



Research In-Progress Presentation

By Kat Pikus

Mission Statement

- “To transform and develop communities to protect and improve the lives of cats.”
 - Animal Shelter
 - Laws and Policies
 - Advocate to Prevent Cat Cruelty
 - Combat Propaganda and Lies about Cats

Social Media Platforms

Twitter

🐾 @alleycatallies

Facebook

🐾 @AlleyCatAllies

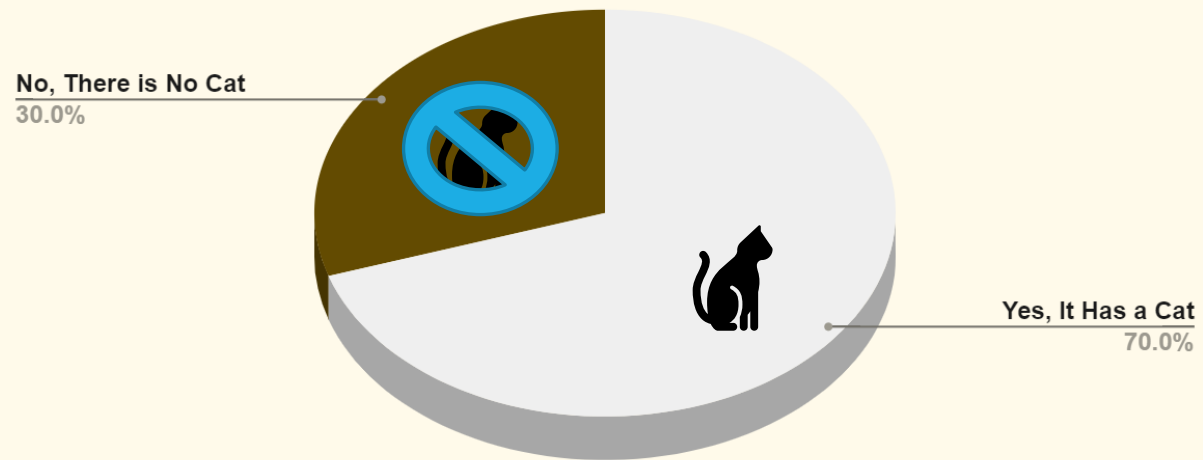
Instagram

🐾 @alleycatallies

Findings on Post Content

Percentage of Alley Cat Allies Posts Including a Cat Photo

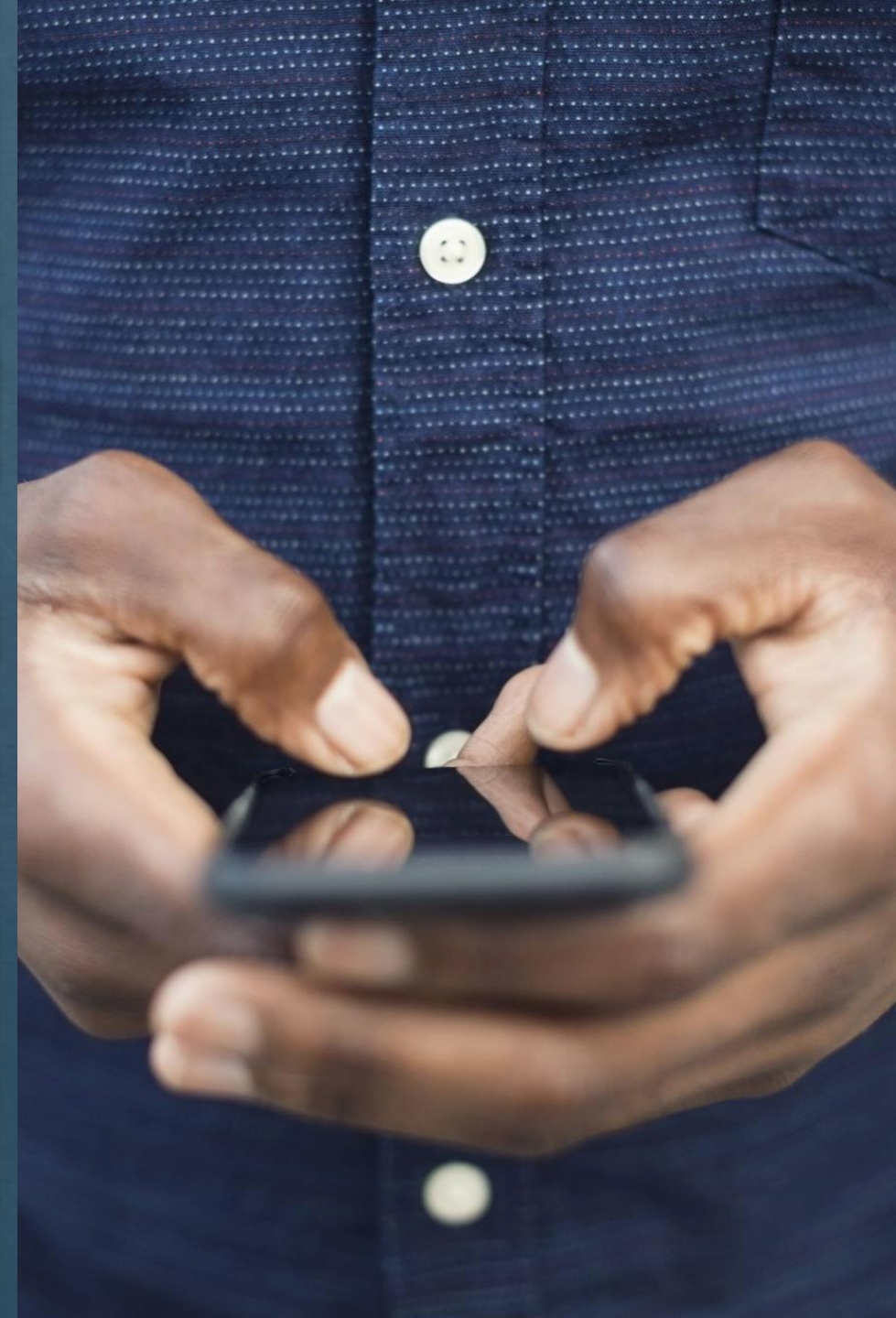
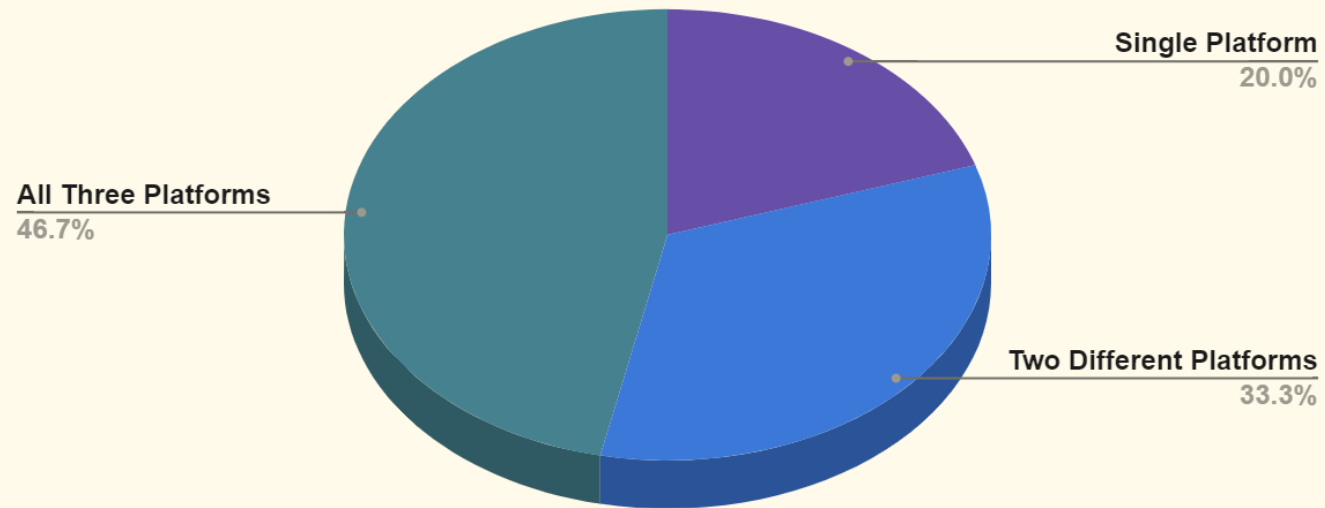
Posts are from Instagram, Twitter, & Facebook

