

ASPCA[®]pro



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The webinar begins at the top of the hour.

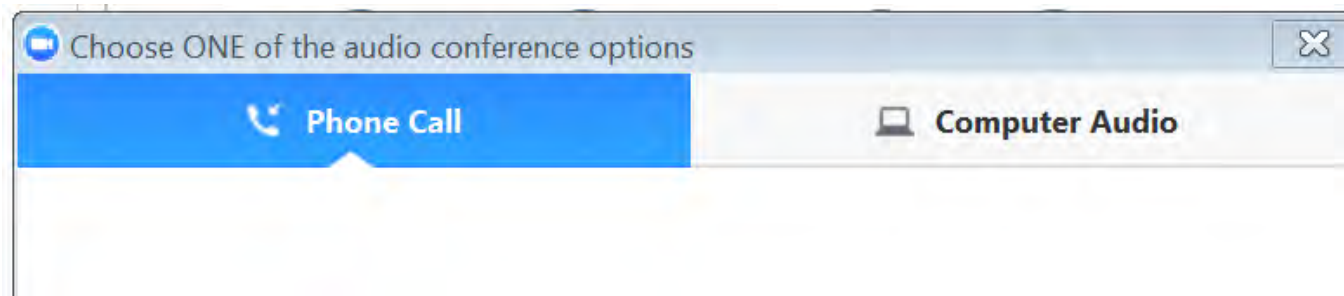
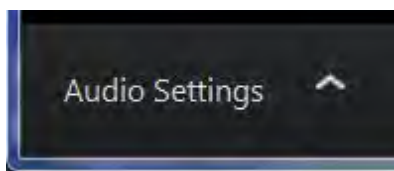
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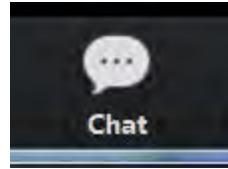
Welcome!



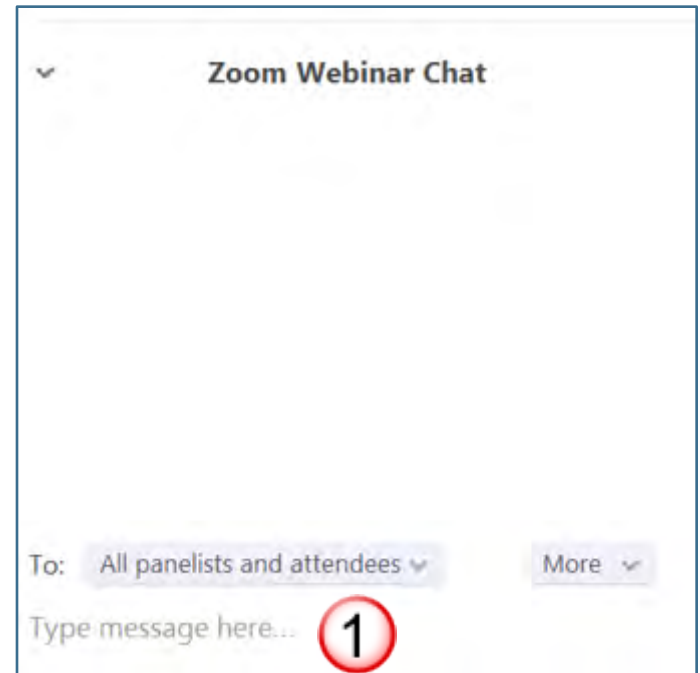
HOW TO ADJUST YOUR AUDIO



HOW TO CHAT



- 1
- Type your message
- Select All panelists and attendees
- Hit enter



Using Media and Social Media for Foster Recruitment

ASPCA “Meow For Now” Kitten Foster Campaign

Danielle Arnold Senior Manager - Media & Communications

Carly O'Malley Manager, Social Media - Member Communications



Traditional Media & Influencers

Engaging Traditional Media

Define your media goal

Research your targets

- Identify print, radio and TV outlets in your area

Determine timing to pitch

- Throughout two-month campaign, but specifically target when you need fosters the most!

Crafting & Pitching Story to Media

Suggested offerings in media pitch

- Call-to-action: Why do you need help now, and how can people sign up?
- Offer interviews with program experts
- Offer to share your own photos/videos
- Supply data to make pitch newsworthy and unique (Intake numbers show how many kittens need foster homes!)
- Compelling stories of fosters and/or foster kittens
- Offer to bring kittens to media or local companies' offices
- Invite media to your shelter and/or event

Media Pitch & Placement: Example

“Kitten season” in L.A. is right around the corner, and it is a time following the feline breeding season when L.A. shelters are overwhelmed with a flood of newborn kittens coming in. The ASPCA is entering its second year of operating its Los Angeles Feline Foster Program out of Baldwin Park Animal Care Center with the goal to save the lives of more cats in L.A. County, specifically “pee-wee” kittens ages 4-8 weeks. **Now that it’s April, we have an urgent need for foster parents to help care for these vulnerable kittens, and we would greatly appreciate your assistance in educating your viewers about this dire need on your news station.**



Engaging Local Influencers

- Find out which influencers (bloggers, Instagrammers, local athletes, local legislators, local celebs. etc.) near you love animals & have pets / may want to foster
- Ask local media personalities to promote your program on their social media channels
- Invite influencers and media personalities to visit your program and capture content for their social media channels, with a fostering call-to-action

Ellen Leyva 8 mins · 🌐

Hey Kitten lovers! This was brought to my attention. The ASPCA is in need of some loving foster homes. Maybe it's something you might like to do?



