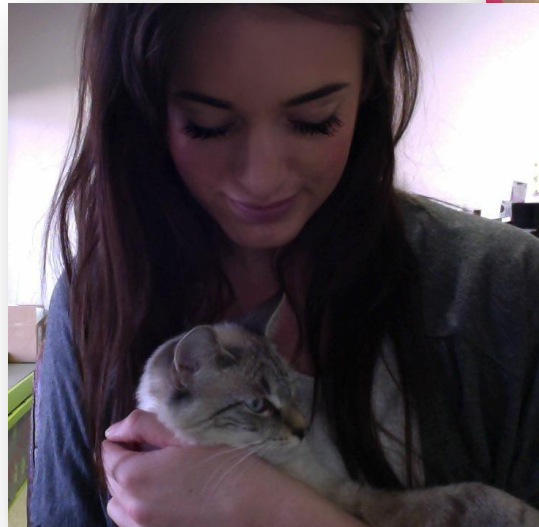




Social Media Messaging

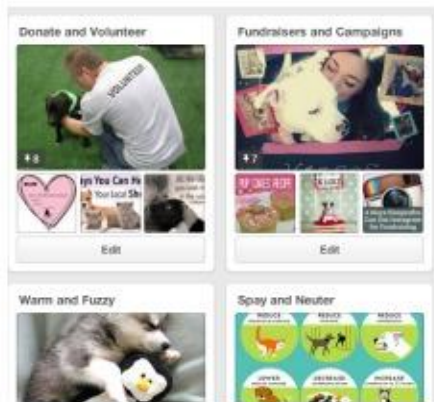
Today's Presenter

- Brittany Eslary
 - Program Manager at Spay Illinois



In this workshop

- Learn how a strong communications plan and advertising strategy can help boost your state programs impact
- Learn to use popular social media tools
- Learn how to make the most of free tools online
- Skill share with other state programs



Know why you need to communicate

“How will communicating your message help your organization?”

- Because our work is important: Companion animal overpopulation effects everyone in our communities.
- Because it helps us accomplish our goals
- Because our operation can't flourish without visibility and the support of our communities.



Determine who your target audience is

- Brainstorm: Create a tangible list
 - Pet Owners, Rescue Groups, Shelters, Local Municipalities, State Government, etc.
- Create a database of addresses and contact information

Target Audience

Organization Name	Primary Contact	Telephone	Email Address	Website	Purpose	Last Date of Contact
I.E. Pet Rescue in Chicago	Jane Doe	(555) 555-5555	xxxxxx@xxx.org	www.xxxxxx.org	Rescue/Adoptions/SpayNeuter	3/20/2015

How are your target audiences connected to your issues currently?

- Where do people currently look for spay/neuter?
 - Online, Yellow Pages, Newspaper
- Are there “black holes” in your state?
 - Areas that are difficult to access due for a variety of reasons
- What strategies can we use to learn more?



