Petfinder Social Media 101 for Shelters and Rescue Groups

Jane Harrell Petfinder.com Associate Producer jane@petfinder.com

Table of Contents Social Media 101



A starting note

The following breaks down a list of best practices that have been key to the growth of Petfinder.com's social audiences from 20K followers in August of 2009 to 215K fans in May 2012.

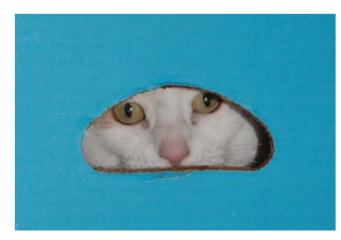
These best practices have been hand-picked as ones that may be of use for other pet- and animal welfare-related strategies on social media. However, the presentation is not intended as a comprehensive manual.

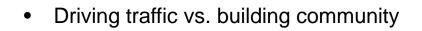
Social media strategies must be flexible and constantly reevaluated to maintain their effectiveness, and not all best practices will work for all pages or audiences. Trial and error are key to an effective social media outlet.

Table of Contents Social Media 101



Take a peek with us





- Deciding who controls your pages
- Creating a social media policy
- Creating page terms and conditions
- Facebook
- Blogging
- Twitter
- Flickr and Pinterest
- YouTube

Traffic vs. Community The two faces of social



• There are two primary aspects of social media:

Activity on a brand page



Making content sharable on Facebook



This presentation covers activity on a brand page

Who Controls Your Pages? Staff vs. volunteers



• There are pros and cons :

"Staff":

-Ensures continuity over time and familiarity with your organization's messaging.
-Uses valuable time and resources (you!)

Volunteers:

-Saves time/resources -Makes way for talent -May end suddenly -Hands over control (scary!)



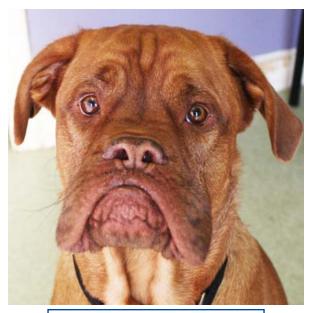
No matter who controls your pages, having a social media policy for staff and volunteers can help keep you covered.

Creating a Social Media Policy



A social media policy is distributed internally to your organization and lays the groundwork for what staff and volunteers can and can not do on social media outlets.

- What your social media managers say on your outlets: Brand guidelines, what can and can not be posted, establishing a POC for overall posting responsibility
- What staff and volunteers say on their outlets: What can and can not be said about your organization on personal pages and a POC for questions regarding posting



Download a free sample social media policy at <u>The Social Animal</u>

Terms and Conditions



A terms of use policy is available on your social media outlets outlining what is and is not permissible by fans on your pages.



- Liability coverage
- Establishes a universal set of rules so no one can feel singled out

View a free sample terms of use policy on Petfinder's Facebook page

Creating a Facebook Page The different kinds of Facebook accounts



• Facebook has different kinds of user accounts and pages based on who or what you are and what you want to do:

Personal Page:

An account for individuals who want to keep in touch with friends.

Brand Page:

A page for an organization, famous person, products and/or services.



Example: Petfinder.com's brand page

Creating a Facebook Page The different kinds of Facebook accounts



• Facebook has different kinds of user accounts and pages based on who or what you are and what you want to do:

Groups:

A page for a group of people who communicate about a specific topic. Group content can be viewable by members-only or the public.



