

# Brandywine SPCA

# Social Media Guide

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# Overview

Needs of Brandywine SPCA:

- Gain more volunteers
- Raise awareness on veterinary services
- Increase adoption rates

General Engagement

- Promote Brandywine SPCA specific hashtags
  - ◆ #BVSPCA
  - ◆ #adoptBVSPCA
  - ◆ #BVSPCAadoptionday
- With all customer interactions for adoptions and veterinary services, hand out a card that includes all social media handles and hashtags to encourage user generated content

# Twitter

## Purpose of Platform

Twitter is a platform that is based off of **news updates** in regards to an organization. It is a great place to quickly post and share news. Unlike other social media platforms which heavily rely on images and other visuals, Twitter is **less visual** based. While images can be paired with posts, having too many images can clutter an organization's Twitter feed, and take away from the news and event updates that the organization is trying to highlight.

Specifically for **Brandywine SPCA**, Twitter can be utilized mainly for:

- News updates
- Event reminders
- Community engagement tool

## When and How Often to Post

BV SPCA should be posting a minimum of **one time per day**, however we suggest more than one tweet daily will result in more interaction and engagement on the Twitter account. This post can be any type of tweet, and about any relevant topic to the organization. Additionally, it is important for BV SPCA to be retweeting other similar organizations or related articles to attract a wider Twitter audience.

We suggest that BV SPCA posts this tweet during commuting hours; **7-9am or 4-8pm**. Since most of the accounts that follow the Brandywine SPCA twitter are personal accounts, these people will be more likely to have free time during these time frames to check Twitter and engage with BV SPCA.

## Types of Content to Post About

### Twitter Chats

A Twitter chat is a public twitter conversation surrounded by one hashtag that the hosting twitter account has determined. Typically, these last one hour and range about four-seven questions. We suggest that BV SPCA should participate in other organization's twitter chats 1-3 times during the years. This will make BV SPCA brand known to similar organizations and other active twitter users.

### Twitter Polls

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Twitter polls are a great tool for engaging community members in a quick and easy way. It is also a great tool for crowdsourcing and getting genuine feedback from the existing Twitter community.

Twitter Poll Examples for BV SPCA:

- Name this pet
- Cat/Dog trivia
- When to hold events

### **Weekly Recaps**

Every Sunday give statistics regarding how many cats and dogs have been adopted, how many were brought into the shelter that week, and how many are currently living in the shelter. This is information that the Twitter community can look forward to hearing, especially if a lot of animals have been adopted that week.

### **On-Going Campaigns**

Having on-going campaigns will get people excited to continue to check back and even post their own tweets. These campaigns can be official days that are nationwide, or specifically created for the Brandywine SPCA. Publicizing them in an engaging way will help get more reply tweets and more activity on this platform.

#### Campaign Examples

- #AdoptionDayStory - every time a pet is adopted, encourage the family to tweet using this hashtag
- #NationalDogDay (August 26th)
- #NationalCatDay (October 29th)
- #NationalVolunteerWeek (mid-late April)

### **News**

Twitter is an active social media source for getting current news for any field or organization. Brandywine SPCA should be actively involved in this aspect of the platform by tweeting or retweeting articles about SPCA news, adoption news, veterinarian advancements, new no kill shelter information and any other general news that relates to the brand.

### **Event Updates**

One-two weeks leading up to an event, post updates of the event information. Even considering tagging specific Twitter users that the organization feels would be interested in this event.

The day of the event, have someone live-tweeting updates, and make sure to have a specific hashtag for event attendees to be encouraged to use. Additionally, if it is a fundraising event, be sure to explicitly say how much money was raised and what the money is going towards. Any outcome of the event should be publicized greatly.

### Strategies for Building a Network of Engaged Followers

Building an engaging and active twitter following is crucial to making this a successful social media platform. BV SPCA should make sure to **respond to everyone** who tweets at the organization in a timely manner, regardless if the tweet is positive or negative. This will help make the Brandywine SPCA feel more personable. BV SPCA should be **interacting with other SPCA's** nationwide, and making this SPCA known in the community. This will attract a larger, more diverse following. Another way to build a network is to follow and **engage with other Brandywine Valley businesses** and news sources to make BV SPCA well known locally. Lastly, have posts with **calls to action**. Some examples of this can include "Retweet if...", twitter polls, or posing a question.

### Visual Mockups

The image displays three separate Twitter posts from the account @BrandywineSPCA, each illustrating a different strategy for building a network of engaged followers:

- Post 1:** A simple update: "This past weekend 4 dogs and 2 cats found their new homes! #AdoptDontShop". It includes standard Twitter interaction icons (retweet, reply, like).
- Post 2:** A poll asking, "How many pets have you adopted before?". The options are "one", "two", "three or more", and "none yet!". A "Vote" button is present, with 76 votes and 21 hours left. The poll has 8 retweets and 6 likes.
- Post 3:** An announcement for an event: "Join us on 4/30 at 12 pm for Furr Fest! One of our biggest adoption days of the year!". It includes standard Twitter interaction icons.