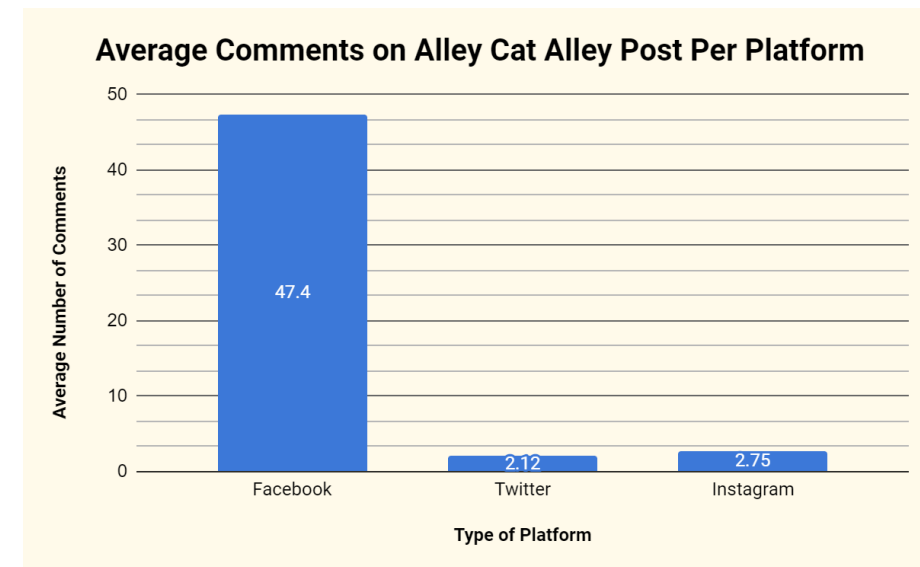
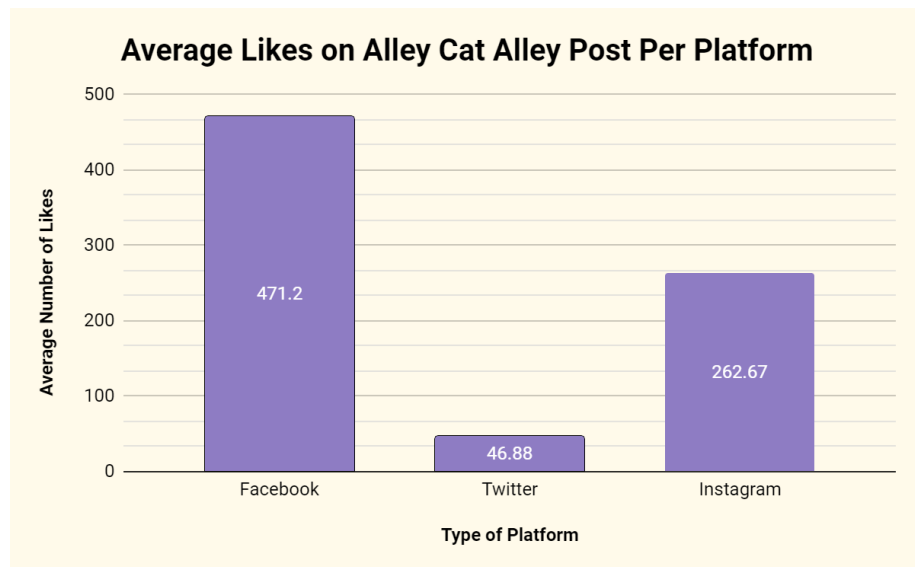


Findings on Platform Use

Number of Platforms a Post is On

Posts are from Alley Cat Allies' Instagram, Twitter, & Facebook





Recommendations

Twitter focus

- Using it to act
- Create informative infographics weekly
- Find creative engagement

Facebook focus

- Repost commenters content
- Facebook Video
- Continue similar posting

Instagram focus

- Use Instagram Stories
- Have cute cat photos
- #Caturday & #FeralTuesday

Recommendations

- Talk about the organization members
 - Highlight people who engage with the posts
 - Highlight donors
 - Highlight workers in the organization



Thank You!

Discussion Questions

- How can Alley Cat Allies highlight diversity in its social media?
- What additional social media campaigns would you recommend for Alley Cat Allies?
- What other organizations should Alley Cat Allies cross-promote with?
- What recommendations would you use to create a cohesive social media presence instead of repeating posts?
- How would you recommend Alley Cat Allies expand their audience to more people?

