



STATE OF THE STATE OF SOCIAL MEDIA
HOW ANIMAL WELFARE ORGANIZATIONS CAN USE SOCIAL MEDIA
TO RAISE MONEY, RECRUIT VOLUNTEERS AND SAVE MORE LIVES






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for Animal Welfare Advocates

(405) 445-4442
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HOUSEKEEPING ITEMS

- If you want this presentation, as well as a packet of tip sheets, templates and goodies, just leave me your card and I'll email it to you. (or sign up online)
- It's OK if you need to leave to visit the litter box.
- This stuff changes A LOT. Speak up if your experience differs!



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INTRODUCING...EMILY GARMAN

- Marketing/Media & Animal Welfare background (15+ years) & Foster mom
- Helped found the Central Oklahoma Humane Society – do transport, fostering, mega adoption events, TNR, fee-waived adoptions...
- Travels around the world helping animal welfare agencies develop fundraising campaigns and use technology better
- 2 dogs: Friendly & Rocky



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ABOUT THE SOCIAL ANIMAL
HELPING YOU HELP MORE ANIMALS

- Teaching you how to use the Internet to raise money, recruit volunteers adopters
- Applying IM techniques to nonprofits
- Mobile apps, websites, fundraising strategies, training, consulting, merchant account & credit card processing setup



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TODAY'S AGENDA

What we'll cover

- 7 keys to a successful social campaign
- Case Studies – what works?
- What type of presence should I have on Facebook?
- Facebook breakdown
- Coming Facebook changes
- Other social media tools/sites
- Other cool stuff



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ARE YOU DOING THESE THINGS?
(YOU GOTTA BE DOING THESE THINGS)

- You have a Facebook page for your org (not a profile) and you USE it
- You have a website
- You have an online donation mechanism
- You have some type of email communication software to send broadcast emails



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EMILY'S 7 TIPS FOR SUCCESS
USE THESE KEYS FOR SLAM-DUNK SOCIAL CAMPAIGNS





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1. MAKE IT EASY







- Let people take action, wherever and whenever.
- Don't make them leave where they are.
- Eliminate all their questions.
- Make sure it all works (technically), loads quickly, etc.



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2. USE POWERFUL PHOTOS & VIDEO



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3. BE SPECIFIC



"Fido developed parvo on Thursday and needs to be hospitalized. The vet is discounting the treatment by \$300, but we still need \$550 to pay for his care."

Versus

"We often have sick dogs who need treatment, anything helps!"



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4. MAKE IT URGENT / TIMELY



- Scarcity is TIME.
- "We need \$1,500 to do this surgery tomorrow."
- "We have 25 dogs who need fosters by this weekend or they'll be euthanized."
- "We only have 6 dogs left at our adoption event!"



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5. SET A GOAL




- Public and private goals
- Share them
- Get people on board; they want to be part of achieving a goal
- Always set a public goal you know you can reach





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6. HAVE A GOOD LIST



- Your most valuable asset
- Sign up form on website, facebook, in email signatures, via text/SMS, at all events, adoption contracts, etc.
- Who's on your email list?
- Are you asking the same people over and over?





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7. SAY THANK YOU & FOLLOW UP

- You can make another “pitch” here
- It's imperative to follow up regularly with progress – you are accountable.



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REAL-LIFE EXAMPLES
SOCIAL MEDIA CAMPAIGN SUCCESS STORIES



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CASE STUDY: PET FOOD DRIVE

(needed people to commit to donating money and/or food on a monthly basis)



Three days after email appeal:

- \$300 in monthly commitments
- \$7,000 single cash donations
- \$10,000 grant commitment
- Giant Donation from Purina
- 38 bags of food donated



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CASE STUDY: KINDNESS RANCH



- Small sanctuary in Wyoming
- Took in 12 Beagles at once
- Needed extra funds to build housing and pay for veterinary care
- Video/email/Facebook campaign



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CASE STUDY: KINDNESS RANCH




**Raised \$25,000
in 10 days**
(with a video we made for free)



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EVERYDAY SUPPLIES



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KINDNESS RANCH: WHAT WORKED?

