's main platforms. Content regarding the organization, fundraising events, and adoptable animals will be available across these platforms. Each social media account will either be connected directly or indirectly to the website which will act as a central hub of information for the AWA. We also include plans to avoid mistakes and correct them when it is necessary. After one year of posting there are a series of analytics reports and measurements that will help the AWA to determine how successful the strategy was.**

# Background Research

**The Animal Welfare Association is committed to creating better circumstances for homeless dogs, cats, and small animals that are in need of homes in South Jersey. They also provide community education, low-cost veterinary care, and behavioral training. To reach their target demographic they mainly utilize Facebook and Instagram. They also passively manage their TikTok, Twitter, and Youtube accounts. They encourage people of all ages to get involved and offer volunteer opportunities for people ages 6 and up. They offer summer camp for kids ages 6 to 13 and offer the opportunity for them to be counselors in training from the ages of 14-17. Their website has information regarding all adoptable animals and volunteer opportunities. They also have information regarding different fundraising events that they hold multiple times a year.**

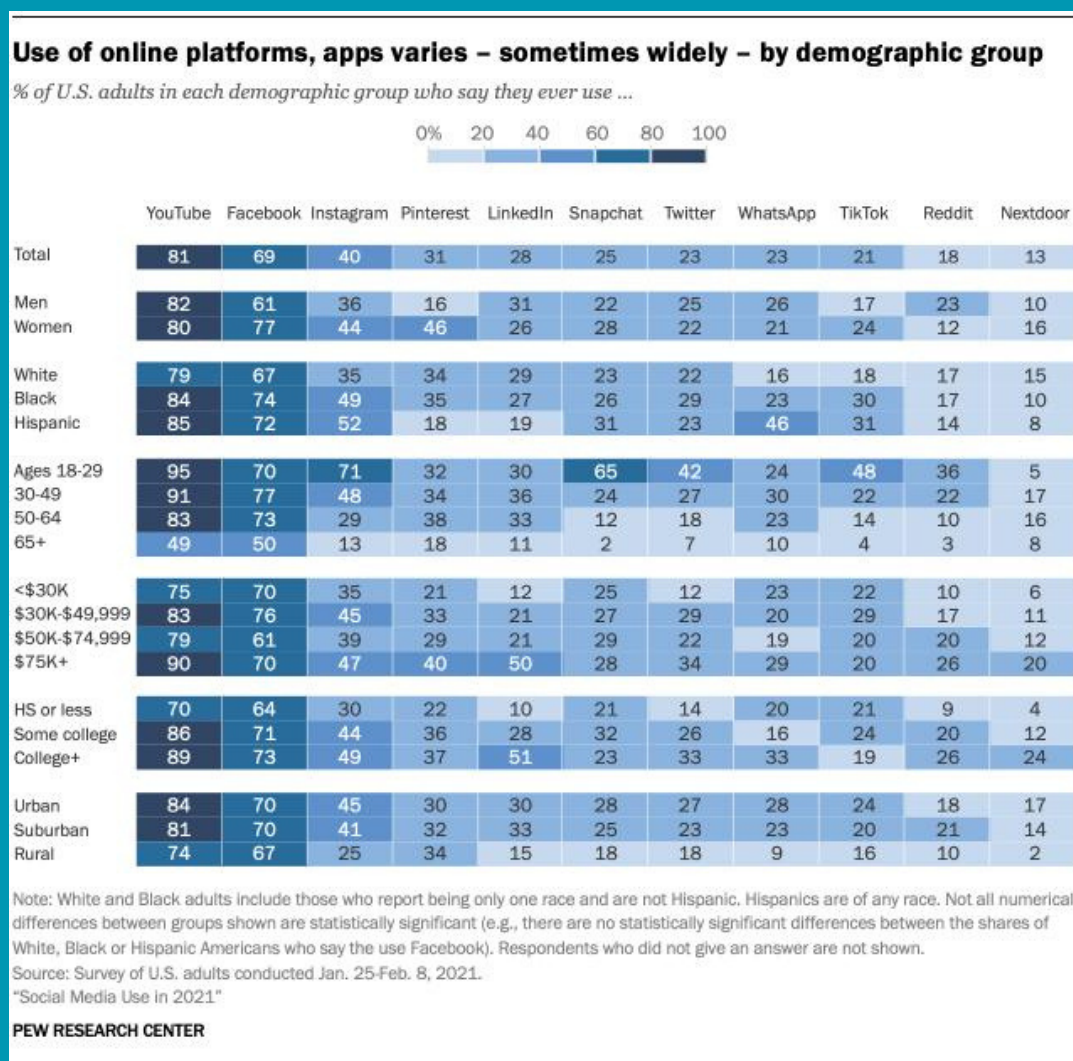
**The AWA has competition in other animal shelters nearby. Both Homeward Bound in Camden County, NJ and the Gloucester County Animal Shelter utilize Facebook and Instagram as their main social media platforms. They both have thousands of followers on Facebook and are known for having a wide variety of animals to adopt. Homeward Bound also has a pretty popular low-cost veterinary clinic that services residents of South Jersey. Homeward Bound has a very organized website that provides information on adoptions, volunteering, fundraising, events, and their low-cost clinic. Gloucester County Animal Shelter has an organized website that provides information regarding the shelter. It is organized but not quite as eye-catching as the AWA and Homeward Bound's.**



