2023 Social Media Strategy

Furrever Friends

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Introduction

Furrever Friends is a nonprofit organization located in Deptford, New Jersey whose mission is to to build a better community for homeless cats through education, adoptions, foster care, volunteer work and community events. They operate out of the Deptford Petsmart, where they have cats up for adoption, as well as a foster service. Their team is made up of 100% volunteers, who offer their time and energy to help rescue cats in the area. They hold many events throughout the year to raise money for the organization. The COVID-19 pandemic hit Furrever Friends hard, and they have just begun to get back on their feet. On social media, they previously have been most active on Facebook and Instagram, with passively managed Twitter and YouTube pages, as well.

The goals of this social media strategy are to increase follower engagement, increase donor event promotion, and increase the number of volunteers at the organization. Based on research of other animal rescues and the social media landscape, the strategy focuses on the usage of Instagram and Facebook as Furrever Friends' main platforms. Event promotion, organization promotion, and animal information can be posted in different ways across these platforms. Each of the social media accounts used by the organization should be connected either directly or indirectly to the website, which acts as a central hub. This strategy also includes plans to avoid and correct any mistakes or issues that may arise. This plan encompasses one year of posting, and at the end there are several analytics reports and measurements Furrever Friends can utilize to judge if the strategy was successful.

Background Research

Furrever Friends is dedicated to building a better community for homeless cats through education, adoptions, foster care, volunteer work and community events. In order to achieve these goals they use mostly Instagram and Facebook in order to reach their target demographic. By doing so, the non-profits goal is to encourage people of all ages to aid in their mission. Whether they are 14-17 years old and want to volunteer with a parent/guardian or older sibling over 18, or they are young adults, retired individuals, or just people who care enough to promote adoption, Furrever friends hope to motivate people through their Facebook and Instagram to donate or volunteer. They make this easily achievable on their website where they include multiple links on where to donate, volunteer, or adopt, along with the links to their avai;able social media pages. Currently Furrever Friends' Facebook account has the most engagement with roughly 3.8k followers and 1-10 shares per post. Their Instagram is their second most engaged platform with 795 followers with 5-25 likes per post.

Furrever Friends has competition with other local adoption organizations in the area. Philly Paws is located in Northeast Philadelphia, and is known for having animals that you can adopt other than just cats such as dogs and guinea pigs. They are most active on Facebook with 82K followers followed by Instagram with 48.7K followers. They also passively use Twitter, and have 10.9K followers. Most of their engagement comes from Facebook and Instagram. They also have a very organized website with colorful links for their site options. In addition, they have their website included in the biography of each social media platform. Another competitor for Furrever Friends is The Lucky Cat Rescue in Hudson County, NJ. Most of their engagement comes from their Facebook with 2.5K followers, with 10-30 shares on most of their posts. Their Instagram has 1.8K followers, where they mostly post pictures of cats, promotions for events, and lost cat flyers. These posts can get anywhere from 50-100 likes.

