

# Trail Blazing on Facebook to Save More Lives

Presented by 4 contestants in the  
2012 ASPCA Rachael Ray \$100K Challenge \$100K Challenge





# Animal Outreach of the Mother Lode

**3<sup>rd</sup> Place Finish 2012 ASPCA #100KChallenge**

**Diamond Springs, CA (Placerville)**

**½ way between Sacramento & So. Lake Tahoe**



***Kathy Anderson***

**Community Outreach &  
Operations Manager**

[AOSavesLives@gmail.com](mailto:AOSavesLives@gmail.com)

[AnimalOutreachCats.com](http://AnimalOutreachCats.com)

[Facebook.com/AnimalOutreachRescue](https://Facebook.com/AnimalOutreachRescue)

Twitter: @AOSavesLives

Text: **NOLITTERING** to 22828 to join newsletter



# Animal Outreach Saves Lives



**HV-LC S/N Clinic**  
**7000+ surgeries**

**Adoption Center**  
**3300+ adoptions**

**Limited Admissions**  
**No Strays/No RTO**

**Supported 10 Nor Cal**  
**Municipal Shelters**  
**(transferred in 1700+)**

## **Adoption Base**

**El Dorado County**  
**Sacramento County**

## **Pop.**

**180,000**  
**1.4 million**



# WHAT'S THE GOAL?



September 24, 2012

We have some great news! We have found over 861 homes for dogs and cats just since August 1.

What an amazing feat this is that we could not have accomplished without our dedicated foster families and adoption volunteers and all the volunteer efforts of so many. We have qualified to receive the minimum ASPCA Rachael Ray #100kChallenge grant of \$5000. The contestant that increases their Lives Saved beyond their base goal (ours was 861) will win the \$100,000. We believe if we can adopt another 800+ dogs and cats before October 31 we might just win that \$100,000 grant. Yes, we really have a shot at winning this if we continue doing what we have been doing.

861 animals have already won. Please help us save more.

Share, foster, adopt, volunteer, donate. Thank you Community! — with Janet Huss Kenneweg and Jennifer McCreary.



Write a comment...

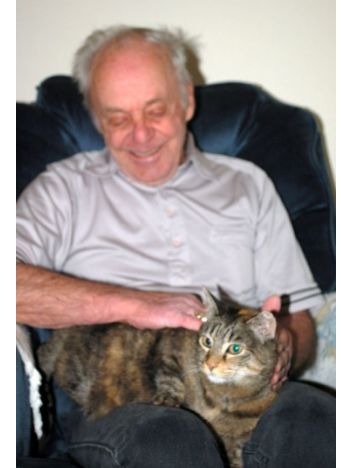


# We asked: What Do Fans Want To See?

## HAPPY, HAPPY TAILS!



Renoir and his timid sister Chicklet were ready for adoption after spending some time at awesome volunteer and foster Bruce's house. A mother with her three sons came into the Folsom Petsmart on Iron Point on Sunday afternoon, ready to adopt two young kittens. After an hour with the teeny tinies and lots of time considering their choices, they decided to take this adorable duo home!



# TAG! YOU'RE IT!



Get off my porch! How many LIVES SAVED since Aug 1? 1000 -don't quit now- cats/dogs are dancing all over Nor Cal tonight. #100KChallenge — with Edward G. Burkhardt, Lori Martin, Jeanne Jackson and 15 others.

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

Animal Outreach of the Mother Lode Animal Rescue, Casey Deaton, Kelly Nelson, Mike Trotta and 91 others like this



# 1 POST CAN COMMUNICATE SO MUCH



Remember Donna's challenge to donate \$1 for every life saved? She visited Animal Outreach to see what she owed us beyond our original #100kchallenge goal of 861 and nearly had a coronary. We hate to kill off our supporters but oh, what a way to go! And we still have 6 more days to ADOPT.

Donna also makes our natural and well loved and well used cat trees pictured here with her and affectionate Miss KC. You can buy one and fee is donated to AO.