Can we crash at your place for a while?

We urgently need temporary kitten foster homes in the L.A. area. The ASPCA provides food and support - all we need from you is love. Help us save more lives. Visit [ASPCA.org/FosterLA](https://www.aspcapro.org/FosterLA)

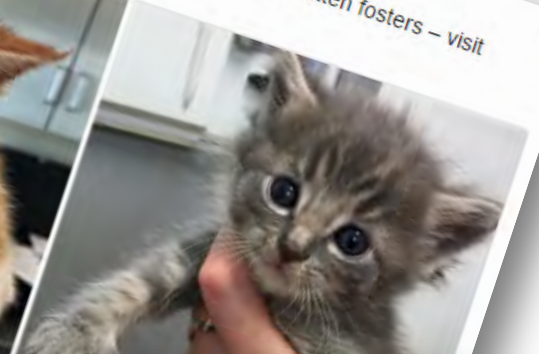
Like Comment Share

5



Ellen Leyva @abc7ellen · 56m

Kittens in L.A. need your help! [ASPCA.org/FosterLA](https://www.aspcapro.org/FosterLA)



kittenxlady • Follow
Los Angeles, California

kittenxlady My pal @coleandmarmalade and I are with the @aspcapro learning all about their awesome Pee Wee program for kittens in LA...and guess who came in while we were visiting? A mini Cole and Marmalade! 🐱 These kittens, and SO MANY more, urgently need foster homes in LA. If you live in Los Angeles county, please, please sign up to help at [aspcapro.org/fosterla](https://www.aspcapro.org/fosterla) ❤️ Comment below if you sign up so I can give you a virtual high five! 🙌 #aspcapro #coleandmarmalade #kittenxlady

Load more comments

sammspd Awwwww 🐱🐱

elizamama73 I love where I live but wish I lived in the LA area right now. You've inspired me. I'd like to foster kittens in my town. ❤️



25,609 likes

AUGUST 11, 2017



Participating in Local Events

Find ways to participate in local events to promote your program, including:

- Pet expos
- Local veterinary offices/pet stores
- Office visits with kittens



Making Webpage Media-Friendly

- Develop clear website landing page tied to the fostering call-to-action. Make it easy for people to sign up!
- Create easy, quick and organized sign-up process (mobile-friendly for iPads and phones, too!)
- Offer online orientations
- Ask during sign-up: How did you hear about the foster program? *This will help develop your strategy – see what's working!*

ASPCA.org/FosterLA

We Urgently Need Kitten and Cat Fosters in Los Angeles



Apply Now and Save a Life!

Apply Now

Los Angeles ASPCA Foster Caregiver Application

We need your help saving Los Angeles's cats and kittens! In order to give these feline friends the best possible chance for a happy life, the ASPCA needs caring people who will look after the kittens and cats until they are ready to be adopted by a new family.

We provide all the food, supplies and medical services, as well as all the support you can ask for—all we need from you is TLC.

To get started, please complete the online application today. In the application, you will need to RSVP for an upcoming virtual information session where you will learn everything you need to know about our program and ask any questions you may have.

First Name *

Last Name *

☐ I am 18 years of age or older *

Street Address *

City *

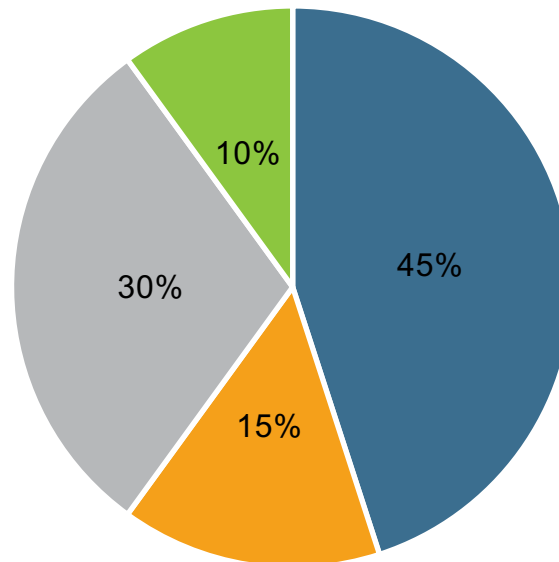
State *

Zip Code *

ASPCA Foster Sign-Ups from Media

By engaging media and influencers to promote the ASPCA's L.A. Kitten Foster Program, we earned **40 foster sign-ups in just one week.**