Background Research
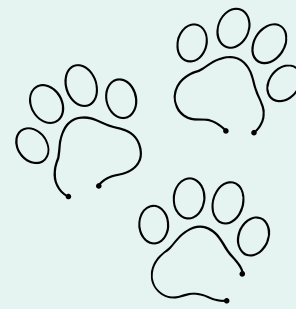
The Pew Research Center did a study in 2021 taking a look at the most used social media sites among American adults. Broadly, 72% of Americans say they ever use social media sites. When broken up by age, the percentage who have ever used social media can vary. Up to 84% of adults ages 18-29 say they've used social media, 81% of adults ages 30-49, 73% of adults ages 50-64, and 45% of adults 65 and older. The study found that Facebook is one of the most widely used platforms, with 69% of adults saying they have ever used the site. It is second only to YouTube at 81%. The third highest is Instagram at 40%.
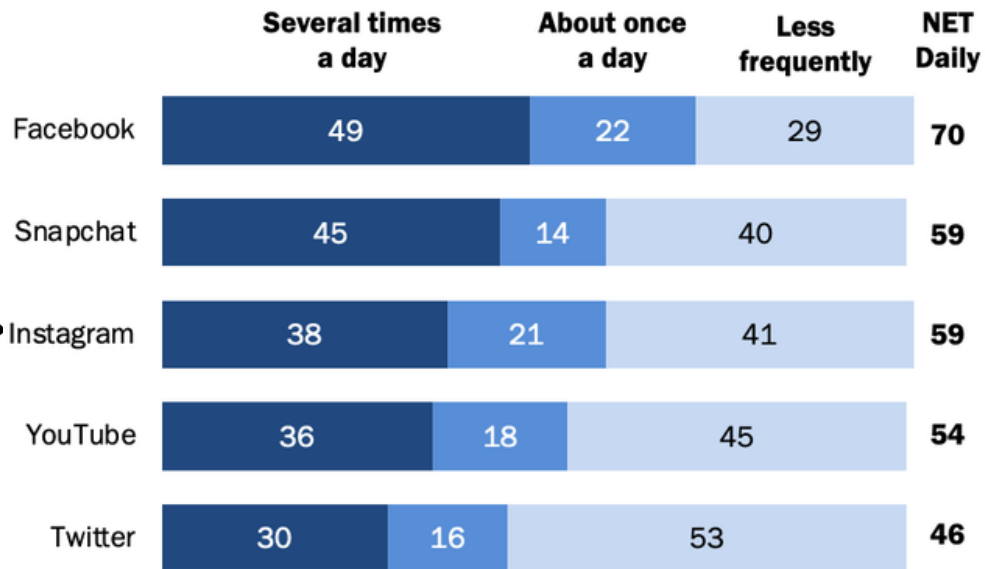
The study also breaks the demographics of each platform down further. Adults ages 30-49 use Facebook the most, with 77% saying they use the platform. For adults 50-64, 73% of them use Facebook, and 70% of adults ages 18-29. This is a large majority of adults using this platform. Adults with an income of $30K-$49,999 a year use Facebook the most, with 76% of adults with this income saying they use the site. Incomes of $30K and under and $75K and up tie at second place with 70% of adults in these categories using the platform. Instagram is most popular with adults ages 18-29 with 71%. In terms of income, Instagram is the most popular with adults who make $30K-$49,999 and $75K+, at 45% and 47% respectively.

Background Research
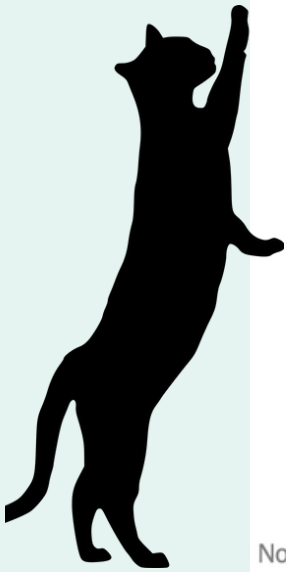
Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ___, % who use that site ...

	Several times a day	About once a day	Less frequently	NET Daily
Facebook	49	22	29	70
Snapchat	45	14	40	59
Instagram	38	21	41	59
YouTube	36	18	45	54
Twitter	30	16	53	46

Note: Respondents who did not give an answer are not shown. "Less frequently" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

As seen in the graph above, 49% of US adults visit Facebook several times a day. In comparison, adults are more likely to visit Instagram less frequently (Atske, 2022).

Procedure

A SWOT analysis is an assessment of the strengths, weaknesses, opportunities, and threats of different analytical anchors based on competition and the social media landscape. Our SWOT analysis for Furrever Friends has three analytical anchors. The three analytical anchors are: Our client's demographic likely uses Facebook and Instagram, our client's competitors have the most followers on Facebook, and our client's competitors see the most engagement through Instagram.