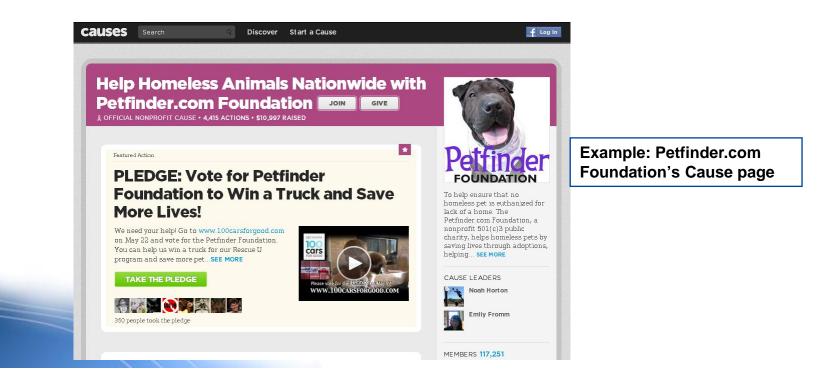
Creating a Facebook Page The Different Kinds of Facebook Accounts



• Facebook has different kinds of user accounts based on who or what you are and what you want to do:

Causes Page:

An page with Facebook Causes that offers expanded fundraising and email tools for nonprofits on Facebook. These pages are not part of Facebook.com and are not findable in Facebook's search.



Creating a Facebook Page Brand Page Setup Best Practices



When you're ready to set up your brand page be sure to:

- Read Facebook's Rules: Make sure you know Facebook's guidelines or your page could be removed. (Brand Page Guidelines: <u>https://www.facebook.com/page_guidelines.php</u>)
- Create Rules for Your Page:

Having proactive posting guidelines can head off trouble in the long-run. (Read Petfinder's: <u>https://www.facebook.com/</u> <u>Petfinder/app_203351739677351</u>)



Create a Brand Page: http://www.facebook.com/pages /create.php

Creating a Facebook Page Brand Page Setup Best Practices



When you're ready to set up your brand page be sure to:

- Beware of Punctuation: Including punctuation in your page name might cause Facebook's search function to not find you.
- Create a Custom URL: Claim your custom URL during your page setup. This is great for search engines and helps your fans find you.



Create a Brand Page: http://www.facebook.com/pages /create.php

Growing Your Fans on Facebook Organic vs. Paid Growth





Organic Growth:

Getting people to find out about your page because they see their friends interacting with it

Paid Growth:

Getting people to find out about your page because they see an ad

Growing Your Fans on Facebook Organic Growth



You can grow your fan-base without an ad spend by:

1. Putting a link to your Facebook page on your website.

(Tools: <u>http://developers.facebook.com/</u>)

2. Getting Spotlighted on Other Pages:

Other brand pages can "like" your page, "tag" you (example below), or promote your content. "Tagging" another page in your status update also makes your update show up on that page's wall.



Iams

Happy Monday! Don't forget to vote for Petfinder.com iPhone app which has been nominated for a Webby award! Voting is open until April 28. Please help adoptable pets win! You can vote for it in the category Mobile & Apps --> Utilities & Services, ^Bev



Webby People's Voice

webby.aol.com

Your web rules, but will it win? Vote for your favorite in websites, online film and video, interactive advertising and mobile to choose who takes home a People's Voice award.

🖣 about an hour ago · Like · Comment · Share



Petfinder's Facebook page in it's status update. Now that update appears on Petfinder's brand page wall as well as lams'.

Image: lams tagged

Vrite a comment...

Growing Your Fans on Facebook Organic Growth



You can grow your fan-base without an ad spend by:

3. Encouraging engagement:

Make sure your existing fans see and engage with your content. (More on this later.)

4. Encouraging Sharing:

- Give your fans what they're most likely to share (e.g. Petfinder fans are more likely to share reasons to spay/neuter than how to clip your dog's nails)
- Then ask them to share!

Example of a widelyshared post.





Ann Johnson A great outlet for all that energy..and channeling it constructively! May 17 at 8:39pm

Growing Your Fans on Facebook Paid Growth



If your budget allows, these can be helpful growth tools as well:

Facebook ads:

Have them point to your page or specific posts to boost engagement, not your website, they will perform better. Work on a pay per click or pay per impression basis.

Apps & Special Promotions:

Create a Facebook app to encourage people to like your page. (Be sure to check Facebook's ever-changing guidelines first!) http://www.facebook.com/promotions_guidelines.php

Petfinder.com



Get the latest pet rescue news, read heart warming stories and tips on pet health and care from Petfinder.com!