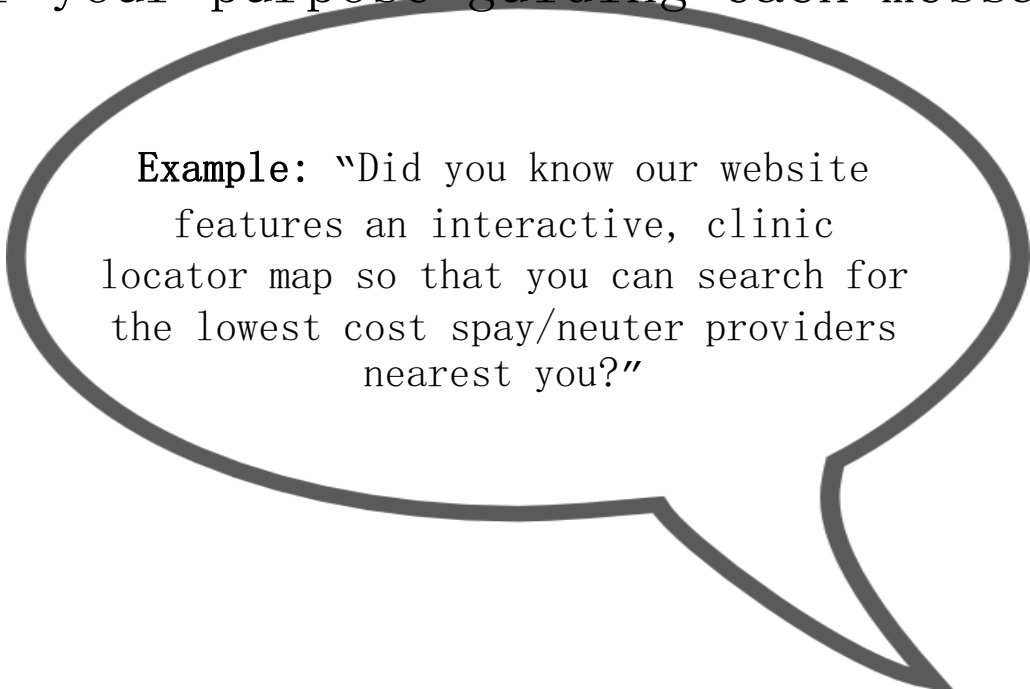
Define your goal

- What is it that you want your audience to know?
 - Benefits of spay/neuter, that our state programs are here to help
- What shift in thought would you like to witness?
 - Associate spay/neuter with responsible pet ownership
- What do you want people to do as a result of your efforts?
 - Spay and neuter, keep pets vaccinated, volunteer, donate



Write a message

- Tailor them to each audience
 - Address a donor, address a potential client, address a veterinarian you'd like to partner with (up to you)
- Remember your purpose guiding each message



Example: "Did you know our website features an interactive, clinic locator map so that you can search for the lowest cost spay/neuter providers nearest you?"

How will you deliver your message?

- Do I have an email listserv?
- Can I contact local newspapers, radio stations
- Will we distribute flyers?
- Visit local pet stores, groomers, table and talk
- Cold Calls?

Don't forget about the power of Social
Media messages



What's happening?

Social Media

- How many of us here currently use social media tools?
- With an estimated 1.7 billion users last year, social media has created an undeniably important platform for communication and information sharing
 - E-Marketer.com



What does it offer?

- The opportunity to engage and connect with your target audience.
- Increased brand recognition. Social media use increases your visibility. Keeps you easily accessible on a familiar platform.
- Improves trust and credibility in your brand.
- Opportunities for conversations



- Decreased marketing cost
- Fundraising opportunities

What are our options

- Facebook
- Twitter
- Instagram
- Tumblr
- LinkedIn
- Pinterest
- PaperLi



Facebook

- This social site allows your organization to let its people, work, and stories shine.
- Be funny, be human. Share stories, pictures, videos, events, updates, advertise your services.
- Start conversations
- It's FREE
 - www.facebook.com
 - Create a business page
 - You do need at least one personal page to act as administrator





Beat The Heat

This February, think spay and neuter for happier,
healthier pets and communities

Will and Cook County Residents Only

Male Dog Neuter \$35.00

Female Dog Spay \$50.00

Pit Bull Spay/Neuter \$20.00 (Available for purebred dogs only)

Male Cat Neuter \$5.00

Female Cat Spay \$15.00

Dogs over 71 lbs incur a \$25 charge. Dogs over 100 lbs incur a \$50 charge.
limit 2 pets per household

Only available at The Pet Well Clinic
2765 Maple Avenue, Lisle
Call (877) 475-7729 to book your appointment



SPAY ILLINOIS

Posted by Brittany Eslary [?]

Liked · January 8 · Edited ·

Here's a New Years treat for residents of Will and Cook County. Starting February 1st, 2015 pet owners who reside in these counties qualify for incredible savings on spay and neuter for their pets.

All pricing includes pain meds to go home and surgery. Please note that all pets over 6 years of age require pre-operative bloodwork to be drawn before surgery for safety. This offer is limited to 2 pets per household.

#SpayAndNeuter

Tag Photo Add Location Edit

Like · Comment · Share

Brianne Woods, Susan Szajkovic Safran, Paw Palace and 40 others like this.

278 shares

View 13 more comments

Jean Olszewski In Will county , people pay an extra fee when they get a rabies tag for their unaltered pet every year which helps pay for