Foster Sign-Ups from Media Efforts
(Week of April 23, 2018)

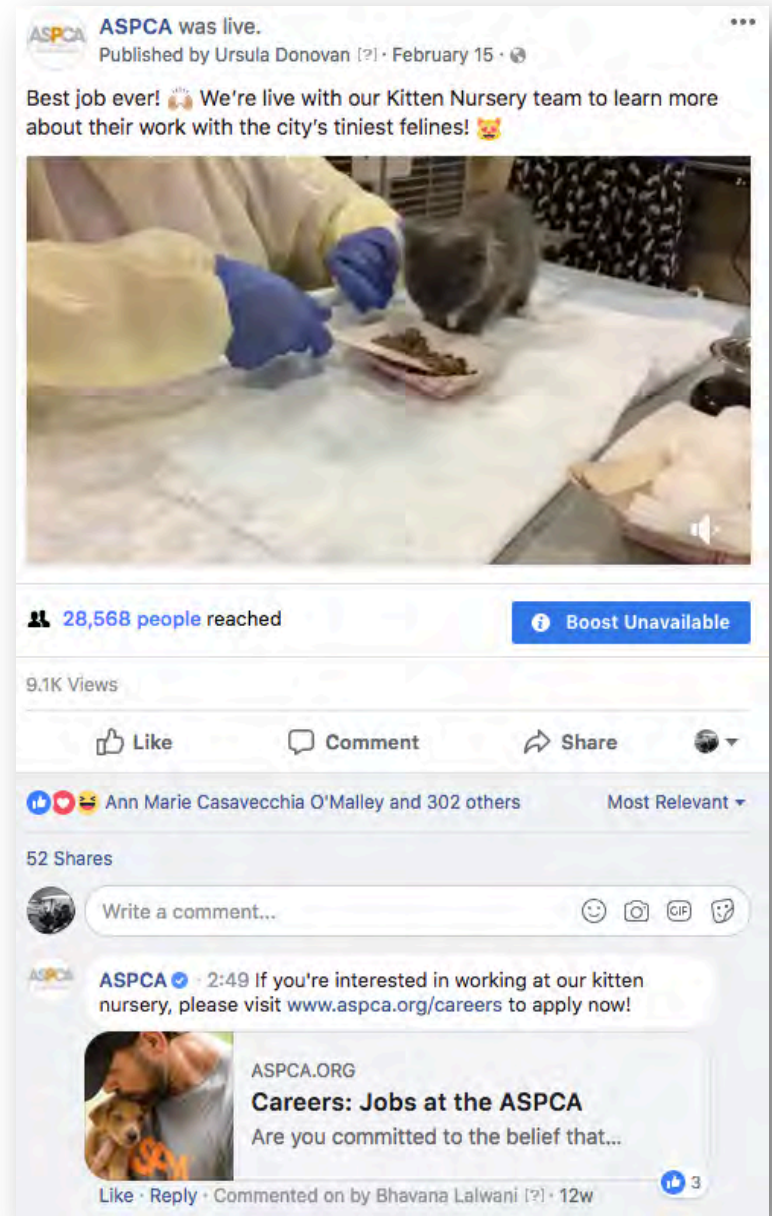


■ Media coverage ■ Social media ■ Office visits ■ Other

Social Media

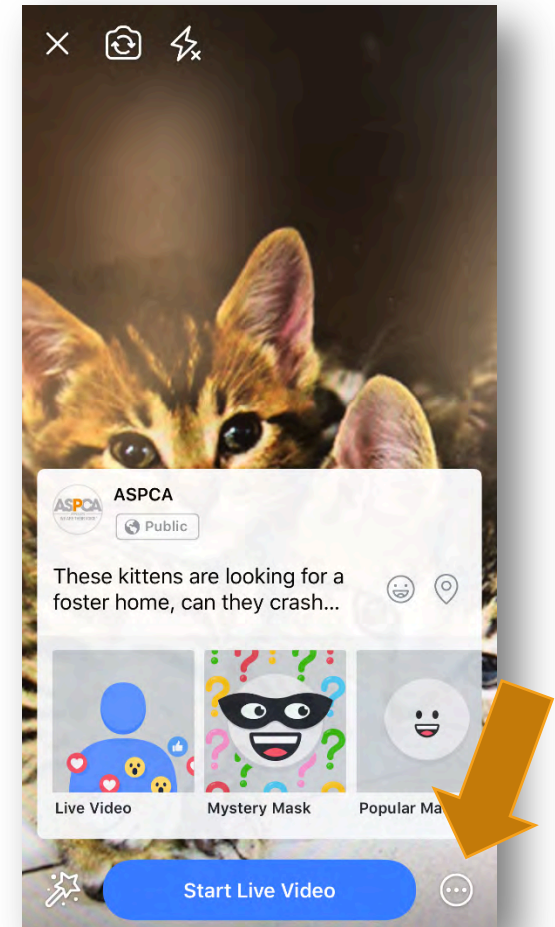