Analytical Anchors	Strengths	Weaknesses	Opportunities	Threats
Our client's target demographic likely uses Facebook and Instagram.	Client is already using these sites, so they don't have to start anything new or learn a whole new application.	People who use other apps more such as Twitter and YouTube might not be as up to date on what is going on.	Client can improve their usage of these sites to better reach their target demographic.	Our competitors have more engagement than us on Instagram.
Competitors have the most followers on Facebook.	Client already uses Facebook and has room to grow on the platform.	Younger portion of client's demographic does not use Facebook that much.	This shows that our client has a good chance of being able to build/expand their brand on Facebook.	Possibility of getting drowned out by other organizations who are bigger on the platform.
Competitors see the most engagement on Instagram.	Client can use Instagram to get their message out.	Older people in the client's target demographic may not use Instagram as much.	Client can see how competitors gain engagement through Instagram and use similar tactics to get better engagement on Instagram as well as other social media	Client may not be able to distinguish self from competitors.

Coordinates

S.M.A.R.T. Goals are goals that are Specific, Measurable, Actionable, Realistic, and Timed that are synced through A.R.C.S.. These A.R.C.S. Are designed to be aligned, mutually reinforcing, connected, and cultivate synergy. The S.M.A.R.T. goals for Furrever Friends to achieve via a new social media strategy are as follows:

1 Increase follower engagement by 20% by next year engagement through crafting easy to share posts on Facebook and Instagram.

2 Increase promotion for donor events by 30% by next year via website, Facebook, and Instagram along with linking event to each platform and sharing event related content

3 Increase volunteer numbers by 20% by next year via linking engaging posts about available adoption and volunteer opportunities back to the website through captions or bio.

❀Channels❀

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
YouTube	No	No	No	Yes	No	No	No	No	No	I
TikTok	Yes	Yes	No	Yes	Maybe	Yes	Yes	Yes	Yes	P

A=active   P=passive I=ignored

This chart explains how each social media platform, or "channels", will be managed. The "Coordinate Alignment" section, we discuss whether the account will be used as a business platform or simply a communicative platform. Business platforms or channels are used to gain customers and promote their products, in our case that would be the adoptable cats and donations for Furrever Friends. The "Audience Use of Platform" category explains whether the social media channel will be used as a primary account for the client or a secondary account. By primary, we mean the account will be used frequently and as a main source of promotion. Secondary accounts are used less frequently but still as a casual means for promotion . For instance, our Facebook and Instagram accounts will be used as both a primary and secondary account meaning they will be used to communicate major events and promote available pets for adoption (Primary) as well as less detailed posts including simple pictures of the cats and occasional updates (Secondary). Twitter will be used strictly as a secondary account because it will not be used for the majority of our promotion but rather from time to time in order to keep the followers still engaged and up to date. "Potential to Master Platform" refers to our desire and ability to master the given channel. The "Desire" column asks if we have a desire to master the platform, and the "Ability" column asks whether or not we have the ability to master the platform. For example, for the Youtube channel, we do not have a desire to fully master the platform because we will not be using it often and we do not have the ability because we do not possess the required resources and time needed to master the Youtube channel. "Resource Availability" has to do with the available resources or tools needed for each social media channel. The "Resource Availability" section includes three categories: equipment, personnel, and budget. For our Facebook account, we have the needed equipment, personnel, and budget. As for Youtube, we do not have the necessary equipment, personnel l, or money in our budget to successfully run the channel. The last section determines whether the channel will be managed actively, passively, or if the channel will be completely ignored.

❀Channels❀

Our two active platforms on social media are Facebook and Instagram. We chose these platforms to manage actively because they have the most followers and engagement. Due to the fact that there is already a solid foundation with these two platforms, it will be easier to increase followers and engagement when there is a pre-existing audience. These two platforms require no extra help or outside employment. The skills that are necessary to manage these platforms are: keeping the audience up to date with events and fundraisers, posting high quality photos of the adoptable animals, and staying engaged with new and existing followers.