# Background Research



In a study done on social media use in 2021, the Pew Research center looked at the most used social media platforms. About 72% of Americans said they utilized social media platforms. They reported that Facebook was one of the most used social media forms with 69% of adults saying they had ever used the site. Facebook is second only to YouTube and is followed by Instagram. Facebook utilized by adults ages 18-64. On the other hand, Instagram is mostly used by adults 18-29. (Atske, 2022). The chart below details the demographics of many common social media platforms.



# Procedure

A SWOT analysis analyzes the strengths, weaknesses, opportunities, and threats of different analytical anchors related to the AWA and their competitors.

| Analytical Anchors   | Strengths   | Weaknesses   | Opportunities   | Threats  |
|--|---|--|---|--|
| <b>Our client has the most engagement on Facebook.</b>                 | Our client is already successfully using Facebook to market themselves showing that there is an audience for their content on the platform. | Some of our client's younger audience might not be on Facebook so they will miss out on content exclusively posted on Facebook.                          | Facebook is one of the most widely used social media platforms so our client has lots of room to expand their brand.  | Our competitors also have lots of room to grow their Facebook accounts and reach larger audiences.                                       |
| <b>The client's competitors have more engagement on Instagram.</b>     | Our client already has a mildly successful Instagram account that they can continue to grow on.   | A large portion of our client's older target demographic does not use Instagram.   | Our client has a much wider target audience and the younger members are more likely to utilize Instagram.             | Our competitor's have a much larger platform to start out with so they may drown out our posts.  |
| <b>Our client has a larger target audience than their competitors.</b> | Our client is the only organization reaching out to young children and parents.   | Our client won't be able to tailor content to a specific demographic and will have to take a more broad approach or they will have to make more content. | Our clients post's are more likely to do well with at least part of our demographic even if they do not do well with. | Our competitors only have to create content for one or two demographics so they will have an easier time connecting with their audience. |



**SMART goals are goals that are specific, measurable, actionable, realistic, and timed. The SMART goals that the AWA is attempting to achieve through this social media strategy are:**

**Mission: Increase the amount volunteers and adoptions for the AWA**

**Increase the number of followers by 30% on both Facebook and Instagram by creating engaging posts.**

**Increase promotion of fundraising and adoption events by 20% on Facebook by sharing event content.**

**Increase adoption numbers by 10% by promoting adoptable animals on Instagram as well as linking back to the website in captions.**



# Channels

The following chart indicates how each social media channel will be managed.

**A= Actively Managed**

**P=Passively Managed**

**I=Ignored**

| Channels  | Coordinate Alignment |      | Audience Use of Platform |           | Potential to Master Platform |         | Resource Availability |           |        | A/P/I |
|-----------|----------------------|------|--------------------------|-----------|------------------------------|---------|-----------------------|-----------|--------|-------|
|           | Business             | Comm | Primary                  | Secondary | Desire                       | Ability | Equip                 | Personnel | Budget |       |
| Facebook  | Yes                  | Yes  | Yes                      | Yes       | Yes                          | Yes     | Yes                   | Yes       | Yes    | A     |
| Instagram | Yes                  | Yes  | Yes                      | Yes       | Yes                          | Yes     | Yes                   | Yes       | Yes    | A     |
| Twitter   | No                   | Yes  | No                       | Yes       | No                           | Yes     | Yes                   | Yes       | Yes    | P     |
| TikTok    | No                   | Yes  | No                       | Yes       | No                           | Yes     | Yes                   | Yes       | Yes    | P     |
| YouTube   | No                   | No   | No                       | Yes       | No                           | No      | No                    | No        | No     | I     |





# Channels

Facebook will be actively managed as both a primary and secondary platform. We will post frequent pictures of adoptable animals, updates on animals that were adopted, as well as keep followers up to date on all events, fundraisers, and volunteer opportunities. Facebook tends to have an older target demographic than other platforms like Instagram, Twitter, and TikTok. Because of this we will use Facebook as a means of getting information to those members of our target audience.