# FACEBOOK TONE



**Animal Outreach of the Mother Lode  
Animal Rescue**

Liked · February 10

Ever wonder how Adoption Counselor Lorie Howard chooses which cats get to come to Folsom Petsmart Bidwell adoption events? She walks into the cattery wearing her Velcro vest and the most adoptable just stick to her. — with Lorie Savage Howard at Animal Outreach of the Mother Lode

# 92 DAYS OF ENTHUSIASM!



**Animal Outreach of the Mother Lode  
Animal Rescue**

October 24, 2012

They're here. They're here. 30 dogs pulled from municipal shelters will be having surgery this week and ready for adoption at one of our 15 adoption locations this Sat. or at Animal Services, 511 Placerville Dr, Placerville on Sun 12:30-3:30. Adopt them all and we will win #100KChallenge. We are letting the dogs out!

 Tag Photo  Add Location  Edit

Like · Comment · Share · Edit

 Eileen Simpson, Destiny Detwiler, Alyson M Fernandez and 59 others like this.

 2 shares



**Humane Society of Central Washington** All the best to every animal this weekend ... may all find forever homes!



**Levi Hahn**

*Marketing Assistant*

[lhahn@animalrescue.org](mailto:lhahn@animalrescue.org)

412-345-7300 x210

<http://www.animalrescue.org/>



[facebook.com/levishahn](https://facebook.com/levishahn)



[@levihahn](https://twitter.com/levihahn)





## 2012 Intake Numbers:

- Shelter – 9,988
- Wildlife Center – 2,560
- **Total – 12,548**



## ANIMAL RESCUE LEAGUE SHELTER & WILDLIFE CENTER

6620 Hamilton Avenue  
Pittsburgh, PA 15206

[WWW.ANIMALRESCUE.ORG](http://WWW.ANIMALRESCUE.ORG) • 412.345.7300

## Community Demographics:

- City of Pittsburgh
  - **308,090** (2012 est.)
- Pittsburgh Metro Area
  - **2,359,746** (2011 est.)
  - 22<sup>nd</sup> Largest in US

 [facebook.com/AnimalRescueLg](https://facebook.com/AnimalRescueLg)  
~14,586 likes

 [@AnimalRescueLg](https://twitter.com/AnimalRescueLg)  
~7,740 followers

 [AnimalRescueLg.tumblr.com](https://AnimalRescueLg.tumblr.com)  
~358 followers

 [@AnimalRescueLg](https://www.instagram.com/AnimalRescueLg)  
~1,275 followers



# So you're on Facebook...

## The Basics

- Engage your base! ★
  - Staff & Volunteer Involvement
  - Make your page a community
- Post often, but not too often
  - Quality > Quantity
  - Schedule those posts
- “Share” the love
- A photo for every post
  - Avoid text-only posts & links
    - Link without linking
  - Videos are seen; results might not be
    - Use YouTube
- Happy Tales...Tails? > Sad Stories
  - Sad stories have a place, but follow through!



*Just one year ago we had 4,000 likes!*

### Likes aren't everything!

- Reflective of a quality page
- Engagement is key

### Show off what you do!

- What have you accomplished?
- Involve outsiders



**It's NOT Just About Likes!**

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# It's about engagement.



## Who supports you?

- Businesses & Organizations
  - Follow or Like them
  - Interact with them
  - Ask for it in return
- Jane & Joe Schmo
  - Respond to comments, messages, & tweets
  - Ask them to share

## Some good & some bad

- Contests
  - If we get to X likes, we'll give away...
  - Who can guess...
  - Include rules!
- Negative comments
  - Allow supporters to respond
  - Don't ban too quickly



# Advertise

## Facebook Ads

- Don't be intimidated!
  - You'll only learn if you try.
- Identify supporters, then target them!
  - Choose specific groups
    - i.e. veterans, gardeners, athletes
    - What do they like?
- Ads are inexpensive
  - Find a sponsor
- Run a campaign, then get the word out
  - Static HTML frames
  - Constant Contact
- Promote an event



## Promote Posts

- Most of your audience is missing out
- How many people do you want to reach?
- Every little bit helps
- Recoup your costs & practice your ask
  - \$50 = \$845

### Animal Rescue League



You like  
Animal Rescue League Shelter & Wildlife  
Center

The only organization in  
the region that cares for  
all animals, domestic &  
wild.