🖞 Like : Jane Harrell likes this.



Have YOU picked your heart yet?

Pick a HomeAgain Heart and earn \$\$\$ for shelter pets Source: pub.vitrue.com

> Example of a custom Facebook application designed to gain fans

Why Keep People Engaged? Unlocking Facebook's Algorithm



facebook 🛦 💷 🖑	Search Q
Jane Petfinder- Blogger	Update Status 👔 Add Photo / Video 📰 Ask Question
FAVORITES	SORT *
News Feed Messages Events Find Friends	Jane Petfinder-Blogger ✓ Top Stories I can't wait until Expo! Most Recent Like * Comment * Share * 9 seconds ago * 🔮

Facebook has an algorithm that decides what information people see in their "Top Stories" news feed – the way most people consume information on Facebook.

The algorithm changes constantly, but part of it relates to how often users engage (like, comment, share or post something on your brand page wall).

The more often users engage with your brand page, the more likely they will be to see your content in their Top Stories.

Source: Vitrue.com White Papers, BuddyMedia.com, Petfinder.com & DCI social media team observations

Balancing Engagement and Clicks



- People will often <u>either</u> click <u>or</u> engage with a post.
- Creating a balance is key to a healthy brand page
- While most posts should target both goals, you can divide your posts into two categories to help you focus on strategy and delivery (see next slide)



Balancing Engagement and Clicks



Examples:

Engagement-driven:

The primary goal is to get users to "like," share or comment



Click-driven:

The primary goal is to get users to click through



Love adoptable pets? The Animal Rescue Site Store is offering 20% off all Petfinder.com gear right now. From t-shirts to lunch boxes, there are lots of great ways to show off your passion for pets:



SALE: Shop Petfinder Gear and Get Great Savings theanimalrescuesite.com

🕣 April 15 at 7:17am - Like - Comment

 ${\rm I\!\!I}^\Delta_{\rm D}$ A Dog Named Patrick, Betty Wickline Shade, Susan Brown Philbeck and S5 others like this.



MacKenzie Serpe You can subscribe to the e newsletter. Click on the purple box and food automatically gets donated to animal shelters. It's a win/win. You feel good and the animals get fed. April 19 at 3:41pm · △ 1 person

Brand Page Engagement

How to boost your engagement rates



You can encourage engagement by:

 Including calls to action in your posts

Ask your fans questions so they comment, tell them to like the post or ask them to post something to your wall

- Making your fans feel listened to Use the answers fans give you on your website or in your future updates
- **Responding to questions** Make sure any questions your fans ask receive responses, even if it's only a "please email us here:" response
- <u>Removing spam</u>
- Using different types of content Photos, links and video usually have higher engagement than plain text updates

*Sources:

Petfinder social media study 2010, Vitrue The Anatomy of a Facebook Post, DCI Social Media Group



Favorite Fan Photos & Petfinder Alumni By Petfinder.com · 16 of 21 Tag This Photo Share Download

Make Profile Picture for Page

"We were lucky to meet and adopt Edy through Petrinder two years ago. She just turned two and is a Brittany Golden Retriever mix. We drove Stoomles (8 hours) to adopt her because we knew she was "The One." She is very active and LOVES to play with her BFF, "Bal" (seen here in this photo). She is near beside me and my husband as we trained for our first marathon, rides with us during all of our road-trips and hiles with us too. Here she is playing with Bal After her first time swimming two years ago. If it weren't for Petitinder, we never would have experienced the joy and low that Edy hirmes to our lives. THANK YOU!" Kohl's LIKE' Kohl's? Make it official.

Image: Petfinder picks a Favorite Fan Photo of the photos fans post to our wall and publishes it

Tips for Promoting Pets How to Get Adopters and Foster Parents In the Door



You can encourage the right people to find your pets by:

Emphasize sharing, not clicks

By getting your loyal fans to share your adoptable pets, you're getting those pets in front of new people who may be looking to adopt

Find creative ways to present each pet

Create a meme out of a funny photo, share a short video, tell a funny story from the adoptive pet's point of view – have fun!