Instagram will also be actively managed as a primary and secondary platform, similar to Facebook. We will post content of adoptable animals, updates on animals that were adopted, as well as keep followers up to date on all events, fundraisers, and volunteer opportunities. Instagram has a slightly younger demographic and so we will use this platform to communicate with this part of our target audience.

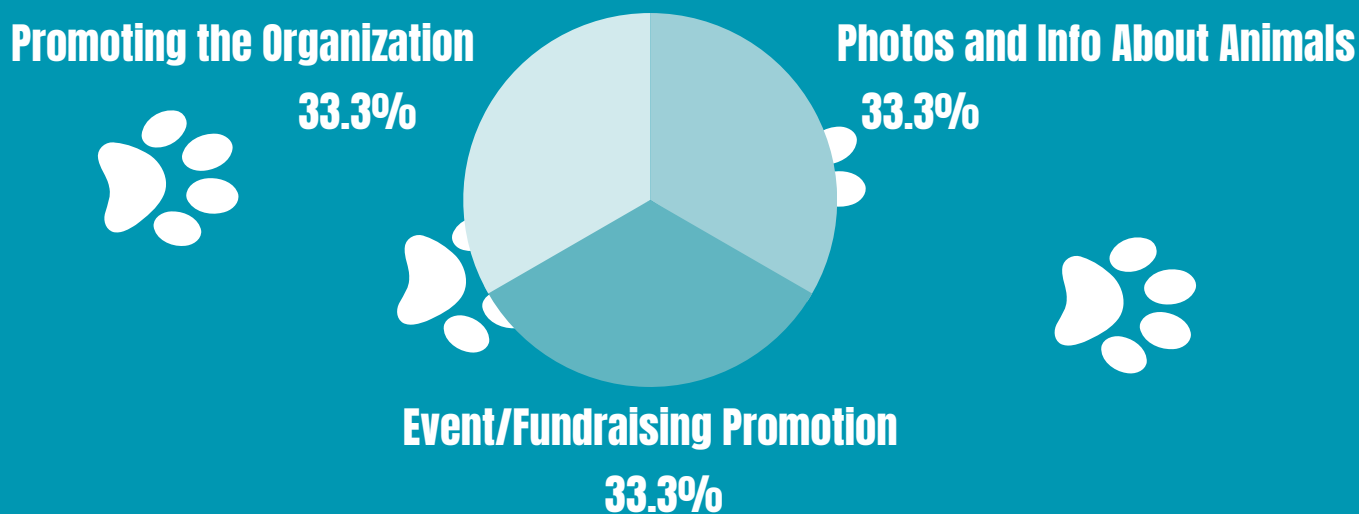
Twitter will be passively managed and we will use it to repost content from our primary platforms. The main purpose of this account will be to link people back to our Facebook and Instagram as well as our Website.

TikTok will be passively managed as well. We will occasionally post videos of adoptable animals. Because making these videos will often involve time consuming research on trending sounds as well as editing, we believe it would be better for our client to only use the platform passively.

# Content

**The content posted to the Animal Welfare Association's actively managed social media will consist of both text, images, and videos. Text and images will be the main focus and videos will be used to supplement usual content.**

## Content Categories



**Promoting the organization would involve posts that updates supporters on the AWA's current projects and mission. These posts will link to opportunities to get involved and share information about staff and volunteers. This will help us to meet our smart goal of increasing followers by 30%.**