# Say what you meme.



## Introducing Memes & Photos

- Cute & happy wins
- Capitalize on what's popular
  - Make it your own
- Grab that attention
- You'll never know until you try

## Resources

- Pixlr
  - [pixlr.com](http://pixlr.com)
- ROFLbot
  - [wigflip.com/roflbot](http://wigflip.com/roflbot)
- PicFont
  - [picfont.com](http://picfont.com)





# Twitter, Tumblr, Instagram, Pinterest & Google+

## Beyond Facebook

- Twitter is a MUST
  - Be sure to retweet & respond!
- Tumblr & Instagram on the rise
  - Studies show a strong future
  - More anonymous than Facebook
  - Tumblr archives
- Pinterest holding steady
- Google+ invaluable in search

## Other Niche Networks

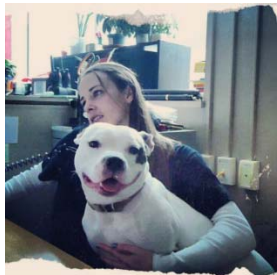
- Use them, but don't spend too much time
  - Don't ignore them either

### Tailor your posts

- Use the same content
  - Make it fit & applicable

### Claim your #hashtag

- Start a conversation
  - *#arlsaveslives*
- Have fun!
  - *#dontbullymybreed*



# Keep Learning!





# Humane Society of Greater Dayton

**Jessica Garringer**

Marketing and Development Project Manager

[jgarringer@hsdayton.org](mailto:jgarringer@hsdayton.org)

[www.Facebook.com/HumaneSocietyDayton](http://www.Facebook.com/HumaneSocietyDayton)





# Who is the Humane Society of Greater Dayton?



Largest and oldest “no-kill” animal welfare agency in **Dayton, Ohio**  
In existence since 1902  
Serve approximately 535,000 people in a 432-square-mile area.

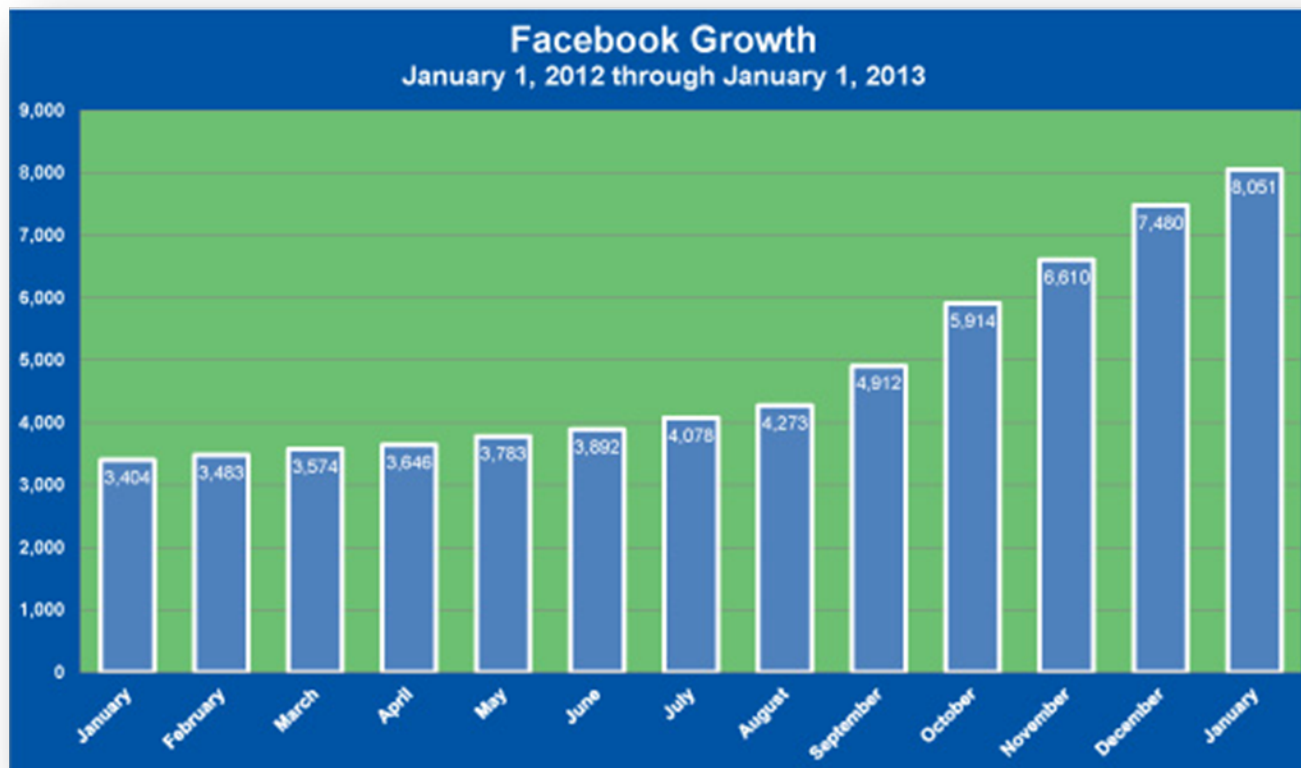
In 2012 we:

- Received 2,337 lost or surrendered animals
- Provided 3,959 surgeries as part of our spay/neuter program
- Completed 1,882 adoptions
- Reunited 32 pets with their owners
- Provided foster care for 1,877 pets in need
- Investigate 670 cases of cruelty and neglect, resulting in 213 animal rescues and 62 injured animals saved



# Facebook Marketing

## Tips, Tricks and What Not to Do When Using Social Media for Marketing



## Social Media Background

- Within five months I grew the HSGD's Facebook fan base from 4,273 fans to 8,051, an increase of 3,778!
- Expanded social media to also include Twitter, YouTube, Pinterest, and Instagram



# Adding Social Media to Your Marketing Plans

- Develop your goals and then create a marketing plan on how and why you want to use social media
  - How much time can you spend on this?
  - What do you want to tell your fans? General Updates? Adoptable Pets? Success Stories? Donation Requests? Upcoming Events?
- Evaluate your resources and get your staff involved!
- Have at least one person be responsible for monitoring your Facebook regularly.
- Think outside of the box and make interactions fun!

# How to Get the Word Out

You've created a Facebook page, now what?  
How do you get fans to click the "like" button?



***Get the word out any way you can!***

- Print links
- Add icon to business cards, email signatures
- Flyers and posters
- Work with local media
- Start liking other groups with similar audiences
- Via volunteers, staff and supporters' personal Facebook pages

# Think Outside the Box

- Make posts funny
- Tug at the heart strings
- Use your space wisely
- Cover photo as billboard ad
- Stay current

## Single Female Seeks Partner that Enjoys Baked Goods

I am a bit smaller than most, but my personality is larger than life.

Although I stay pretty busy hopping around town, I enjoy spending my free time baking. People line up around the block for my signature carrot cake. Nothing keeps me moving more than the tunes of Van Halen, my favorite song of course being "Jump."



Help me find my forever home by calling me, Rachel, at (937) 268-PETS (7387).