• ALWAYS include a link!

No matter what you're sharing, your audience needs to know where to go for more info. Make sure they have that opportunity.



Example of a highly-shared adoptable pet

Tips for Raising Funds How to Use Facebook As a Fundraising Tool



You can encourage donations by:

 Post a Donate button or your wish list in a custom tab

This is a simple way to bump up your brand page without a developer.

• Tell personal stories about individual pets

Your audience is more likely to connect with the photos and story about an individual than a general call for help

Share your successes and follow-up

It's important to temper your pleas for adoptions and resources with the great parts of your organization. How do you have fun? What makes the staff or volunteers jump for joy? Share those stories!



Example of a page with a donate button

Ways to Make Your Page Stand Out



Here's another example of a custom iframe app that features a specific shelter's **adoptable pet list.**



Email your Petfinder Outreach team to find out how to add this free application to your page

Blogging Why start a blog for your organization?

Keeping a blog for your organization can provide many benefits, including:

- Blogs are an easy way to add content fast, without a developer!
- Google will pick up newly and frequently-added articles, bringing you new traffic
- You can email blog articles to your supporters or include links in your e-newsletters
- It's a readily available and constantly updated portfolio of your work



Examples of free blogging platforms that don't require a developer to set up or update

Petfinder

ADOPT A HOMELESS PET

Blogging But what should we write about?



- Spotlight an adoptable pet
- Add a pet list scroller or adoptable pet search widget and encourage others to
- Talk about special events and initiatives
- Write about what means something to YOU.



VIDEO: A Pit Bull goes from shelter reject to World Champion Disc Dog



By Jane, associate producer

Posted May 17, 2012 11:07 AM | Permalink | Comments | 🛃 Share on Facebook



This month we're helping pet parents get -- or keep -- their pets fit for life. (<u>Check</u> out our expert pet-diet and weight-loss tips and videos.) But regular exercise with you pet can have mental benefits, as well as the physical ones.

For <u>Wallace the Pit Bull</u>, regular exercise helped turn him from a shelter resident with behavioral problems to the 2006 Cynosport World Champion and the 2007 Purina Incredible Dog Challenge National Champion for Freestyle Flying Disc. Wallace's dad Roo tells their story in the video above. Watch it -- then share this post -- to help us spread the word about the importance of getting off the couch with your pet.



25

Twitter What's it all about?



- Exchange quick, frequent text messages
- No difference between personal and professional accounts
- "Tweets" are sent to your followers
- "Tweets" can also be posted to your Facebook profile or your blog (but not recommended)
- "Tweets" are searchable on Twitter search and Google – great for getting news out quickly
- Can be a great fundraising tool, but gets many fewer clicks than Facebook or other social tools

Adopt a he Opetfinder Adopt a Homeless Pet Nationwide http://www.p	Follow 4,421 TWEETS 7,958 FOLLOWING 27,343 FOLLOWERS		
Follow Adopt a homeless pet	Tweets		
Full name	Adopt a homeless pet @petiinde Who says cats and dogs can't get Dalmatian snooze ow.ly/chkpf O View video		
Password Sign up	Adopt a homeless pet @petfinde VIDEO: Who do you think will win i battle? ow.ly/chkmD • View video	r 16 Jul in this adorable Doberman vs. kitten	
Tweets > Following > Followers >	Adopt a homeless pet @petfinde Adopter files 650 miles to meet his a lifetime) of puppy love result: ow Expand	s possible match. Three days (then	
Favorites	Adopt a homeless pet @petfinde VIDEO: This kitty has a little too m head with this St. Bernard! ow.ly/c View video	uch confidence when going head to	
© 2012 livitter About Heip Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers	Adopt a homeless pet @petinde Yummy_cooling treat-recipes for y		

Twitter Best posting practices



- Respond to @replies, when possible (programs like TweetDeck and SocialOomph can help)
- Do a minimum of 1 tweet/day
- Conversation is important
- Use hashtags like #TweetAPetTues, #PawPawty, #WoofWednesday #MeowMonday, and #Fursday
- Using 3rd party software a-ok!