Facebook
Our Facebook account will be actively managed and used as a primary and secondary platform. The duties of the Facebook account will include: frequently posting pictures of adoptable and recently adopted cats, keeping our followers up to date on any and all events, fundraisers, and opportunities to get involved. Facebook tends to have a specific target demographic, mostly including older users in contrast to a platform like Instagram or TikTok. We will use Facebook as a means of communicating to their specific users.

Instagram
Our Instagram will be used similarly to our Facebook account, as they are both actively managed and used as a primary and secondary platform. Instagram differs from Facebook slightly in their demographic. The duties of our Instagram will include: frequent pictures of the cats available for adoption as well as the recently adopted cats with their new owners, posting flyers for events, frequently updating their story with polls, updates, and other fun ways to engage with our followers.

The platforms we are choosing to passively manage are Twitter and Youtube. We selected these two platforms because we have fewer followers and engagement on Twitter and Youtube.

Twitter
Our plan to manage our Twitter account is to repost our content from our actively managed social media (Facebook and Instagram), without dedicating much time and resources. The duties of Twitter will include:

YouTube-
As for Youtube, our plan is to upload weekly videos of the cats available for adoption. Due to the fact that posting on Youtube frequently and producing content of high quality requires a lot of time and expensive resources, it will be more advantageous to our client to use Youtube strictly passively. The duties of YouTube will include:

Content

The content Furrever Friends should post on their actively managed platforms should mainly consist of images and text. Video can be used, but should not be the main focus. It would be most effective if used in Instagram stories or TikToks. The pie chart below separates the content into three categories.

Content Category Mix

Event Promotion
33.3%

Organizational Promotion
33.3%

Photo and Info of Cats
33.3%
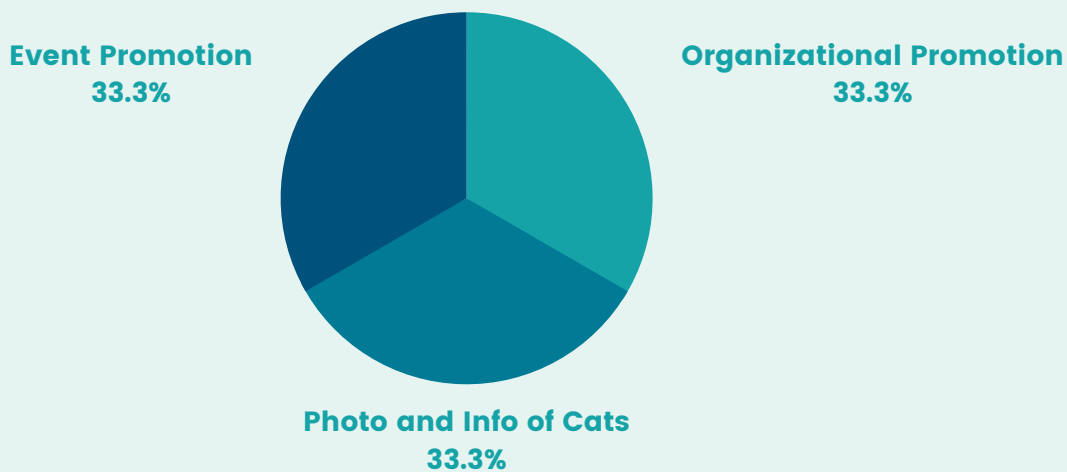
The first is Organization Promotion, which would be posts that aim to inform followers about Furrever Friends' mission and opportunities to get involved. This could be asking for volunteers, donation links, or updates on what's going on in the organization.

The second category is Photos and Information of Cats. This is an important part of Furrever Friends' mission, and continuing to post photos of the cats up for adoption is definitely something to keep up. These posts are a great way to let followers know when cats go up for adoption, and makes it easier for anyone looking to adopt to see what animals are available.