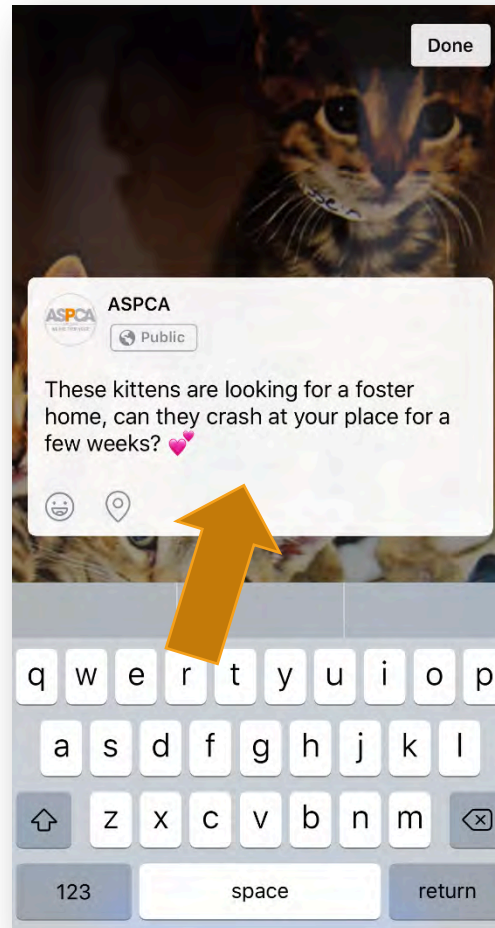
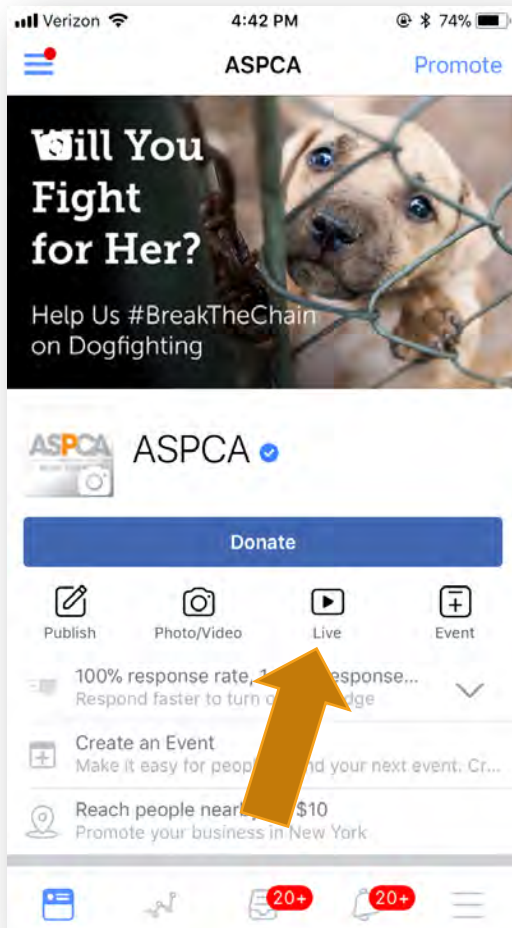
Facebook

- Go **LIVE!**
- Keep focus on animals
- Both short (2 mins) and long (30+ mins) livestreams can be engaging