In one day, tweets using the #TweetAPetTues hashtag went out to OVEr 100,000 twitter followers

Twitter Third-party posting



Check out	cute lap #cat (Charle	ene in :	#Los/	_	* 20 0.250	100000.000		d a home! http://ow.ly/4gkX9	💽 🔀 🦓				Q
			s	hrink		chedul	ie Me	ssage	48 View Send Now	Select All Select None			+	_0
		chedi	ile Me	ssage	e	_	^ -		•	- _ renumy rweets (Keyword -	U -
그 🛃	petfind Mar 16, 5 Did you : Rockin [0		Mar	ch 20	111		0	2011-03-17		-	-	PlainAndFancyPA Mar 16, 11:03pm via Osfoora for iPhone	-
			Мо										RT @petfinder: Did you #adopt a pet today? Get yo FREE bonus from Rockin Doggie in honor of #AdopttheInternet Day! http://ow.ly/4fdrY +	ur
*	http://ow 17 6 ret			1	2	3	4	5	€ AM C PM			AR	DMarshallArts	
2	petfind	6	7	8	9	10	11	12	Email me when				Mar 16, 10:00pm via web	dagar
?	Mar 16, 1 Great! di	13	14	15	16	17	18	19	message is sent				Positive #tucson energies to my #foster #puppy # altered tomorrow, adopted Sat @Petco via @Petfi	
	@TheOt to #twee	20	21	22	23		25	26			-	-	See here: http://bit.ly/bVoAuk 😁	
	2/ 20 29 30 31												Mar 16, 6:07pm via web RT @petfinder Did u #adopt a pet today? Get ur Fl bonus from Rockin Doggie in honor of #AdopttheInternet Day! http://ow.ly/4fdrY 🛨	RE
k	1⊐ 5 retweets petfinder Mar 16, 10:15am via HootSuite											â	Mar 16, 5:37pm via HootSuite RT @petfinder: Did you #adopt a pet today? Get yo FREE bonus from Rockin Doggie in honor of #AdopttheInternet Day! http://ow.ly/4fdrY **	JUL
	#AdopttheInternet Day: Submit your adoption story to Modern Dog Magazine & they might publish your story!											3	Pitbull 1970 Mar 16, 5:37pm via ÜberSocial	
	http://ow.ly/4eQyK 🖭 12 2 retweets Petfinder Mar 15, 5:54pm via HootSuite Thank you! RT @FindGreatVets: Thanks for 15 years										-	RT @TheMuttMommy: RT @petfinder: Did you #ad pet today? Get your FREE bonus from Rockin Dog honor of #AdopttheInternet Day! http://ow.ly/4fdrY =	gie in	
2														
ß	Thank you @petfinde 13 retwe	r! #ad				nanks 1	for 15	years				87	Mar 16, 5:33pm via ÜberSocial RT @petfinder: Did you #adopt a pet today? Get yo FREE bonus from Rockin Doggie in honor of #AdopttheInternet Day! http://ow.ly/4fdrY +	ur
	Mar 15 5:53		a Hoots	uite					-		¥	(Aprenda	PetsNIStuffColo	<u>•</u>

Flickr and Pinterest What's it all about?

- Photo-sharing platforms that encourage strangers to share photos of interest.
- Photo galleries can be divided up into different subjects
- Pinterest is one of the fastestgrowing social platforms
- Photos can link back to content on your site
- Beware of terms of use!