The third category is Event Promotion. This is a great way to get information out to potential donors and loyal followers about where they can support the organization and to get people involved. These three categories should be posted about evenly across all platforms, with ⅓ of the content posted being dedicated to each one respectively.
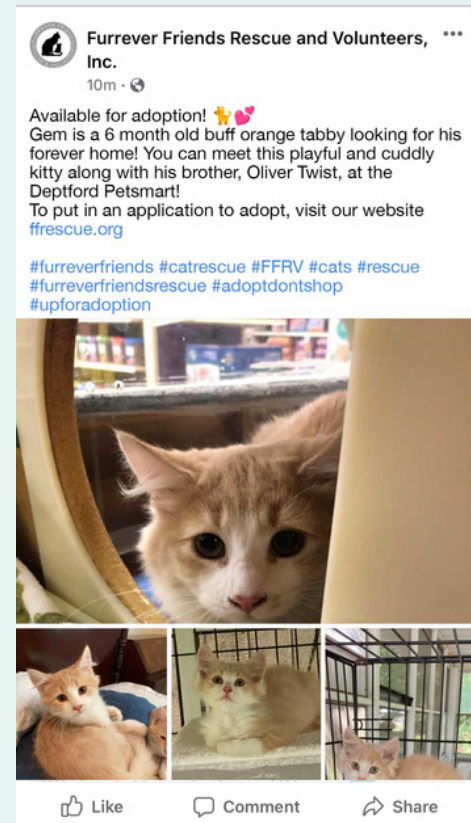
Content:

The following pages will contain sample posts of Facebook and Instagram for Furrever Friends can reference when making their own posts.

Facebook:

For Facebook posts on adoptable cats, shorter captions make the posts easier to read. Viewers aren't likely to read a longer post, and it also encourages them to come in person to get to know the animal further. Facebook posts should link directly to the website right on the post. Hashtags are also great for expanding the post's reach. Images are perfect for this type of post (who doesn't want to see the cute cats). Keep the amount of photos between 1-5 per post.

Facebook is also useful for posting event promotion. One post for each event should be enough. You can remind followers of the event by using the Events function on Facebook, which Furrever Friends has already been utilizing. It allows all the organization's events to be listed in one place for followers to see. Shorter captions are also better, as most of the information can be conveyed in the flier attached. Hashtags should be used in these posts, as well.

Furrever Friends Rescue and Volunteers, Inc.
10m · 🌐

Available for adoption! 🦒💕
Gem is a 6 month old buff orange tabby looking for his forever home! You can meet this playful and cuddly kitty along with his brother, Oliver Twist, at the Deptford Petsmart!
To put in an application to adopt, visit our website
ffrescue.org

#furreverfriends #catrescue #FFRV #cats #rescue #furreverfriendsrescue #adoptdontshop #upforadoption

👍 Like   💬 Comment   ↪ Share

Furrever Friends Rescue and Volunteers, Inc. is at **Shoppes at Dragon Village**
Nov 22 · 🌐

Come visit our booth at the Christmas Village this Saturday and Sunday between 10 AM and 4 PM!

We'll have all sorts of goodies for the pets and the humans in your life! Hope to see you there!

#furreverfriends #catrescue #FFRV #cats #rescue #furreverfriendsrescue #adoptdontshop #upforadoption

Shoppes at Dragon Village
Christmas Village
November 26th & 27th
10:00 AM - 4:00 PM
97 Trench Road, Bridgeton, NJ 08302

Furrever Friends Rescue & Volunteer will be attending as a vendor! Come out and see us! We will have homemade treats for the humans, dog treats, cat toys "fill your own stocking", sweatshirts, t-shirts, mugs, and much more!