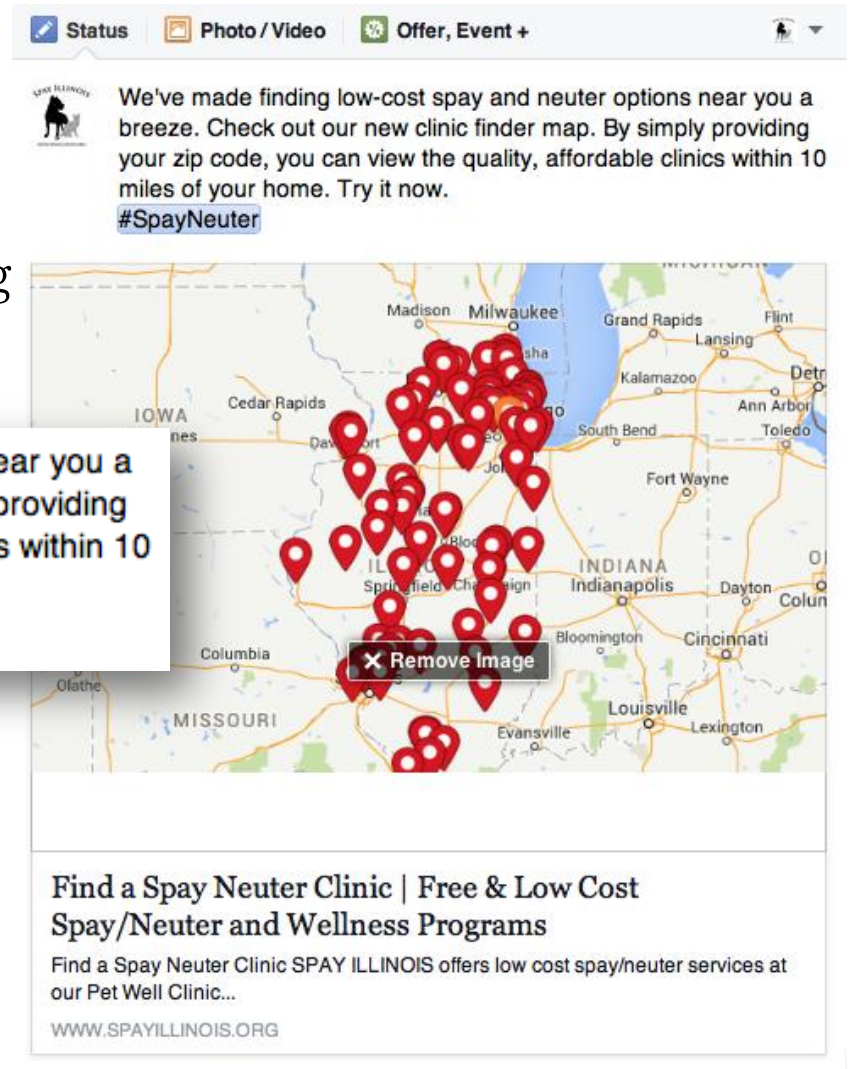


Write a comment...




Let's share our message on Facebook

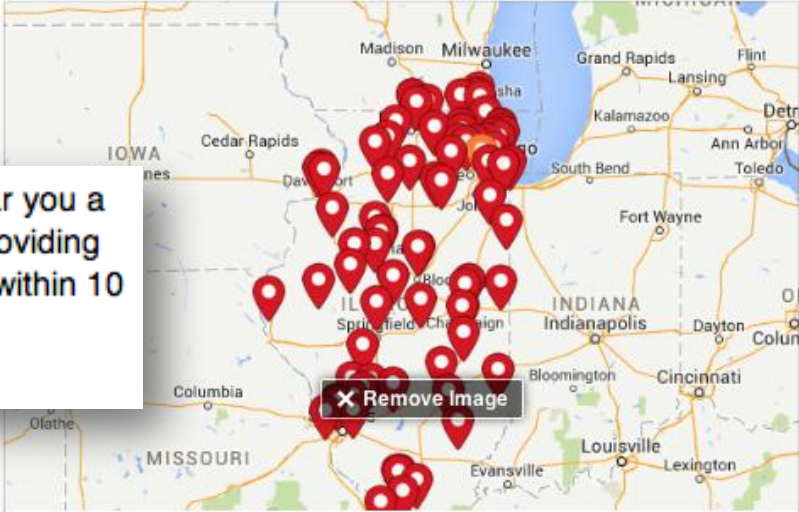
- No word limit
- Images
- Don't forget the hashtag



The screenshot shows a Facebook post from the organization SPAY ILLINOIS. At the top, there are navigation options: Status, Photo / Video, Offer, Event +, and a profile picture. The post content includes a small profile picture of a dog, a text update, and a map of Illinois with numerous red location pins indicating clinic locations. A 'Remove Image' button is overlaid on the map. Below the map is a text box with a call to action and the website URL.