- Holiday time
- Great photos
- Sad music
- People share videos
- Great story



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CASE STUDY: THE AUSTRALIAN 8



- 8 parvo puppies
- Need \$3500 for treatment
- Email & Facebook only
- Launched this past Wednesday at 11:40 pm



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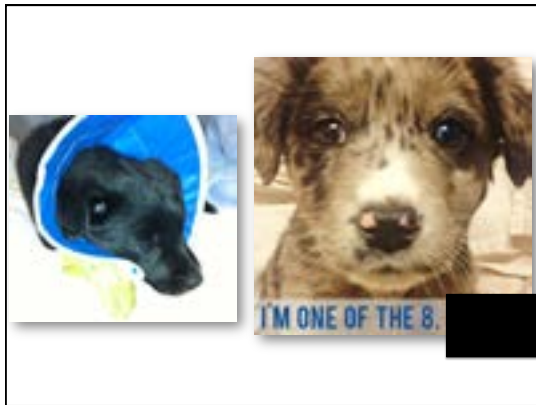
CASE STUDY: THE AUSTRALIAN 8



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THE AUSTRALIAN 8: WHAT WORKED?

- Great pictures and graphics
- The dog is making eye contact
- Good writing, tells a story – interesting title
- Urgency
- Relevance – many people had been interested in adopting these dogs
- Raised \$2610 so far





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WHAT'S THE MAGIC FORMULA?

- + Great core message (good writing)
- + Compelling Video
- + Great photos

Take these and create...

- Email message
- Page on website
- Page on Facebook
- Sharable Posts & Tweets






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	Profiles	Pages (Fan Pages)	Groups
Who's it for?	Real people	"Official" Orgs, businesses, celebrities. Nike, Microsoft, Coca-Cola, etc.	Members of an organization or company
Purpose	Personal networking, photo sharing, socializing, etc.	Broadcast information to fans in an official, public manner.	foster group discussion around a particular topic area
Pros		Official Can go viral Share photos, videos, etc. Fans can post	Can send emails More discussion Aggregate people with same interests
Cons		Can't send emails to fans Can't invite fans	Not for public

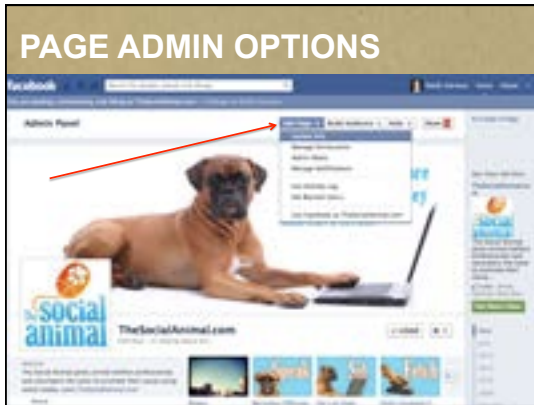




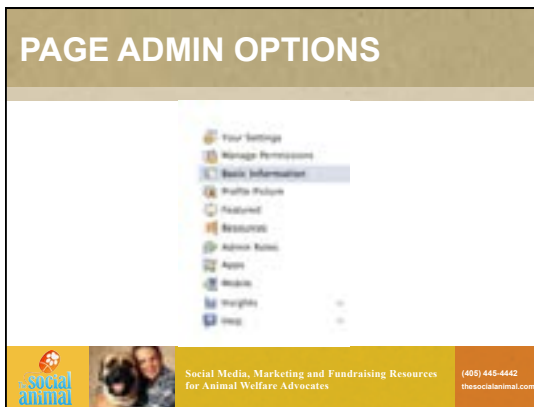




PAGE ADMIN OPTIONS



PAGE ADMIN OPTIONS



FACEBOOK "APPS"



FACEBOOK "APPS"

Facebook.com/apps
to browse

Or just search for the app you
want



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ANALYTICS – FACEBOOK "INSIGHTS"



ANALYTICS – FACEBOOK "INSIGHTS"

Date	# of Posts	Reach	Engagement	Engagement Rate	Website
3/15/13	1	1,810,400	2,000	0.11%	0
3/16/13	1	1,810,400	2,000	0.11%	0
3/17/13	1	1,810,400	2,000	0.11%	0
3/18/13	1	1,810,400	2,000	0.11%	0
3/19/13	1	1,810,400	2,000	0.11%	0
3/20/13	1	1,810,400	2,000	0.11%	0
3/21/13	1	1,810,400	2,000	0.11%	0
3/22/13	1	1,810,400	2,000	0.11%	0
3/23/13	1	1,810,400	2,000	0.11%	0
3/24/13	1	1,810,400	2,000	0.11%	0
3/25/13	1	1,810,400	2,000	0.11%	0

FACEBOOK "EDGE RANK"



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IN REAL TERMS...

If I comment on your posts a lot, share them and like them a lot, Facebook "learns" that I like your page.