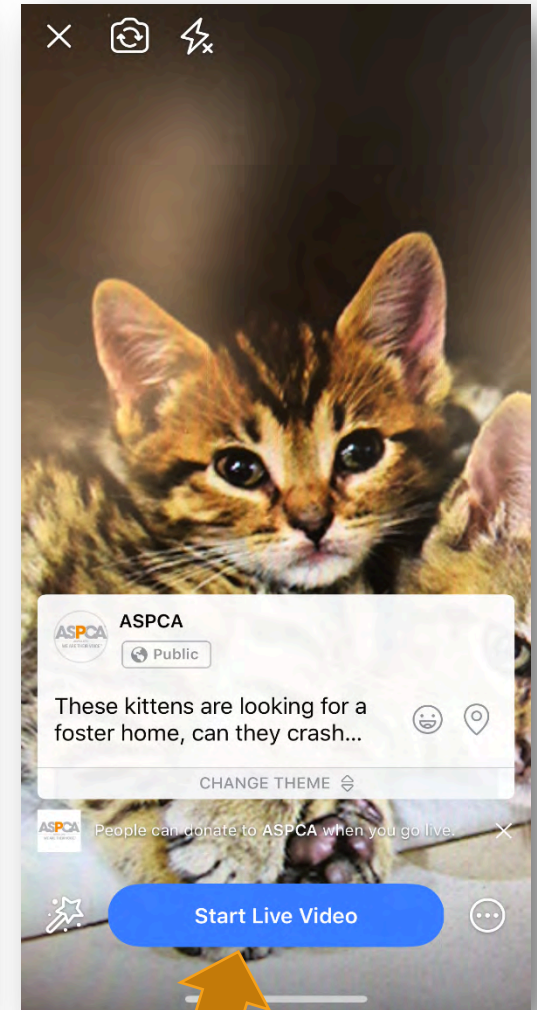
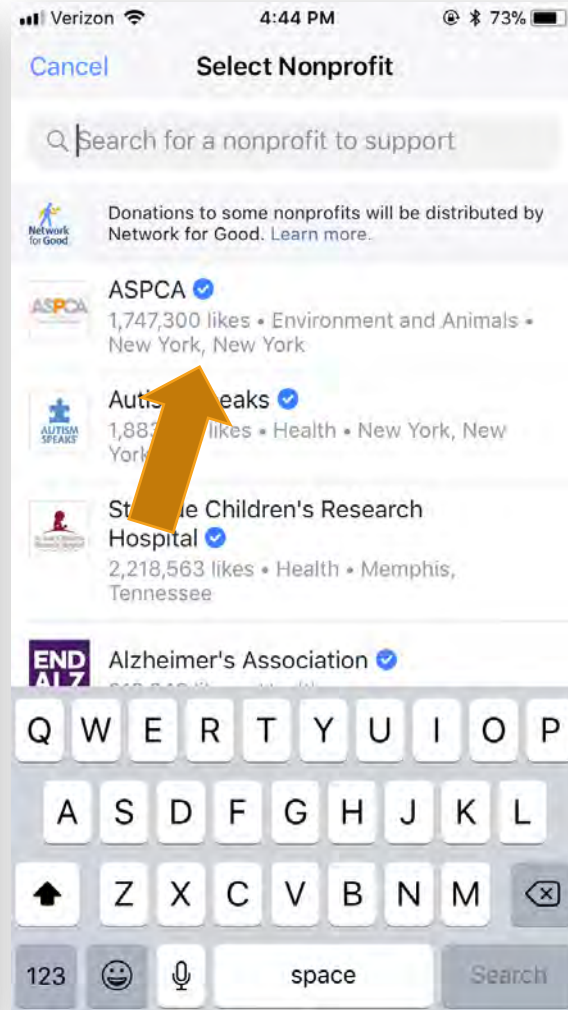
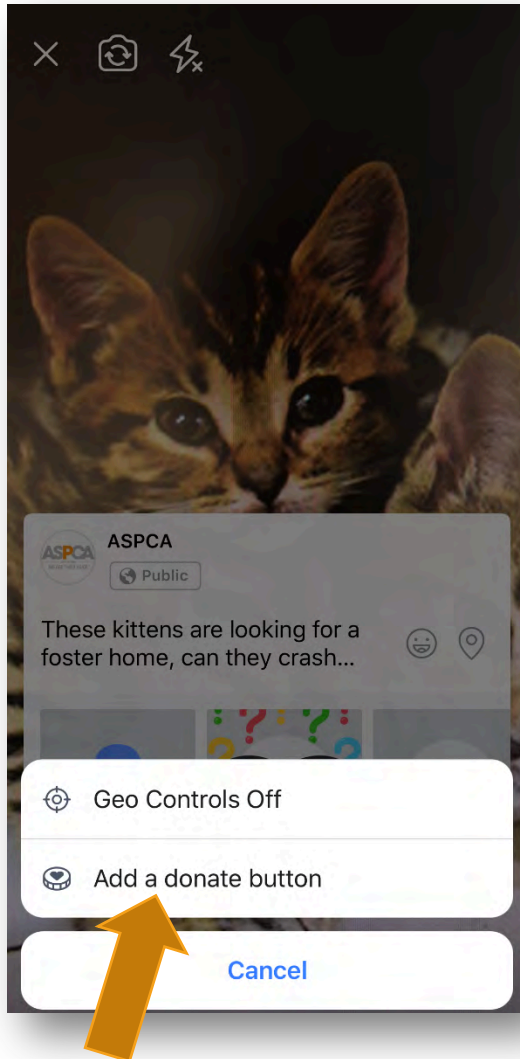