👍 Like   💬 Comment   ↪ Share

Content:

The following pages will contain sample posts of Facebook and Instagram for Furrever Friends can reference when making their own posts.
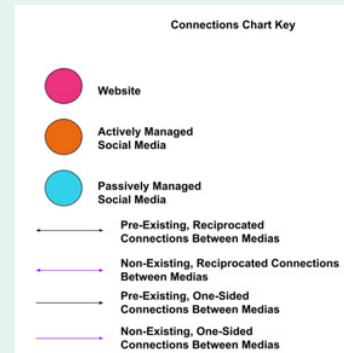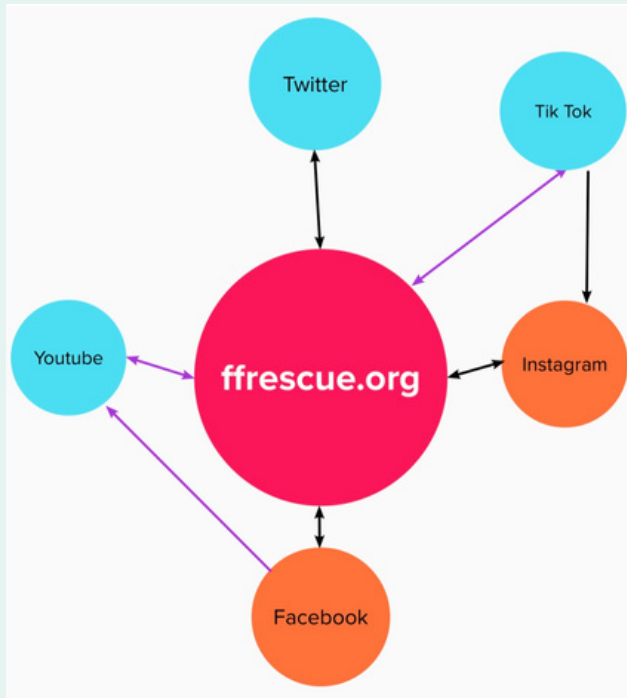
Instagram:

Similarly to Facebook, Instagram captions should be shorter. Hashtags are also useful on this platform, and can be separated from the main caption using dashes or even hidden in the comments. You can make a comment on your own post with the hashtags if you want to make the caption look neater. Instagram also does not make links clickable in captions, so make sure to direct followers to the account's bio where the link should be. More spread out posting on Instagram is better than posting a lot at once, as users don't tend to check Instagram that often. Posting a lot at once can also overwhelm a follower's home page.

Instagram stories are a great way to post quick things like reminders. It can also be used for promoting posts. Instagram users can be redirected to posts through the story. This feature is great for events, as you can make the original post in advance and remind followers on your story up to the start time of the event. This is also a good way to showcase animals up for adoption, which can be done through photos or video. Since the post disappears after 24 hours it's perfect for timely updates.

Connections

For our connections chart, the black arrows represent connections from the website to social media platforms already implemented. For instance, the double-sided black arrow connecting Instagram to the main website shows that the Instagram and the Furrever Friends website link back to one another. The one-sided black arrow which connects Tik Tok to Instagram, means that the Tik Tok account has the Instagram link but the Instagram does not link back to the Tik Tok. The purple arrows represent connections we believe Furrever Friends should put into effect to expand their social media connections. For example, the purple arrow connecting Facebook to Youtube means we believe the Facebook page should link to the Furrever Friends Youtube channel. The double sided purple arrow means that we think both platforms should link back to one another. For example, the Furrever Friends website should include links to the Youtube and TikTok account, and vice versa. The color coding of the bubbles wasn't chosen for any specific reason. Instagram and Facebook are orange bubbles which symbolizes that they are actively managed, meaning we already have a footing there with those social medias. The other bubbles which are light blue, are the passively managed accounts, The bubble in the middle is pink, as it is the website which serves as a platform that connects all the other platforms. By adding more connections, it will allow people to find Furrever Friends on other platforms such as Tik Tok and Youtube, therefore increasing Furrever Friends social media presence and allowing a more diverse group of people to find them..

Corrections Plans

Corrections plans are put in place to ensure that Furrever Friends are able to detect errors, build a great radar screen, recruit and maintain a friendly monitoring network, build an experimental lab, determine the corrective action to take, and set up a regular assessment process. The main sources of error to avoid are lack of attention, speed of actions, stasis of habits, thinking biases, and lack of coordination within organizational processes, procedures and protocols. Each error falls into a category based off the type of error (commission and omission) and the level of severity (strategic and tactical) .