# Be Visual!

*Please help us root on Champion! He was found in our dog park abandoned and cold. He was just skin and bones and we are working tirelessly to get him healthy again. If you want to help Champion, please donate to our Rescue Fund at [www.hsdayton.org/rescue-fund](http://www.hsdayton.org/rescue-fund).*

**Or...** you could post a photo album that tells his story more thoroughly. Plus, as he progresses you can continue to add photos of his improvement like this:



*Please help us root on Champion! He was found in our dog park abandoned and cold. He was just skin and bones and we are working tirelessly to get him healthy again. If you want to help Champion, please donate to our Rescue Fund at [www.hsdayton.org/rescue-fund](http://www.hsdayton.org/rescue-fund).*

# What Not to Do:

- **Talk About Just One Thing**
- **Don't Become Spam**
  - limit your posts to 4 or 5 per day
- **Delete All Bad Comments**
  - Use bad comments as a learning experience
  - Address the issues and educate





# Tips and Tricks



- Be honest
- Give updates and create closure to all of your stories.
- Make your fans understand their impact. Say thank you!
- Don't reinvent the wheel
- Start slow and evaluate your needs



# Ben Swan

Public Information Officer  
**Santa Fe Animal Shelter**  
Santa Fe, New Mexico

505-603-8075

[bswan@sfhumanesociety.org](mailto:bswan@sfhumanesociety.org)

[www.sfhumanesociety.org](http://www.sfhumanesociety.org)

[www.facebook.com/sfhumanesociety](https://www.facebook.com/sfhumanesociety)

@santafeanimalshelter





# Santa Fe Animal Shelter

Northern New Mexico's largest open admission shelter

Located in Santa Fe, population 70,000; serving all of Santa Fe County, population 145,000

## Our 2012 report card:

- Took in **5,126 animals** in need
- Found new homes for **3,327 animals**
- Spayed or neutered **9,403 animals**
- Returned **1,162 lost animals** to their homes
- Gave **656 animals** a second chance with our Shelter partners



Placed **25th** in the nation in the 2012 \$100K Challenge

A private nonprofit – we receive no direct funding from public entities.  
We do contract animal services with the city and county.





# Facebook: What works for us

## Create a dialogue

- Promote **special events**, like the \$100K Challenge.
- **Encourage** visits, comments, personal commitments to profiled animals.



- Show **all aspects** of Shelter work, from clinic to adoptions.
- Don't forget to **ask** if you need something.
- **Interact** with posters.



# Facebook: What works for us

## Wow them with content



- Post interesting, diverse content
- **Mix it up** with videos, photos, status updates, shout-outs to worthy organizations and individuals
- **Link** to newspaper articles, television features and news clips.
- **Share photos.**



- Try to post at **different times of day.**
- Focus on **creativity.**
- Acknowledge **big donations** but avoid commercialization.



# Facebook: What works for us

## Don't worry, be happy

- Maintain a **positive image**.
- Sad stories **touch the heart**, but careful how many you post.
- **Don't be judgmental**.
- **Listen, but don't engage** in a public forum – it usually backfires. Call these people or send them a message.
- **Never allow** offensive or abusive language or images.