Status Photo / Video Offer, Event +

 We've made finding low-cost spay and neuter options near you a breeze. Check out our new clinic finder map. By simply providing your zip code, you can view the quality, affordable clinics within 10 miles of your home. Try it now.
[#SpayNeuter](#)



[Remove Image](#)

Find a Spay Neuter Clinic | Free & Low Cost Spay/Neuter and Wellness Programs
Find a Spay Neuter Clinic SPAY ILLINOIS offers low cost spay/neuter services at our Pet Well Clinic...
WWW.SPAYILLINOIS.ORG

We've made finding low-cost spay and neuter options near you a breeze. Check out our new clinic finder map. By simply providing your zip code, you can view the quality, affordable clinics within 10 miles of your home. Try it now.
[#SpayNeuter](#)

Results


21,312 people reached Boost Post


Like · Comment · Share · 67 7 277 ▾


Mary Anne Ryan, Sherry Tapia, Ann Kampe Wyatt and 64 others like this.

277 shares

View 5 more comments

 **Nikki Sliwa** Megan
Like · Reply · 1 · March 3 at 5:14pm

 **Andrea Veldhuizen** Lucy Lopez
Like · Reply · 1 · March 3 at 5:40pm

 Write a comment...

Facebook Analytics



Facebook Events

- Facebook is multi-faceted and also allows you to post event details and invite “friends” to each and every event you create.
- Advertise fundraisers, adoption events, spay/neuter specials, and more.



Facebook Albums

Edit Tag *

Families Forever

Updated about a month ago

We couldn't be happier to show off all of the caring families, providing a lifetime of LOVE to the animals we rescue here. If you're interested in adopting an animal from Spay Illinois, contact us at info@spayillinois.org. You can always view our adoptables on petfinder.com.



Add Photos



Facebook Fundraising

- Facebook is an incredible tool for sharing information and garnering support, but calling your followers to action can be another challenge in itself.



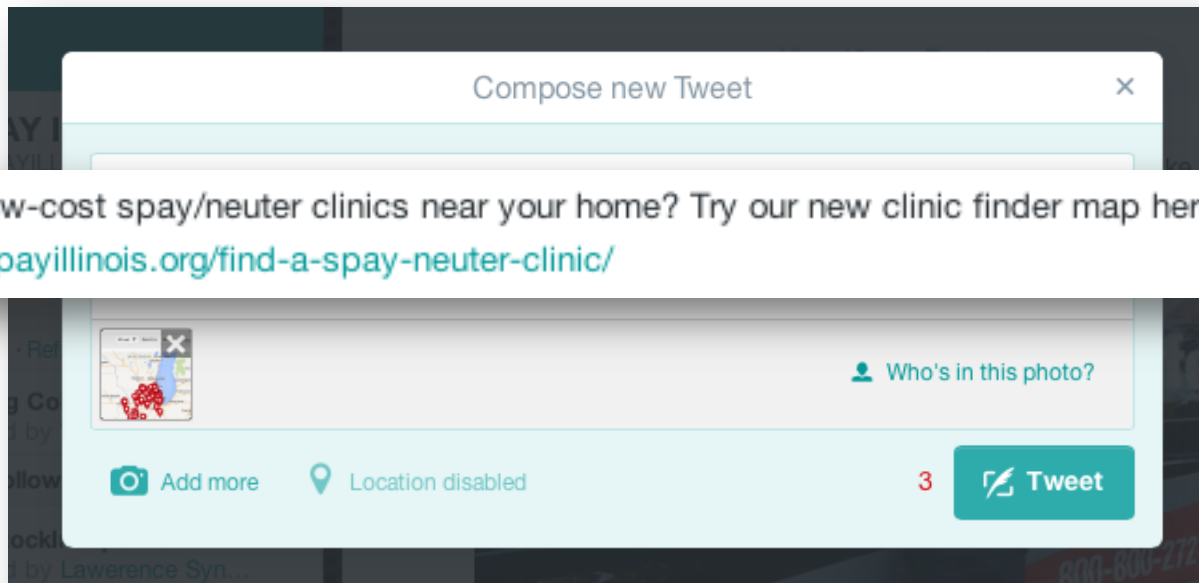
Twitter

- Share brief messages and pictures in 140 characters or less
- Timeline constantly updates: clear messages
- www.twitter.com
 - Create account without an admin