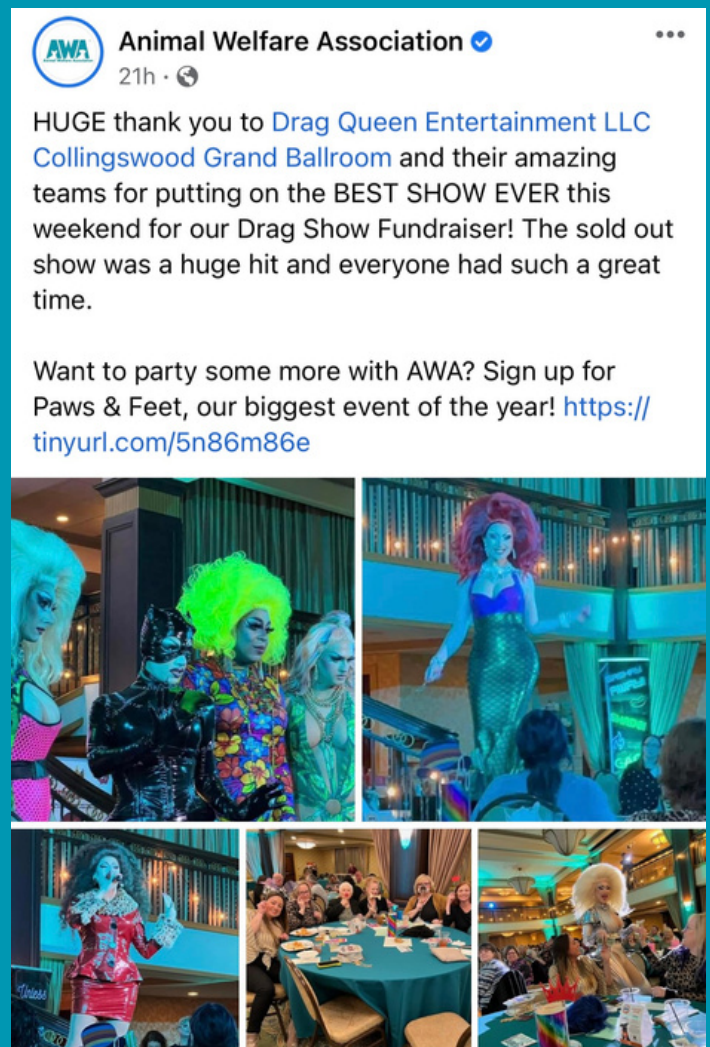
**Event/Fundraising Promotion will provide information about different fundraising events to followers as well as link to opportunities to buy tickets and donate to the organization. These posts will be designed to reach current and potential donors and communicate ways they can support the AWA. By doing this we will be working towards our smart goal of the promotion of fundraising and adoption events by 20%.**

**Photos and Information about adoptable animals will provide followers with pictures and descriptions of animals that are currently available for adoption at the shelter and in foster care. This will help to find these animals the people that fit best into their lives. This will help us to reach our smart goal to increase adoption numbers by 10%.**

# Content

Facebook captions should also be on the shorter side but can be a little longer than Instagram. These posts can have many more pictures than Instagram (usually 1-5). Unlike Instagram, Facebook allows links to be clickable in post captions which makes this the ideal platform to share events and fundraising. Facebook also has an events feature that you can utilize to promote things and get an idea of how many people want to attend. Posts can also link directly to the AWA website which will provide a resource for followers outside of social media.

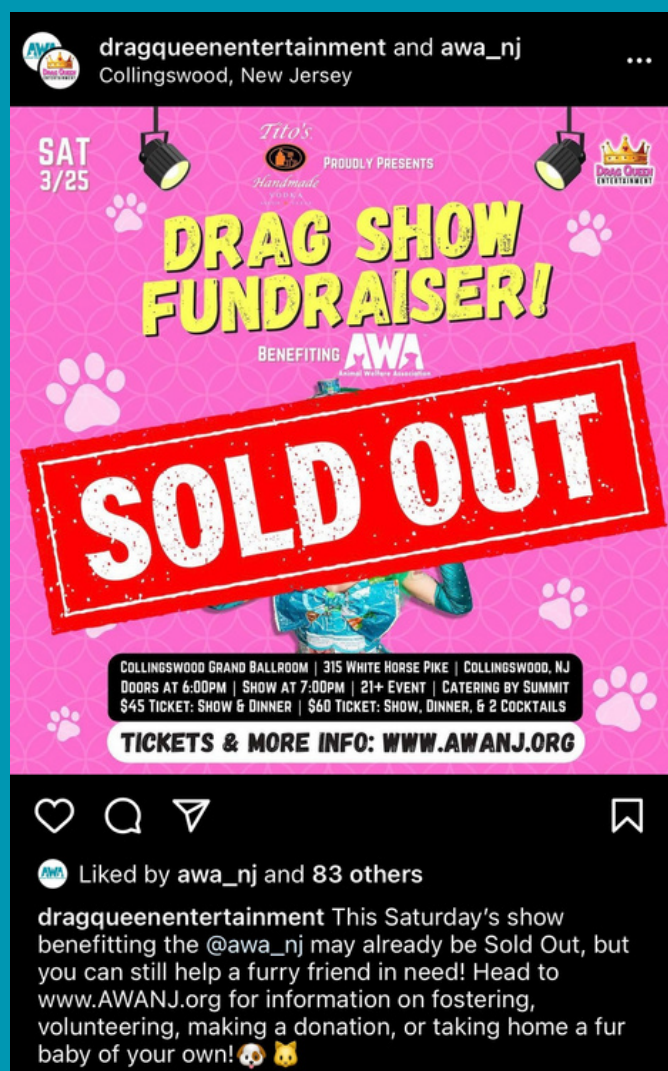
The following are sample posts for the AWA Facebook page:



# Content

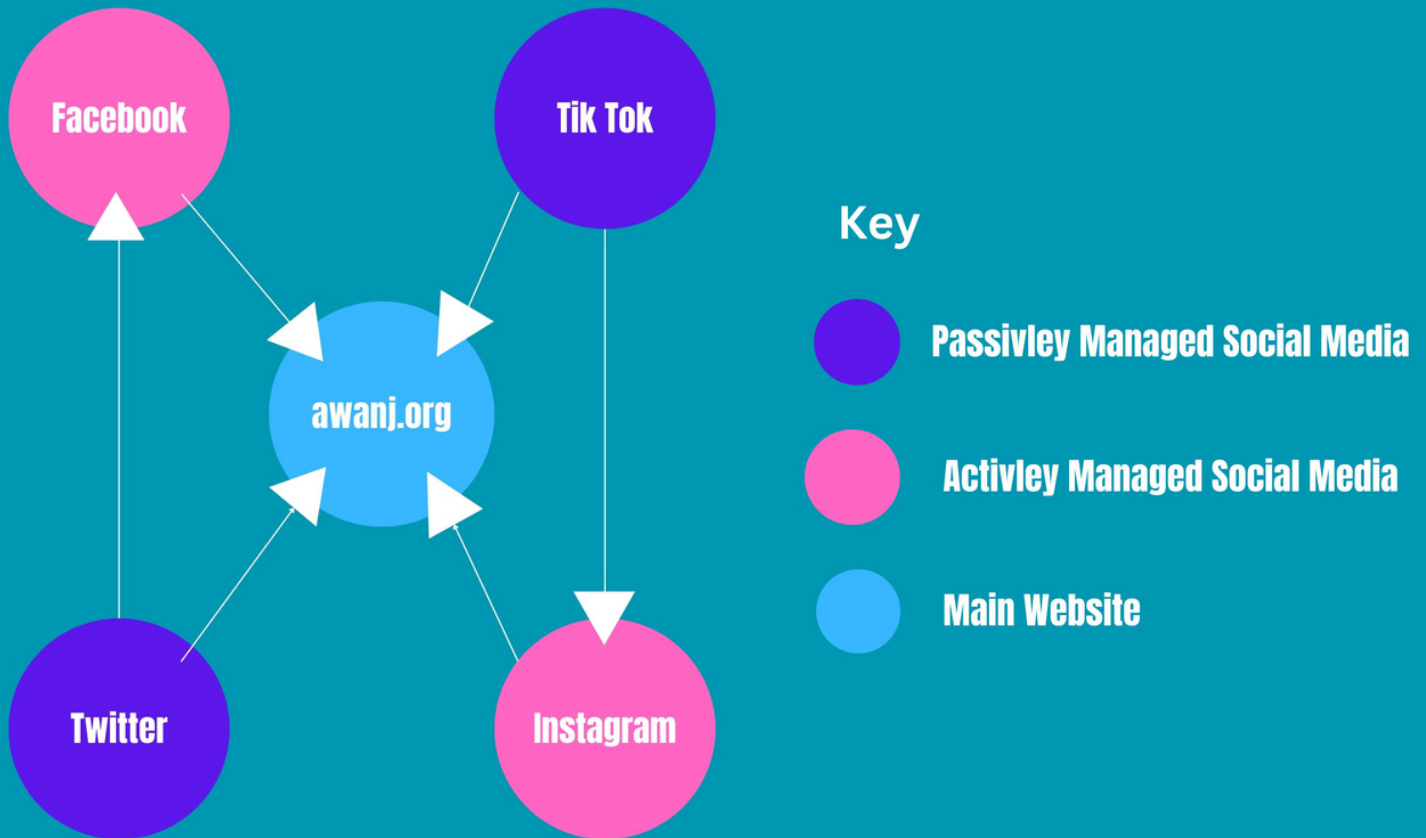
When writing captions for Instagram, they should be short and to the point. Your audience is unlikely to read long captions. By putting information about each animal in the image you increase the likelihood that more people will read the information you want them to see. Hashtags are also useful and can be left in a comment under the post or separated from the actual text spaces. Links are not clickable in captions so you have to direct followers to your bio. Posts should be more spread out as to not flood your followers feed with information from your organization. It is useful to use photos with lots of colorful graphics that are eye-catching.