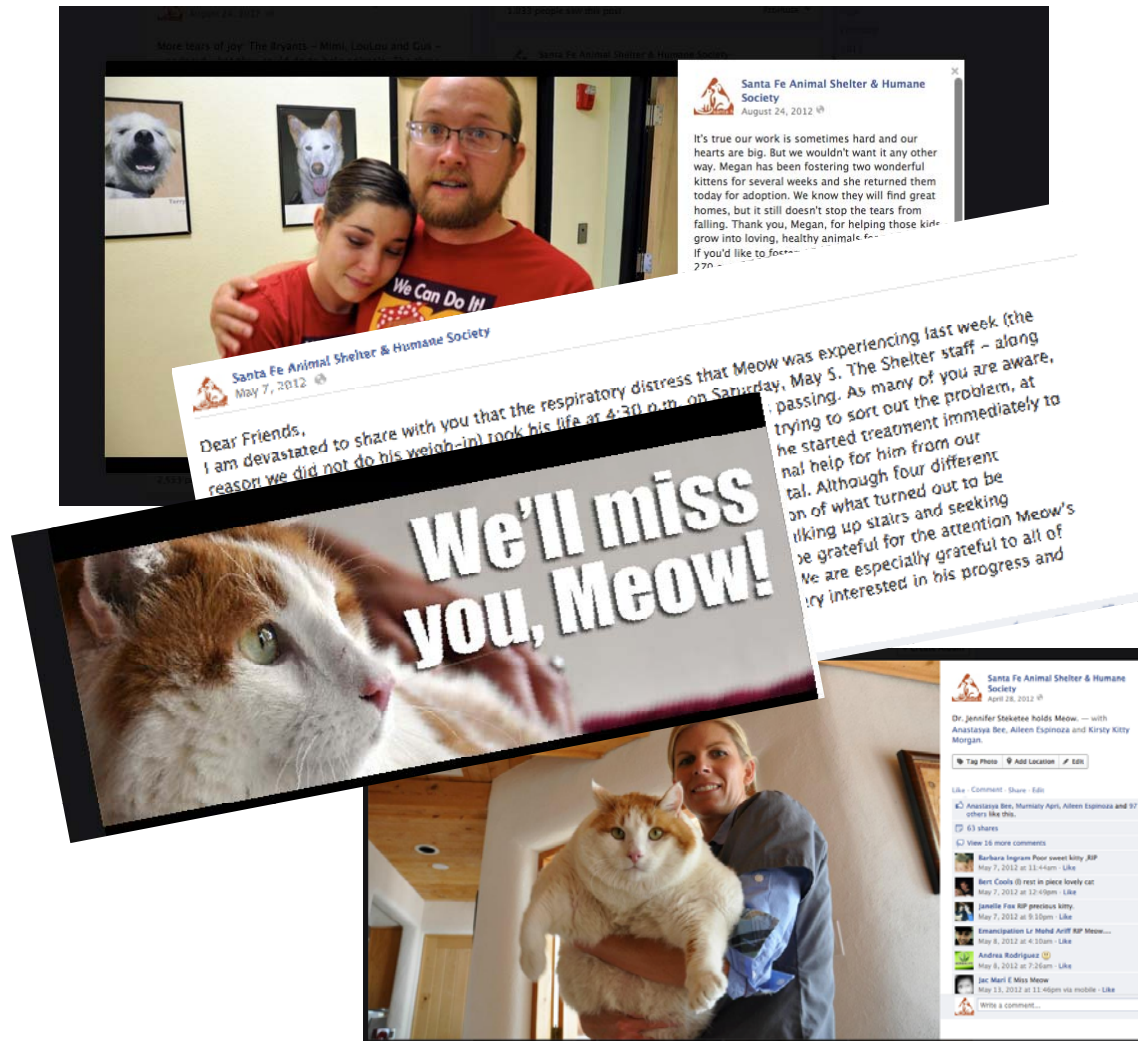




# Facebook: What works for us

## Be honest, consistent

- Don't be afraid of the **truth**.
- Celebrate your **achievements**.
- **Adoption** photos with short stories are awesome.
- Use **personal stories** from shelter volunteers and staff.
- Follow the “**show, don't tell**” rule.”







# Facebook: What works for us

## Raise funds, rejoice!



- We remind people on a regular basis that **we need funds** to continue doing the awesome work we do.
- Always remember to **thank people**.
- Target **specific causes**, like an injured dog or cat or an long-term animal that really needs a home.
- Make it easy for people to **donate online**, on Facebook or by phone.



# Facebook: What works for us

## Think outside the box

### Milagro's special visitors (5 photos)

It was surprisingly cold in Santa Fe today, but we had some special visitors who warmed our hearts. Holly and Taylor flew in from Iowa this morning to tour the Shelter and visit with Milagro. As always, Milagro was a gentleman, politely waiting for kisses, hugs and his own special attention. Despite his rough start in life, Milagro puts everything into perspective: Love, he seems to be saying, is the answer to every question.



- Update stories.
- Use eye-catching images.
- Ask questions.
- Contests are easy and fun.
- Watch your **spelling**, grammar and avoid fuzzy photos!
- Try other **social media** platforms.