Let's adjust our message

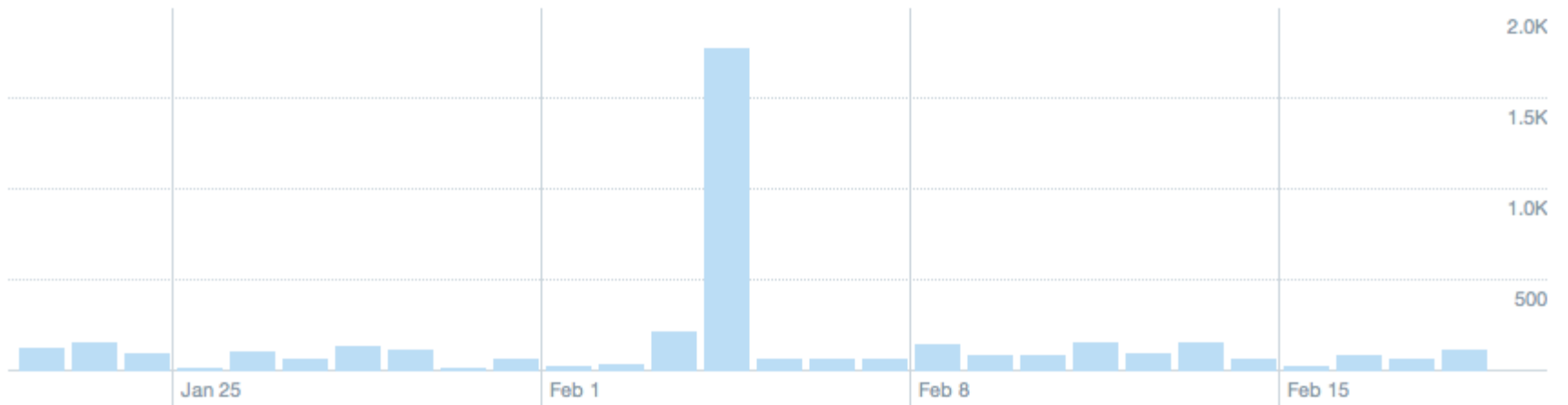
- Twitter only allows you to share 140 characters worth of message.
- Short and Sweet
- Share images
- Link back to full stories on websites
- Keep that hashtag
- Good opportunity to redirect followers to a website



Twitter Analytics

Tweet activity

Your Tweets earned **4.3K impressions** over this **28 day** period



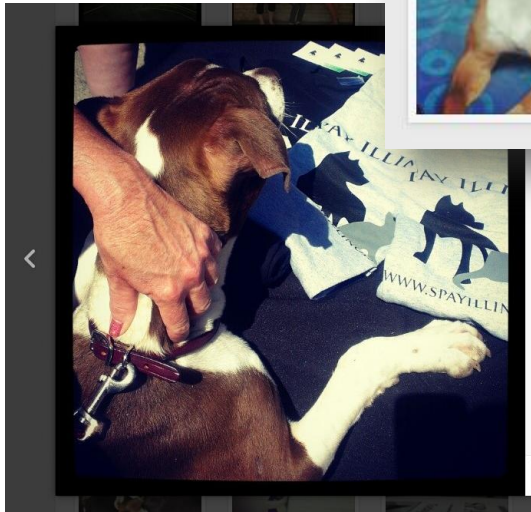
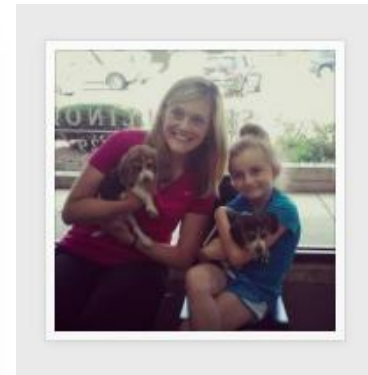
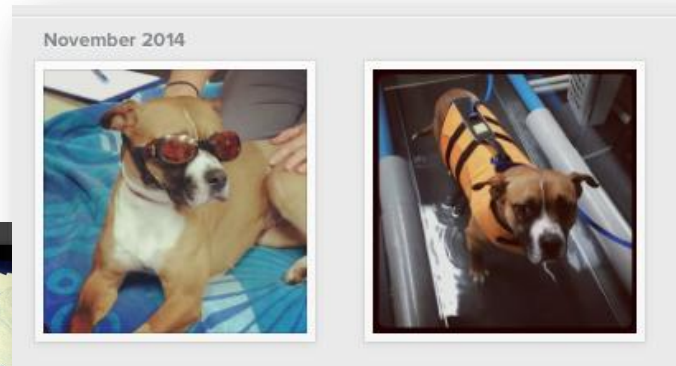
Twitter Fundraising

- A great way to bolster ongoing campaigns.
 - Support your tweets with excitement and strong online component.

