

Social Media Campaign

By Gabi Rigglin

Foster Army Animal Rescue and Thrift Store



Mission Statement

“We are a foster based 501(c)3 animal welfare non-profit that was founded on the belief that every treatable animal deserves a chance at life and a loving forever home. Our vision is that our mostly volunteer organization can collaborate with Riverside Department of Animal Services and significantly contribute to helping Riverside become a no-kill community.

Our vision is to help save them all so Riverside can be a no-kill community. We rescue and treat vulnerable at-risk companion animals and place them in forever homes.”



Overview

Nonprofit Animal Welfare Center

Rescue Dogs, Cats, and Bunnies

Mainly Take Volunteers and Want the IE community to be involved

Have an Emphasize of Being a No Kill Community

Have a Thrift Store Called “Foster Army Animal Rescue Thrift Store

Another Way of Funding Their Organization

Have Rescued Over 958 Animals



Agenda

Topics Covered

Listening and research

Strategic Design

Content Timeline

Evaluation/results

Social Media Audit



Facebook

Followers	Last Week Activity	Posting Frequency	Engaged Demographics	Content Shared	Engagement	Issues Challenges
4k	21 posts	2-6 posts per day	30-60 year olds	Events, announcements, pet listings	avg 30 likes, 3-5 shares	engagement



Twitter

Followers	Last Week Activity	Tweets Frequency	Following	Content Shared	Engagement	Issues Challenges
158	None	1-2 times per week	68	events, announcements, misc.	33.3 avg views with not other engagement	Not enough engagement



Instagram

Followers	Last Week Activity	Posting Frequency	likes	Content Shared	Engagement	Issues Challenges
4,469	12 posts+ stories	1-2 times per day	55 AVG	events and animals, volunteers	55 likes on avg post and 1-2 comments	not enough engagement



Linkedin

Members	Last Week Activity	Posting Frequency	Views	Content Shared	Engagement	Issues Challenges
NA	NA	NA	NA	NA	NA	NA



YouTube

Subscribers	Last Week Activity	Uploading Frequency	Views	Content Shared	Engagement	Issues Challenges
134	1 post	1-2 times a month	views go up to 1.1k	videos of events or on a animal	views are good, most likes for 1 post is 16 and 4 comments	not a lot of traffic or engagement

Tik Tok: 85.6k Followers, 2 times in the last week, 2-3 times 2.2M Likes overall, views 300-800, likes per post is 25-200 likes

Audience

- Riverside Department of Animal Services: Since the organization mentions collaboration with this department, they are likely targeting officials and staff members to work together on their mission.
- Local community members in Riverside: People who may not directly engage in fostering or adopting but are supportive of the idea of Riverside becoming a no-kill community.
- Donors and sponsors: Individuals or businesses interested in supporting non-profit organizations dedicated to animal welfare.

Secondary

We want to target the community in Riverside that are looking to adopt mainly families interested in fostering or adopting

Campaign

Marginal

They are community centered in Riverside making their marginal audience:

- local businesses
- media outlets such as local newsletters
- neighborhood associations

Primary

- Individuals or families interested in fostering animals.
- Potential adopters looking for companion animals.
- Supporters of animal welfare and rescue organizations.
- Volunteers who want to contribute to the cause.

Social Landscape

Key Words:

- Foster army
- animal rescue
- no-kill pet rescue
- thrift store, animal
- adoptions
- nonprofit
- misfit pets
- animal shelter
- Animal rescue in Riverside
- Rescue shelter.

Conversation:

Advocating for animals in need, providing a no-kill shelter that showcases various animals. Supported by a thrift store, and aligning their mission with the fight against animal abuse, cruelty, and neglect, aiming to foster happiness, safety, and love for both animals and their dedicated supporters.

The Foster Army's competition is other shelters, whether it's a no-kill nonprofit or a normal shelter

The influencers that would fit this brand well are the dog trainers, and nutritionists, and dog accounts

Brands voice is playful but still professional, their tone is humble, language is fun and simple, and their purpose is engaging, informative, and delighting.