The following are sample posts for the AWA Instagram page:





# Connections



**All of our client's social media will link back to the main AWA website where all information regarding volunteering, adoption, and other events. Because Facebook and Instagram are both actively managed they will not link to any other social media. Because Tik Tok is passively managed it will also link back to Instagram which will allow our followers to get more up to date information. Twitter is also passively managed and will link back to Facebook for the same reasons.**



# Corrections Plan



**Correction plans are used to make sure that the AWA is able to detect and correct errors in their social media plan. By doing this you are able to make sure you maintain the attention of followers as well as a good speed, healthy habits, and are aware of common biases. By understanding the corrections matrix the AWA will be able to identify common mistakes.**

**The first is called a minor oversight and is defined as a tactical omission. These types of mistakes can be easily fixed by proofreading posts and making changes as soon as you see a mistake.**

**A modest gaffe is a tactical error of commission. This can be caused by inconsistent posts that cause confusion. By designing posts specifically for certain platforms you can avoid this more often.**

**Missed opportunities are strategic errors of omission where social media managers miss out on profitable opportunities because they are too focused on “traditional sensibilities”. In order to avoid this you can remain open minded about your advertising campaign. When you receive a new suggestion take time to look into it before saying yes or no.**

**A major blunder is a strategic error of commission. These are issues that cannot be easily fixed and cause major issues for a business. Mistakes like this can lead to real harm to the company’s image and damage to growth and profit. Ways to help avoid and fix situations like this would be to precraft a general apology statement that can be edited and posted quickly.**



# Assesement Plan



| Category of Assessment | Method  |
|------------------------|---|
| Coordinates            | Have your SMART Goals be achieved. Look at reach and follower growth for Facebook and Instagram as well as fundraising and adoption data. Were you able to make positive change?                            |
| Content                | Look at social media reach and engagement. Look at outside involvement in fundraising and adoption events. Are your posts reaching the desired audience? Was there an increase in adoptions or fundraising? |
| Channels               | Do posts reach the intended audience? Look at engagement on social media as well as in person.  |
| Corrections            | Have you encountered any problems? How quickly were they handled? Were all problems appropriately dealt with?   |
| Connections            | Ask volunteers and employees what they think is and isn't working? Talk to visitors about their experience.   |



# Assesement Plan



**After one year the success of the social media strategy should be assessed. The chart on page 15 shows different ways each section of the strategy can be assessed.**

**For coordinates you will look at social media metrics like reach and follower growth. You will also look at fundraising and adoption data. This will help to determine if you were able to achieve your smart goals.**

**For both content and channels Facebook's Meta Business Suite can be used to look at analytics for their accounts. You can view analytics for both Facebook and Instagram through this feature. From there you can get a better idea of how many people your page reaches and who engages with it. This can help you get a better understanding of whether or not your goals are being met. Based on page views and followers gained we will be able to better understand if the content being posted is increasing our followers. We will also be able to see the demographics of people reached. This will make sure we are still utilizing the proper channels when it comes to getting our message out.**

**By looking at any corrections that were required in the past year, you are able to determine if the plans put into place were successful. How quickly were problems able to be fixed? Could anything have been done differently?**

**It is important to maintain connections as shown in the connections section. Make sure all links are working in all of your social media. When it comes to people, create an open dialogue for employees and volunteers to report concerns or problems. Sending out polls or even just reviewing comments will help to get a better idea of what is and isn't working.**



# References

**Atske, S. (2022, May 11). Social media use in 2021. Pew Research Center: Internet, Science & Tech. Retrieved April 27, 2023, from <https://pewresearch-org-preprod.go-vip.co/internet/2021/04/07/social-media-use-in-2021/>**