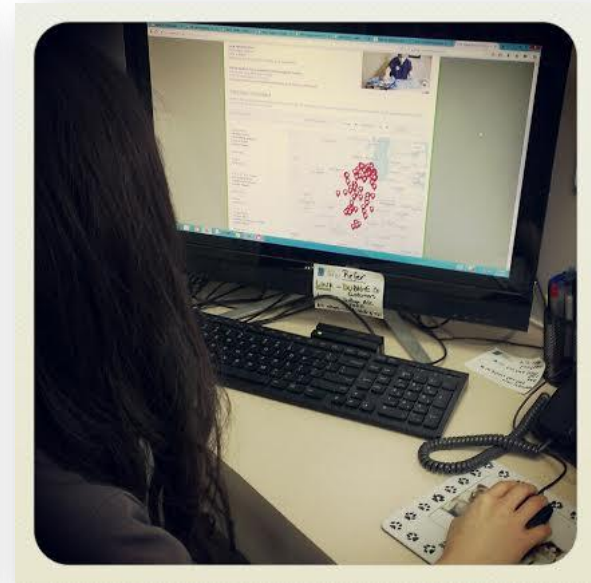
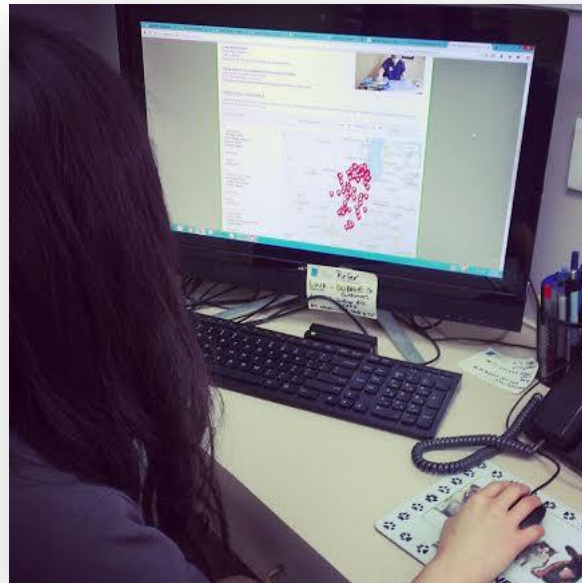
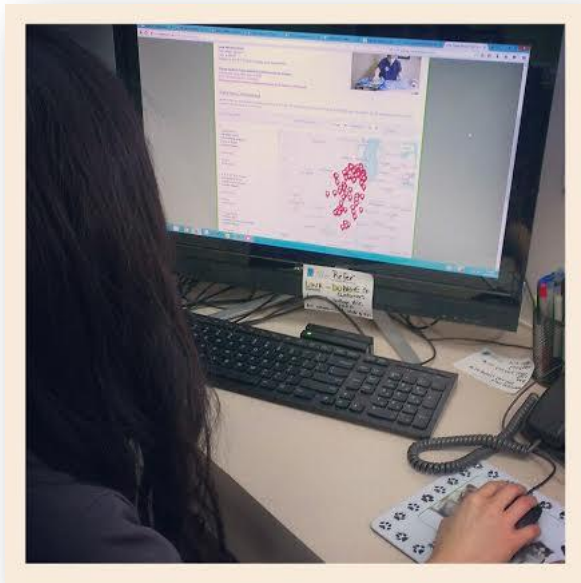


Instagram

- Storytelling through images and short videos
- Text based captions
- Useful in reporting “live” from an event



How can we get creative and share our message through an image?



“Using our brand new clinic finder map is so easy! Simply provide your zip code to receive quality, low-cost spay/neuter options near you”

Instagram Fundraising

- Bit more difficult
 - comments don't allow you to link your image to an alternate website.
 - Images do allow followers to really connect



LinkedIn

- Creating a LinkedIn profile for your business or group provides GREAT exposure among working professionals, job seekers, and potential volunteers!
- Adds legitimacy to your organization
- Allows current employees and volunteers to capture their work experience on personal profiles



Do we share messages on LinkedIn the same way we would on other social media?

- LinkedIn greets users with a home page
 - similar to the news feeds of other social sharing sites.
- Your organization can post updates, viewed by all organizational members and those who choose to follow
- Great place to share scholarly articles, research, and/or new products and services



Let's share our message, targeted at colleagues and other businesses

Spay Illinois now offers an easy to use tool that all pet owners can use to find low cost spay/neuter providers within 10 miles of their home. We invite you to give it a try.

Are you a low-cost spay/neuter provider in the midwest? Would you like to see your contact information listed on this app? If so, contact us at info@spayillinois.org.