The first category is known as a Major blunder and is strategic commission. These are often major mistakes that can damage Furrever Friends' reputation. One way to be proactive about this type of mistake would be to precraft a general statement of apology or regret that is pre-approved by the head of the organization, that way it lessens the effects of waiting too long to correct a situation or, conversely, reacting too fast and missing the mark.

The second category is known as a Missed Opportunity and is a strategic omission. These types of mistakes are often a bit harder to correct. In the case of a missed opportunity one mistake to be aware of and avoid is to assume that a passively managed platform means to only have the page set up and ignore it, or to assume that your audience is unable to be reached via that platform. In order to avoid this there should be a set schedule (potentially via a platform such as hootsuite) in which you can preplan posts and schedule when they will upload for both active and passive platforms.

The third type of mistake is a tactical commission and is known as a Modest Gaffe, which can be corrected quickly. An example of what to keep your eye on in this category would be to ensure that each media platform has its own uniquely designed post to best fit that platform. It is best to avoid simply sharing or linking posts from one platform onto another as it can lead to confusion for the audience. In this case it is important to be proactive about assigning each social team member a role for what type of content they are responsible for across each platform (Ex. One person covers adoptable cats, another events and fundraiser promotion, etc...)

The fourth category is called a Minor Oversight and is a tactical omission. These mistakes can also be fixed quickly. A potential area that could become a costly mistake would be to promote an event or fundraiser and fail to follow up with content from the event. In this case we would want to have a plan in place to ensure that someone is designated to cover pre-discussed important material from the events.

Assessment Plan

Assessment Dimension	Method
Coordinates	Have goals been achieved? Check social media metrics for information such as audience demographics and their engagement, measure turnout to events, see if there's an increase in donations and volunteers.
Content	Take a look at metrics from Facebook & Instagram. Social media engagement and involvement outside of online spaces.
Channels	Look at both online and in person engagement. Are posts reaching the target audience? Also look to see if platforms and demographics have changed over the course of the year.
Connections Internally	Talk to employees to see what is working and get feedback. Make sure all links across platforms are working as intended.
Connections Externally	Can provide surveys or questions to followers to get their opinions. Regularly check comments on platforms. Review who you're connected to.
Corrections	How fast and how well problems are addressed. Look for negative comments and see if they have been properly dealt with.

Assessment Plan

After the one year span that this strategy plans for, the success of the plan should be assessed. The chart above details some methods for assessing each portion of the strategy. For the coordinates, or goals, this will be to measure social media metrics, turnout to events, and the amount of donations and volunteers that are coming into the organization.

For content and channels, Furrever Friends can use Facebook's Meta Business Suite to look at analytics from their accounts. This is a service available to business accounts on the platform that will provide different analytics. An Instagram account can also be connected to get analytics for that, as well. The Insights section will provide an overview of how many people your page is reaching. This is a great way to see if more people are interested in your account and visiting the page. It also provides demographic information on the accounts that follow your page. The Results section under Insights will give you a better view of how many people are visiting your page and new likes that are coming in. You can track these numbers over time to see if it's increasing over the course of the year. Engagement across your platforms is how you can assess whether or not your channels and content are working as intended.

Engagement offline can also be a way to measure these things. If more people are coming to events or showing up to volunteer or support the organization, then that would be a sign that the plan has had good reach within the community and intended audience. Social media platforms are also always adapting, so it's important to keep up with any changes that may arise within the demographics or workings of the platforms you manage.

Connections should be kept up with for both platforms and people. Links to your other accounts and website as mentioned in the Connections section should always be working. Between people, you can ask your followers and employees for feedback on the social media or how the organization is running. This is a great way to see what has worked and what hasn't. You can also review comments left on social media to see this information, and to help assess if the Corrections plan is working, as well. If any problems arise, you can see how your response worked and reassess if needed.

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