Facebook

- Download the "Facebook Pages Manager" app



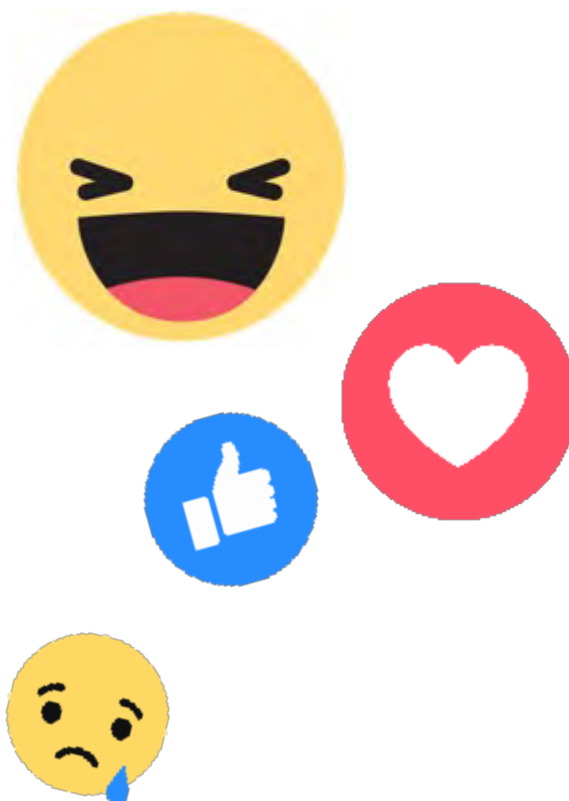
Facebook



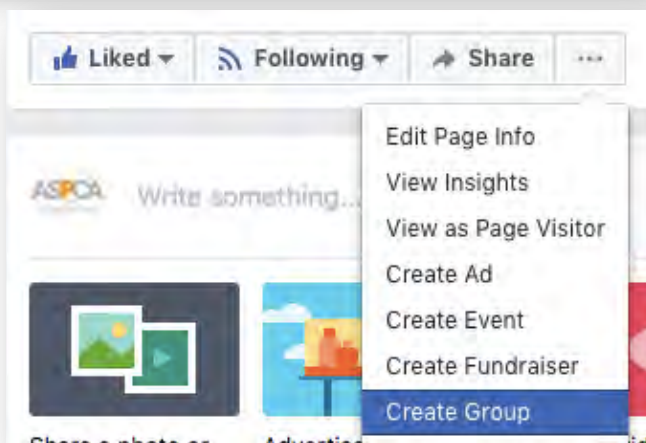
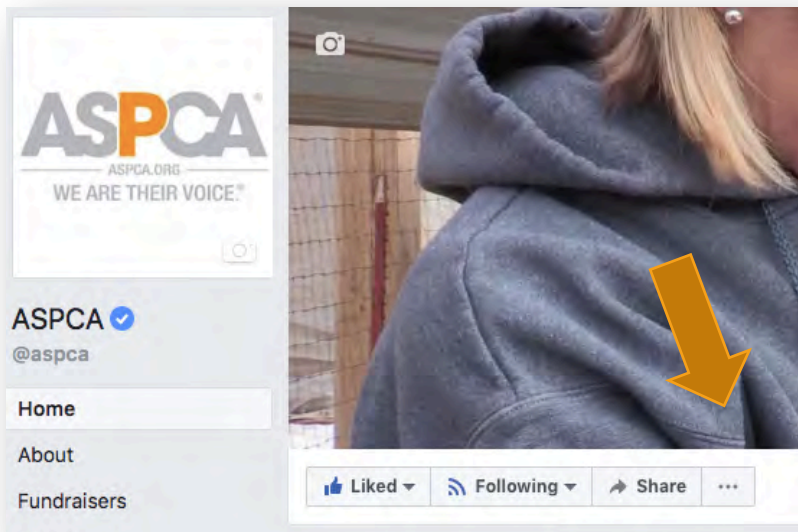
Facebook Groups



- **Create a group for your fosters**
 - Closed group
 - Good place for them to share tips, tricks, insight
 - Create a supportive space for people to bond and share wins and challenges
- **Attach “Group” to your main page**
 - Easier to find
 - Choose someone who can moderate and approve asks



Facebook Groups



Create New Group

ASPCA
Create a Group for your Page to help your followers connect with each other.