Find a Spay Neuter Clinic

spayillinois.org · SPAY ILLINOIS offers low cost spay/neuter services at our Pet Well Clinic located in Lisle. Lisle Pet Well Clinic 2765 Maple Avenue Lisle, IL 60532 Please call 877.475.7729 to schedule your appointment. Illinois Dept of Public Health-Animal...

Include image

Share with: **All followers**



Share

What's New With LinkedIn?

- Board Member Connect

<https://www.youtube.com/watch?v=U8eAbTZes24>

- It's also a great place to recruit volunteers

Start your board member search on LinkedIn

[Join Board Member Connect](#)



Pinterest

- Use eye catching images and categorize your information to redirect followers to original websites

Spay Illinois **Invite** **Rescue and Adopt** **New!** **Move Pins** **Edit Board** **...**

Add a Pin

Why Adopt?
Pets Currently Owned in the United States

Cats	Dogs	Other	Small Animals
86.4 million	78.2 million	36.8 million	16 million

Factory or Mill Animals

introducing... FANCY PAWS
styled dog portraits
a canine charity project by BIRDS OF A FEATHER & SMITTEN STUDIO

Meet Stella. Stella was rescued from an abandoned apartment, left alone, with no food or water, in need of surgery to correct luxating patellas in both of her hind legs. Now Stella is part of the Spay Illinois adoptions program and looking for her forever home. #Adopt She's got one surgery behind her and one coming up. In the meantime, she's taking rehab sessions to regain her ability to walk. #Rescue

Uploaded by Spay Illinois

So, how can we share our message on Pinterest

change your address.

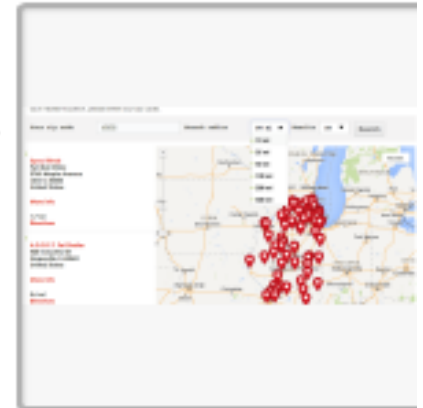
Pick a board

Board

Spay and Neuter

Description

Visit www.spayillinois.org to view low cost spay/neuter options near your home by using our clinic finder map.



Close

Pinit

Tumblr

- This blog site is content rich and allows for photo and video sharing, too.
- Feel free to go into further details, posting full paragraphs.

Hurry in for FREE Heartworm Tests
With your purchase of 12 months of Heartworm prevention
Call (877) 475-7729 to learn more
Begins January 1st lasts through March, 2015
Available at all Spay Illinois Pet Well Clinics
Visit www.spayillinois.org to view a list of participating clinics
Offer only valid while supplies last

Preventing Heartworm is important ALL YEAR LONG. That's why we're offering FREE heartworm tests with your purchase of 12 months of heartworm prevention medication at The Pet Well Clinic starting in January.

This is an opportunity for incredible savings and is only available while supplies last. Be sure to visit The Pet Well Clinic to take advantage of this amazing offer.

#Free VeterinaryCare HeartwormPrevention



SPAY ILLINOIS

"Our Mission is Simple: End suffering and euthanasia of companion animals in Illinois by providing free and low cost spay/neuter and wellness programs to Illinois pet owners"