SWOT



Strengths

Informative Through Website

Humorous

Active

Weaknesses

Lack Theme

Aren't Interactive With Audience

Aren't Informative Through Socials

Opportunities

Gain More Exposure

Help Build Brand Awareness

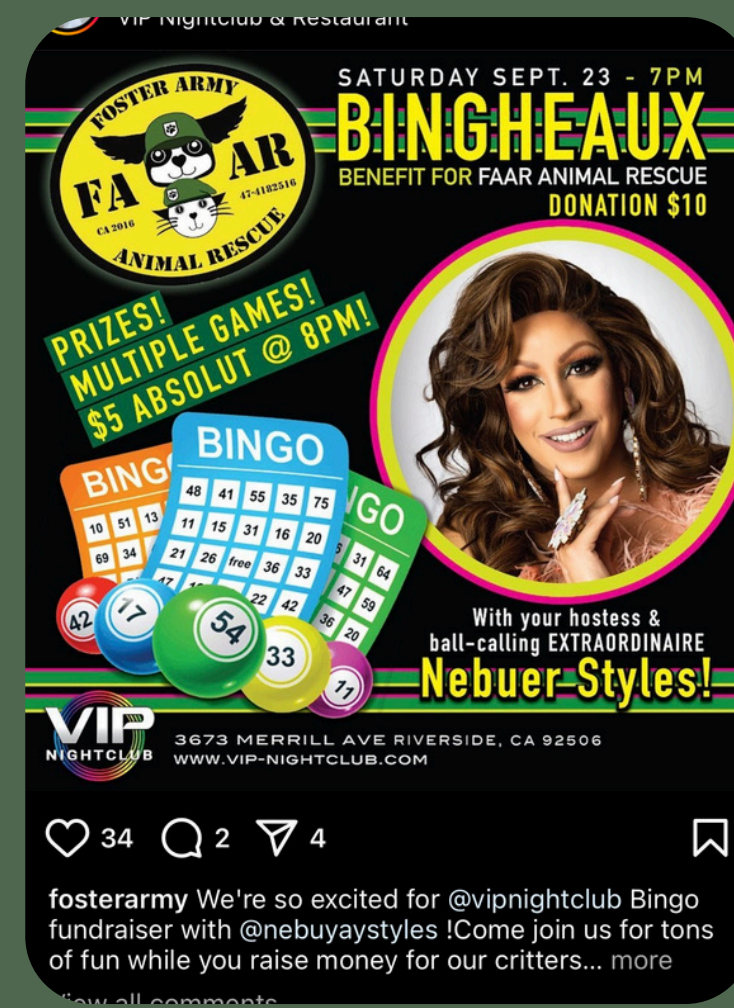
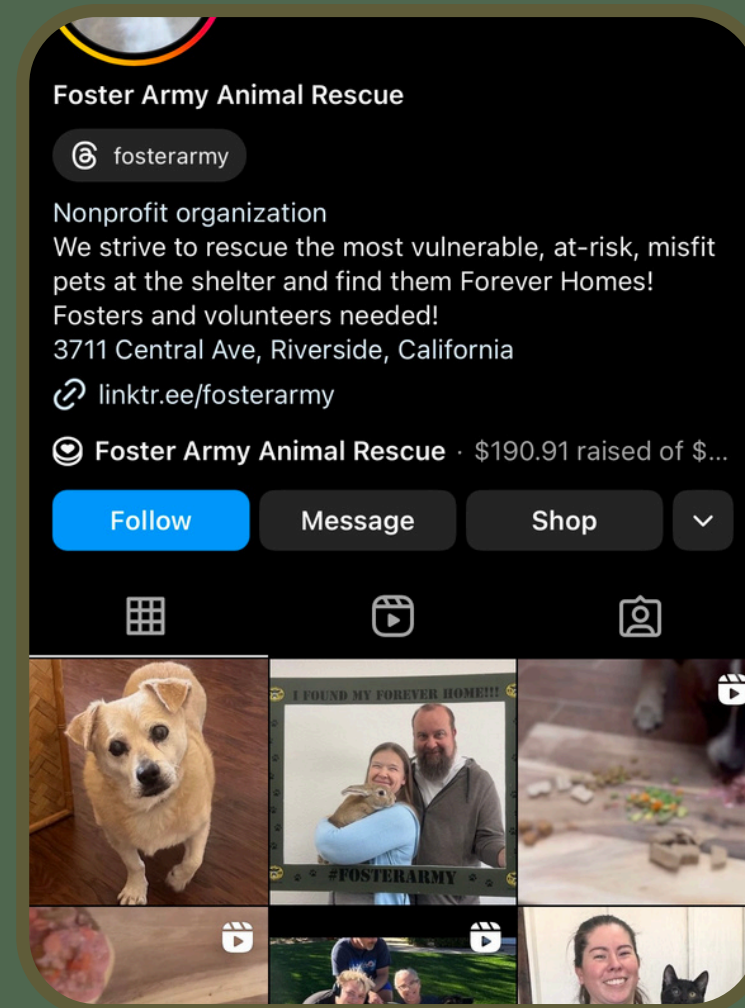
Receive Exposure the More they Rescue

Threats

Prices Pets Rescue

PetSmart

Weaknesses



Lack Exterior Presence

Don't Have a Theme or Aesthetic

Hard to Distinguish What Exactly Their Account is About

Are Not Straightfoward Or Interactive

Are Not Detailed in Terms of their Events

Lack Interactive With Audience

Goal & objectives

Goal:

Increase brand engagement and awareness through social medias

- Increase Tik Tok engagement by 20% within 12 weeks through visually compelling posts and success stories, aiming for an average of 500 interactions per post.