Name your group

NYC Kitten Fosters

Add some people

ASPCA Carly O'Malley

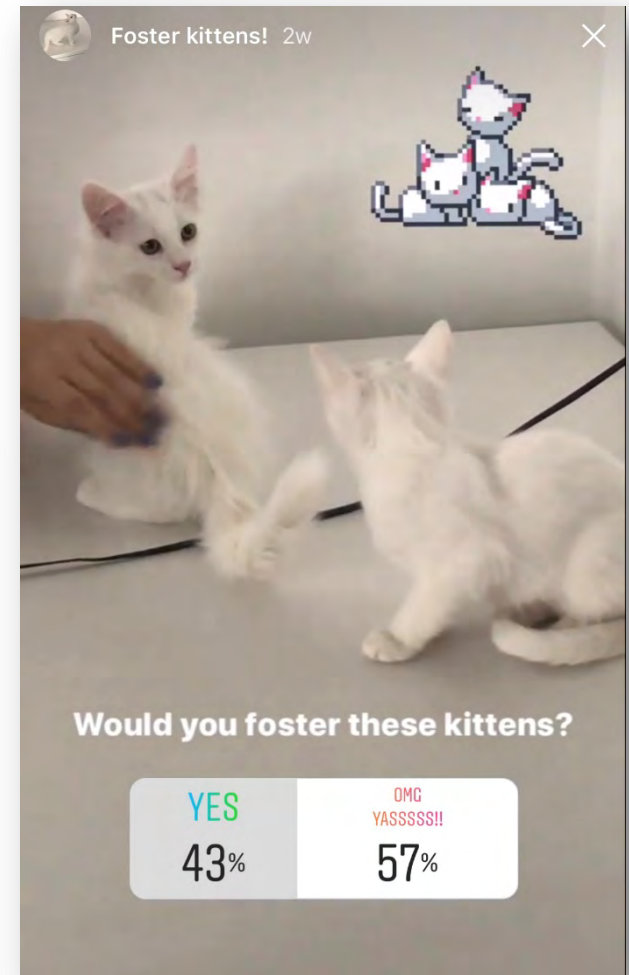
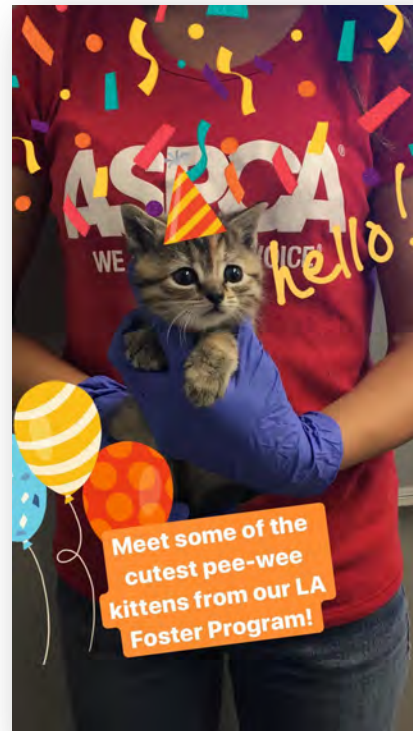
Select privacy [Learn more about groups privacy](#)

Closed Group
Anyone can find the group and see who's in it. Only members can see posts.

Create

Instagram

- Create Stories
 - Utilize “Polls”
 - Add graphics/gifs
 - SparkPost



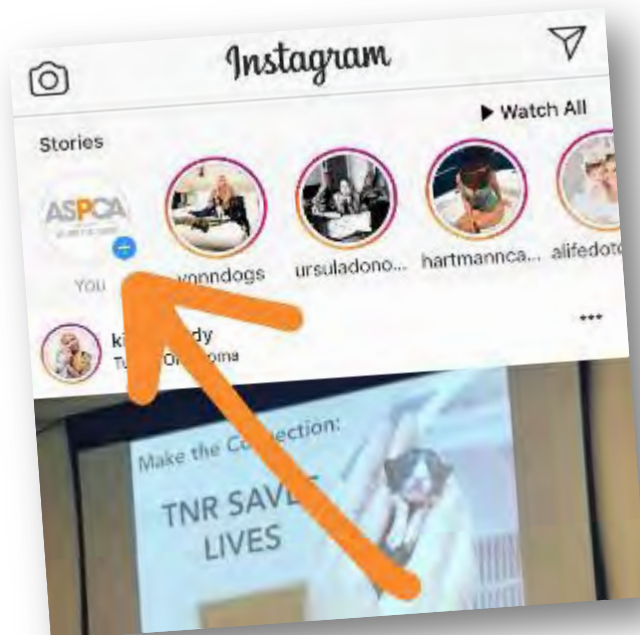
Instagram

- Story Example – Mother's Day at the Kitten Nursery



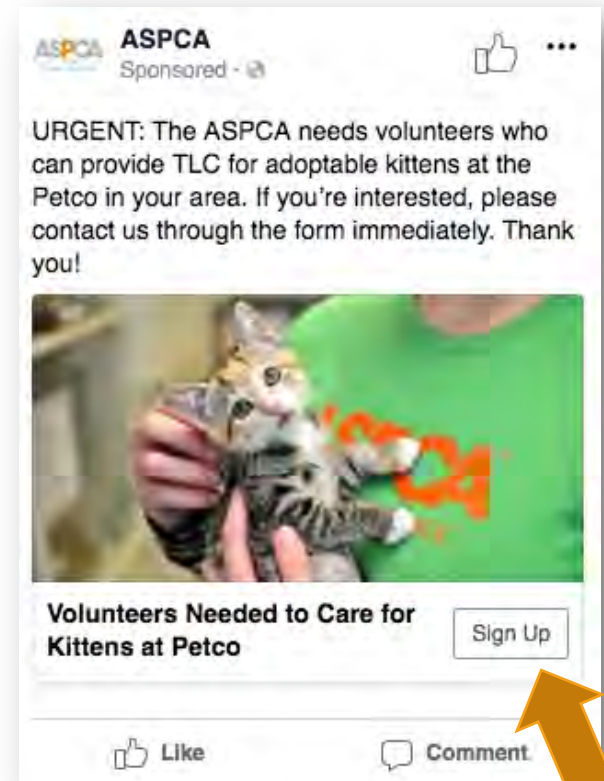
Instagram

- Go **LIVE**!
 - Promote it with a static picture post and pre-live story
 - “Pin a comment” with context or URL
 - “Save to Story” when finished