Totally Tongues Do you have a great picture of your pet showing off his tongue? Post it to our Facebook wall and we might feature it here! Post it here: http://www.facebook.com/Petfinder Petfinder.com Adopt a Homeless Pet 775 followers, 61 pins BARBIE is an adoptable American Buildog Dog in West Palm Beach, FL, I'm big an lean, but I don't have a mean bone in my body. At 61 lbs, I can play a little rough, but it is only play. I'm just a

big,

2 likes 5 repins

petfinder.com

SIMBA is an adoptable Cane Corso Mastiff Dog in Oswego, IL. SIMBA 1 vear male Cane Corso. New to Recycled Rotts, Simba was abandoned by his owners at a local kennel. He is a



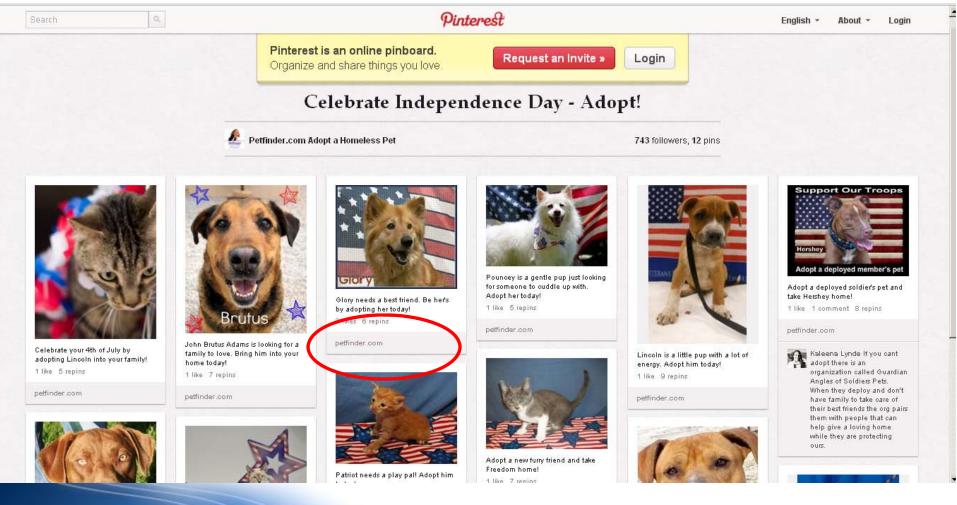


petfinder.com

29

Always pin directly from the source website, or be sure to add a link as soon as you've posted

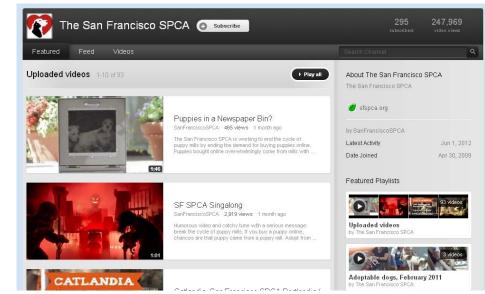




YouTube What's it all about?



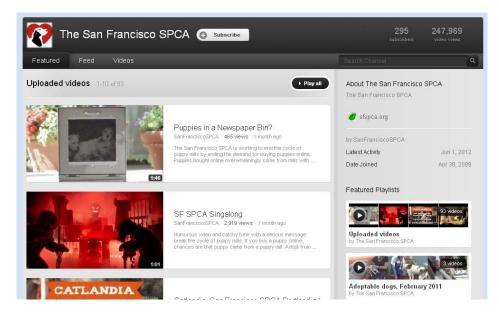
- Create your own "channel"
- Post multiple videos (and post them to Petfinder!)
- Gather "subscribers" who receive a message every time you add a video
- Have "friends" with additional privileges
- Embed your YouTube videos anywhere (your Petfinder pet profiles, website, Facebook page, blog)



YouTube What's it all about?



- Create your own "channel"
- Post multiple videos (and post them to Petfinder!)
- Gather "subscribers" who receive a message every time you add a video
- Have "friends" with additional privileges
- Embed your YouTube videos anywhere (your Petfinder pet profiles, website, Facebook page, blog)