- Boost organic reach on Tik Tok by 20% in 12 weeks through optimized post timing, relevant hashtags, and diverse content, measured using Facebook Page Insights.

- Generate 100 posts featuring fostered or adopted animals within 12 weeks, utilizing a campaign-specific hashtag to build community engagement and promote the organization's mission.

Strategy & Tactics

Strats:

- Prioritize TikTok for increased engagement due to a larger following and audience interaction.
- Implement a daily posting strategy (3-4 posts/day) on both TikTok and Instagram to boost visibility.
- Direct TikTok followers to Instagram for more in-depth information about pet adoption and engagement opportunities.
- Showcase physical locations and partnerships on Instagram to demonstrate authenticity and credibility.

Tactics:

- Conduct regular events as a consistent tactic for animal adoption opportunities, fostering physical engagement and support.
- Emphasize partnerships as a common strategy, showcasing collaborations on the website to build credibility and demonstrate genuine support.
- Acknowledge a tendency to stay within familiar strategies, potentially limiting creativity and outreach.
- .Recognize the need to connect more effectively with the audience, and offer additional information about the organization's activities.



Timeline for a week

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Instagram: "Meet Me Mondays" - Feature another animal from the shelter. Repost to Instagram story and share a Facebook overview on the story.	"Throwback Tuesdays" - Recognize animals adopted or events from a year ago.	Wishful Wednesdays" - Feature another animal, envisioning their "perfect home."	Story post showcasing shelter activities and volunteer involvement.	"Fitted Fridays" - Showcase the thrift store and feature staff or animals wearing thrift store finds.	Recap of the week's activities, highlighting key moments, featured animals, and any successful adoptions.
Twitter: Share a lighthearted meme related to animals, specifically featuring the Instagram "Meet Me Monday" animal.	Twitter: Share a light-hearted meme, directing followers to the Instagram story or Facebook post.	Twitter: Encourage audience participation and share how followers can support the shelter.	Share a meme and provide information on ways to support the shelter.	Post a picture of dogs in thrift store outfits with a funny caption.	Share a quick shoutout to Twitter followers, thanking them for their engagement throughout the week. Use a relevant hashtag like #FosterArmyAdventures.
TikTok: "Meme Monday" using the featured animal to participate in a trending TikTok meme.	Facebook: Post information about pets in danger at shelters, urging followers to raise awareness.	TikTok: "Day in the Life" video featuring a volunteer at the shelter.	Vlog-style video of dog walking activities.	Participate in a trending sound post, featuring the thrift store location.	Create a compilation video featuring the week's TikTok content, showcasing the animals, behind-the-scenes moments, and any trending challenges participated in during the week.
Facebook: Weekly overview of the shelter's activities, encouraging followers to visit and interact with the featured animal	TikTok: Share a POV video of the animals in the shelter.	Facebook: Double post of "Wishful Wednesdays" featuring the highlighted animal.	Update on adoptions, donations, or thrift store activities from the past week.	Shoutout to the thrift store with any ongoing sales or promotions.	Weekend summary post on Facebook, summarizing the week's highlights, adoptions, and thrift store promotions. Invite followers to visit the shelter or thrift store over the weekend.



5 BENEFITS
SUPPORTING
FAAR

01

Purpose
501(c)3 animal welfare non-profit that was founded on the belief that every treatable animal deserves a chance at life and a loving forever home

02

No-Kill Community
Our vision is to help save them all so Riverside can be a no-kill community. We rescue and treat vulnerable at-risk companion animals

03

Outcome
958 rescued...and counting

04

Top-Rated Award from GreatNonprofits
Thanks to our fans, Foster Army Animal Rescue is one of the winners of the 2023 Top-Rated Award from GreatNonprofits

05

We Are Also a Thrift Store
Support second hand which contributes to our fondation.

Critter of the week

SAVANNAH

8/19/2022
Female Lionhead Mix

Meet Jimbo
Birthday: 12/25/2021
Male Shih Tzu/Tibetan
Spaniel Mix

Infographics

Evaluation

Will Increase Engagement by 20% Within 12 Weeks

Create More Brand Awareness

More Adoption Will Occur