It will now show me your posts more often.
(this is true for people or pages)

If LOTS of people like, comment on and share your posts, Facebook "learns" that you produce valuable content, and will show MORE people your posts MORE often.

LESSON: Produce valuable content.



FACEBOOK EVENT



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WHAT SHOULD BE ON YOUR PAGE

- Complete Info
- At least 2 admins
- Pictures, Links, Videos
- Donation Opportunity
- "Likes" of other pages
- Your adoptable animals (if applicable)
- Newsletter/contact signup
- Events
- Volunteer Opportunities

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TAGGING ON FACEBOOK



Start typing a regular status update. Before the name of the Page you want to tag, type the @ sign.

"I love @TheSocialAnimal....."

Facebook will fill in the rest and convert the name to a link.







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HERE COME THE CHANGES

- Multiple Feeds (not just "most recent" or "top stories")
- "Following" feed – this is the golden spot









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HERE COME THE CHANGES

- Evens the playing field (for good AND bad content)
- Means you must post more often







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HERE COME THE CHANGES



- BIGGER content (photos)



HERE COME THE CHANGES

- Cover Photo "stories"



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FREQUENCY FOR EMAILS/POSTS/TWEETS

- What can you maintain?
- No more than 3 posts per day on Facebook
- 8-10 Tweets per day
- 1-3 blog posts per week (unless special occasion)
- Fewer than 2 per week, you lose engagement



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WHEN TO POST (TIME OF DAY)?





- Varies; many factors— check your traffic and see
- Monday morning = highest web traffic; shopping and Facebooking (work hard, people!)
- Lunchtime = heavy traffic
- Don't send on Mondays or Fridays



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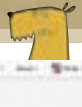

MISCELLANEOUS GREAT INFO!



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PINTEREST – HOW YOU CAN USE IT




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PINTEREST – HOW YOU CAN USE IT

- Create your boards with a specific purpose in mind.
- Follow users with similar interests who have quality images
- If someone influential follows you, be sure to follow back
- Like or repin things that appeal to you




Becky Arnold
Photo by Becky Arnold for thesocialanimal.com

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PINTEREST – HOW YOU CAN USE IT

- Pin pictures of animals who need homes. Share the story of each animal in the Pin Description. Where was Scruffie found? Did she need medical care? Were you able to find a home for her?
- Use the @ sign (like on FB) to tag business, people, etc.
- Add the "pin" button to your website, business cards, email signature, etc.



Scruffie
Photo by [unclear] for thesocialanimal.com

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INSTAGRAM – HOW YOU CAN USE IT

Instagram is a mobile app (almost exclusively available on mobile) that allows you to take pictures, apply an (optional) effect to them, and share them on Instagram and other social media sites.

- Share photos of animals for adoption
- Share "happy tails" photos
- Stream photos from events
- Tag people and keywords in pictures



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INSTAGRAM – HOW YOU CAN USE IT



At this point, having a business page on Instagram for your organization is only really important if you have a physical location.

- People can check in and tag your location (events, etc.)
- To do it, create an account through Foursquare.com





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GOOGLE + – HOW YOU CAN USE IT





I would only use this to help with your SEO and to help your page get found—especially if you have a physical location. (Helps a lot with Google local searches)



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Google.com/nonprofits



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SOFTWARE AND HARDWARE DONATIONS



- Microsoft Office: \$16
- Norton Antivirus: \$4
- Photoshop: \$25
- Flickr Pro: Free
- Windows 7 OS: \$9
- E-Tapestry: \$60



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GiftRocket.com

Amazon Wish Lists

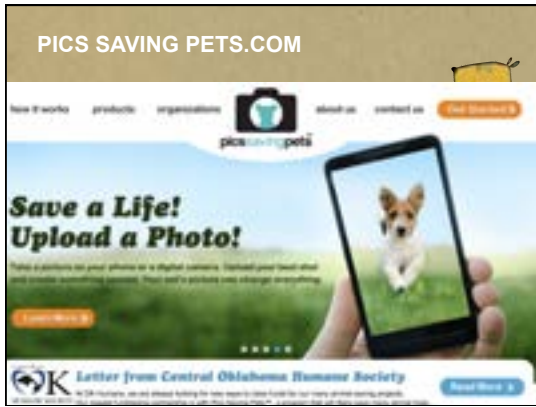


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BUILD YOUR OWN LOLCATS!!




builder.cheezburger.com/builder










The main point of ALL of this is so that when you need people to act, they will be ready, because you've *already cultivated the relationships.*





YOUR QUESTIONS?
HOW CAN I HELP?



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