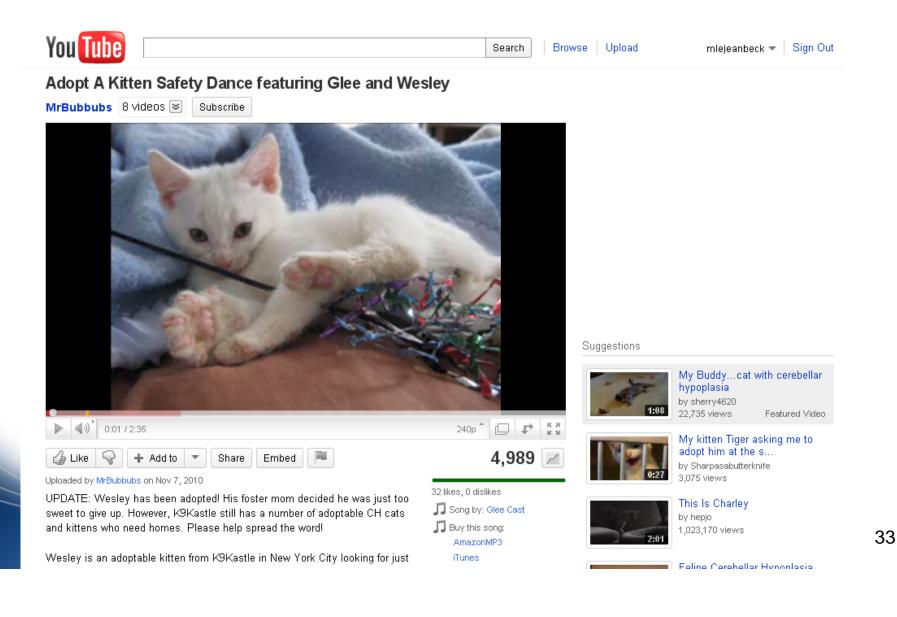


- Can add songs from YouTube's license-free song library and edit video right on YouTube
- Doesn't need to be professionallyshot video





Highlight an adoptable pet







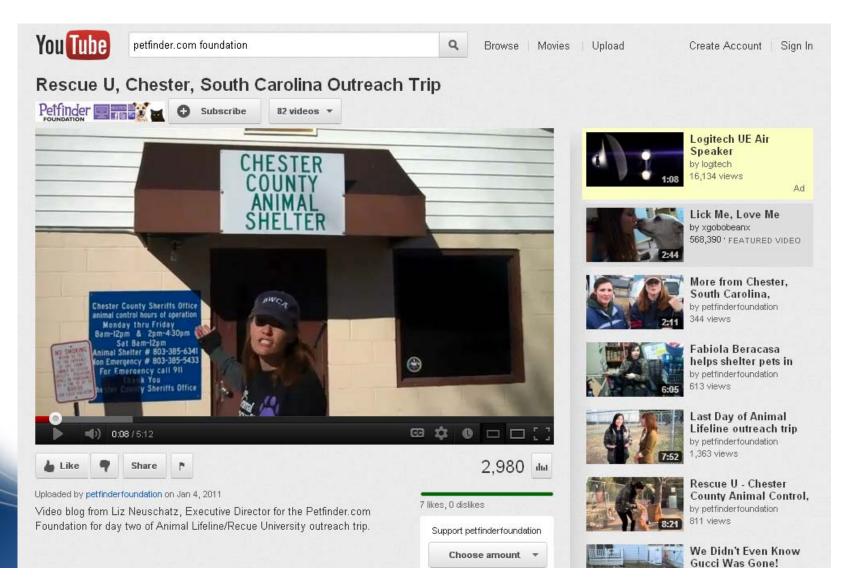
Create educational or training videos







• Spotlight special accomplishments





Used wisely, social media has the power to bring your audience to you, educate and save lives.



Meet Rattie -- Petfinder Adoptable Dog www.petfinder.com

Rattie is an adoptable Rat Terrier Dog in El Centro, CA. Rattie is a 1 yr old neutered male Rat Terrier mix. The adoption fee is \$135 and includes a free vet visit to El Centro Animal clinic (within 3...

列 17 minutes ago 🖓 🔒 🖓 Like 🖓 Comment 🤊 Share





Home

36



Questions?

Jane Harrell Petfinder.com Associate Producer jane@petfinder.com