Example blog post

spayillinois

Spay Illinois
Pet Well Clinic
2765 Maple Avenue
Lisle IL 60532
United States

More info

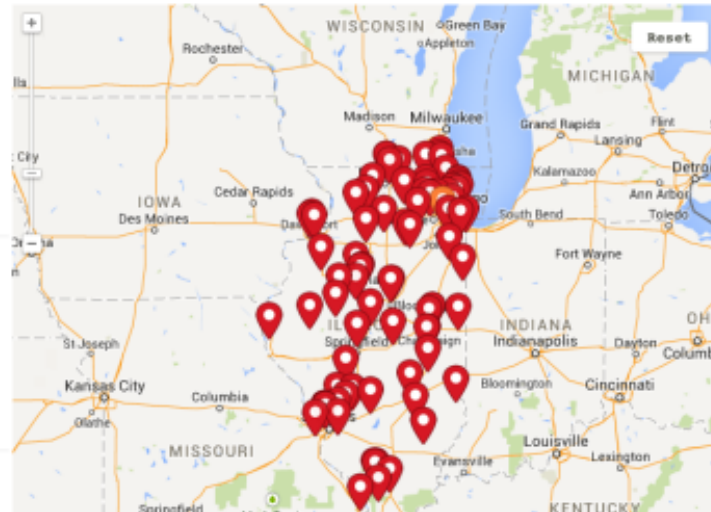
9.7 mi
Directions

Triple R Pets
PO Box 86
Western Springs IL 60558
United States

More info

10.1 mi
Directions

Illinois Citizens Animal Welfare League
10305 Southwest Highway



At our low-cost spay/neuter clinic in Lisle, we receive daily calls from folks all across the state and beyond, asking for affordable options for spay and neuter near their hometowns. That's why we've launched a new clinic finder map that everyone can use to find the clinics we've reviewed based on quality and affordability, within 10 miles of their home.

We invite you to give it a try! All you'll need is your zip code to find the best options nearest you. Visit, www.spayillinois.org/find-a-spay-neuter-clinic/

#SpayNeuter



Other Social Media options to consider

- Youtube channel
- PaperLi (online newspaper)



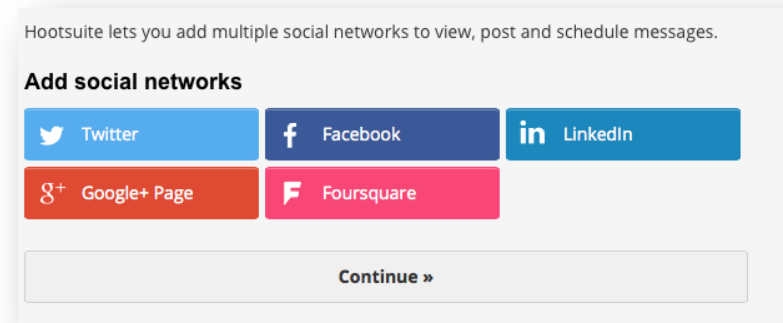
Gaining Followers

- Clickable tabs on website
- Keep it in your email signature
- Follow other organizations
- Advertise special deals “only on Facebook”
- Event incentives

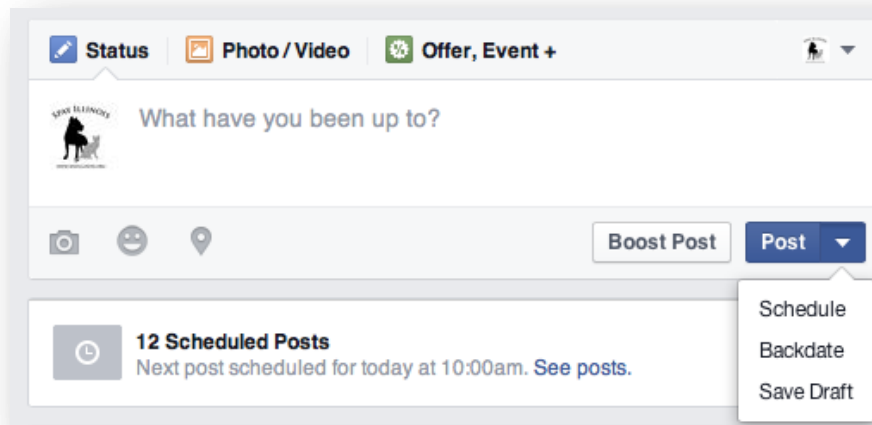


How to manage social media for the busy non-profit professional

-  **Hootsuite™**
 - Free Trials online
 - <https://hootsuite.com/signup?planId=1>



- Facebook Scheduled posts



Call to Action

- Great way to share news, but how do we get people to take the next step?
 - Volunteer, donate, sign a petition, etc...
- Remember to
 - Offer incentives
 - Increase the urgency
 - Keep steps simple



Only do what works for you!

- Many of us operate with an all volunteer staff
 - It takes time to create and share updates
- Use consistent tone in your messaging, even if more than one person is admin
- Don't spread yourself thin



Keep yourself up to date

- Create personal profiles and follow other orgs
 - We can sometimes get cool, creative ideas
- It's how you'll know what's trending, what garners the most attention, and what you like to share



Want some more?

- Social Examiner “Calls to Action”
 - <http://www.socialmediaexaminer.com/how-to-improve-your-social-media-calls-to-action/>
- ASPCApro Webinar Social Media 201: Inspiring fans to take action
 - <http://www.aspcapro.org/webinar/2015-02-05/social-media-201>

ASPCA
WE ARE THEIR VOICE®

ASPCApro Webinars



Would anyone like to share a social media success they've experienced?



Question and Answer

- Now we'll open up to Q & A and some skill sharing