# Instagram

## Purpose of Platform

Instagram is used to share photos and videos **quickly and efficiently**. Most Instagram users scroll through the platform very quickly and double tap the posts that they like. If there is a post that is of more interest, the users will probably spend time reading the caption. Instagram allows you to post photos from the device's camera roll or take a picture within the platform. A main perk of Instagram is its ability to **connect with other platforms** such as Facebook and Twitter. A new feature on Instagram is the story feature which allows the user to post stories similar to Snapchat.

Specifically for **Brandywine SPCA**, Instagram can be utilized mainly for:

- Event Photo Sharing
- Event reminders
- Community engagement tool

## When and How Often to Post

In order to keep an active presence without overwhelming an audience, it is important to post **once a day or every two days**. This will ensure that followers will continue to be engaged.

It is suggested to post between the hours of **4pm-8pm**, which is when most people are eating dinner or relaxing after work. If it is a weekend where there is an event, the hours to post would be directly after the event. For Instagram stories, it is important to post at least 2-3 videos or pictures from the event. Another way to promote engagement is to use the **Instagram Live** feature which allows users to join in and watch what is happening at each event. The Live feature should be used at larger scale events such as Adoption Days or events with other partners.

## Types of Content to Post About

- 1) Photos
  - a) From Events
  - b) Of Pets to be adopted/Pets already adopted

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## 2) Video

- a) From Events
- b) Of Pets to be adopted/Pets already adopted

One aspect of the BVSPCA's Instagram page that is doing very well is the videos. Each video gets several hundred views. One thing to include is to add more videos. The frequency of video posts should be **one per week**. These can be of events through the Live feature or of pets to be adopted. These videos should remain high quality and give information about what the BVSPCA is doing.

In regards to photos, the current quality of the photos is pristine. One thing to add is photos of animals that have **"personality"**. This could be where an animal is doing something funny or the expression on their face makes them unique. This will encourage users to stop and pay attention because it is something different. Another thing to include would be the name of the event within the photo. For example, the "Tour for Life" event had an image of a cat. Instead, it would be beneficial to keep that image but also include the **event, time and date** for users who are quickly scrolling by to see.

## Descriptions

Instagram is a platform where users engage quickly, therefore, long descriptions are not always helpful. To have more engagement, descriptions should be shortened to **50 words maximum** with the most important content in the first sentence.

## Hashtags

Hashtags are used on Instagram as a way to engage users and create a streamlined set of posts that could be searched. To allow users to have a better sense of the brand it is important to streamline hashtag usage. This would involve limiting the use to **2-3 main hashtags**.

## Examples

- #BrandywineSPCA
- #adoptdontshop
- #adoptionstory

Hashtags can also be used sparingly for special events. An example would be #walkforpaws2017 for the SPCA's Walk for Paws Event.

## Strategies for Building a Network of Engaged Followers

On Instagram it is important to follow about **50%** of the users following you. This will allow users to feel like they should be more engaged because the BVSPCA is also following them.

### Current Statistics

Number of Followers: 3725

Number Following: 247

Only following about 7% of the audience

### How to increase engagement

The total number of followers should be at about 1800. In order to get them to interact it is crucial to interact with their page so that they will interact with the BVSPCA page. This could be from **commenting and sharing** their posts related to the Brandywine SPCA.

### Visual Mockups

#### Pets With Personality



#### Event Posts



## Descriptions of Posts



Long Description



Shortened Description

## Facebook

### Purpose of Platform

Facebook is a popular platform for creating online communities with your users, and other organizations. Unlike Twitter and Instagram, the use of strategic multimedia content is heavily relied on. Facebook uses the equal creation of posts and images to create conversations with users.

### When and How Often to Post

To keep the Facebook page engaging, daily posts are recommended. The best time to post on Facebook is between **12 and 3 PM** on Monday-Friday and **12 and 1 PM** on Saturday-Sunday. Though Facebook's news feed is non-chronological, these times are still proven to give the best overall response.

Facebook's live video feature is another way to connect with followers in addition to daily posts. Streaming events in real time adds a new dimension to your organization's presence on social media.

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## Types of Content to Post About

As expected on Facebook, the cute pet adoption posts often get the most likes and comments from followers. Posts regarding important events and promotions are also significant and should be given the same amount of attention. A series of posts such as “Pet of the Day” could be an example of a way to amplify your presence on Facebook.

## Strategies for Building a Network of Engaged Followers

One of the best ways to engage your following via your posts is to actively converse with your audience. Posing open-ended questions is a great way to stimulate conversation and you should be replying to as many comments as you deem necessary.

## Visual Mockups



Cute picture, promotion = High engagement!