Paid Promotion

- A little \$\$ can go a long way
- \$50 good starting point
- “Boost” a post or create ads
- Target specific demographics
- Facebook Blueprint: free online training



Paid Ads

- **Create "Traffic" ads**
 - Call-to-action button directs traffic to your foster sign-up page
 - Target based on zip codes, age, interests (cat lover?) and pages they follow



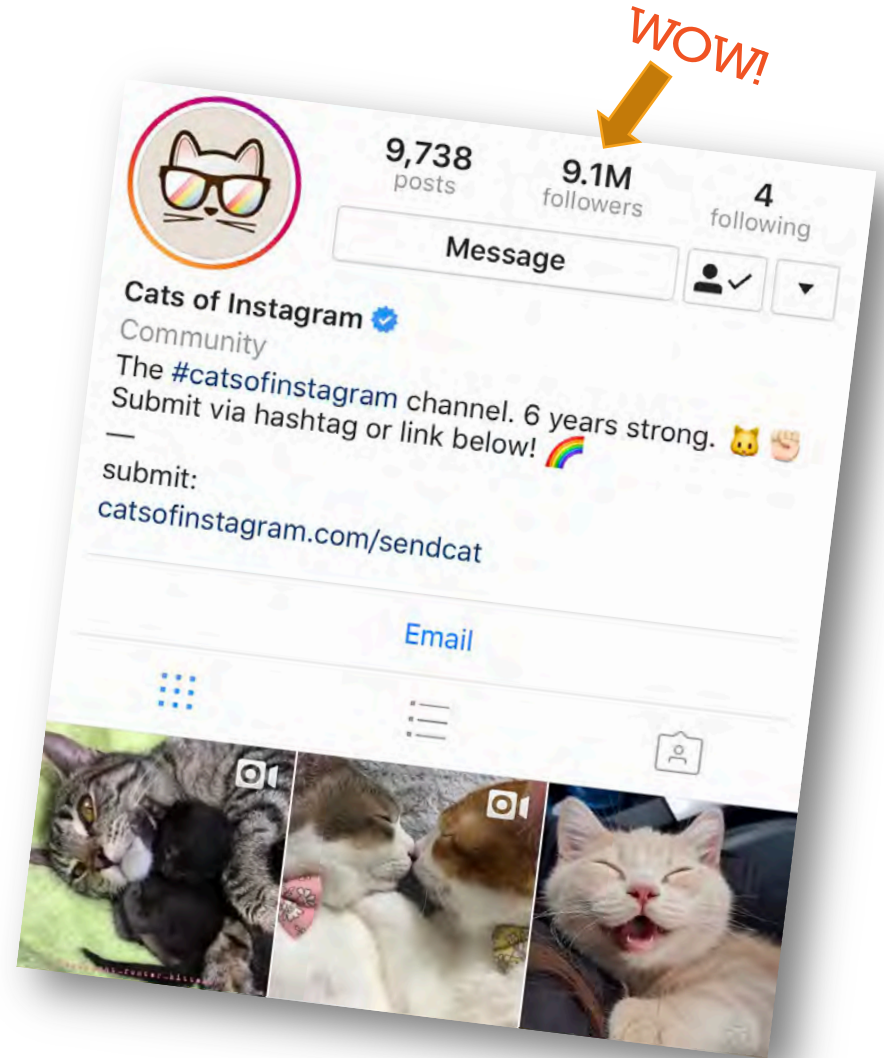
Join us!

- June 8th – **“Meow Heard ‘Round the World”**
 - Nationwide livestream promoting kitten fostering to kick off campaign
 - More info:
aspca.org/MeowForNow
 - Hashtag: #MeowForNow
- **#FosterFridays**
 - Highlighting fosters and their kitties on socials



Join us!

- Cats of Instagram
 - Promoting foster kittens and cats on their socials throughout the campaign
 - Post using the #MeowForNow hashtag for a chance to be featured!



Resources

- Media advisory
- Media talking points
- Media pitch
- Social media guide with social media sharing language
- Sample poster, flyer and social media shareable where you can insert your logo and foster URL



Questions?





Join the National Kitten Foster Campaign

Want to elevate your foster program? Join organizations from across the country and get the support you need to conquer Mount Kitten.

LEARN MORE



ASPCAPro.org/kittenfoster

