



Content Strategy Recommendation



4.48 Billion People Use Social Media Worldwide in 2021

Dean, Brian. "How Many People Use Social Media in 2021? (65+ Statistics)."
Backlinko, 10 Oct. 2021, <https://backlinko.com/social-media-users>.

Presentation Roadmap



Research Methods



Analysis of Current
Social Media Posts



User-Experience
Survey



Secondary
Knowledge

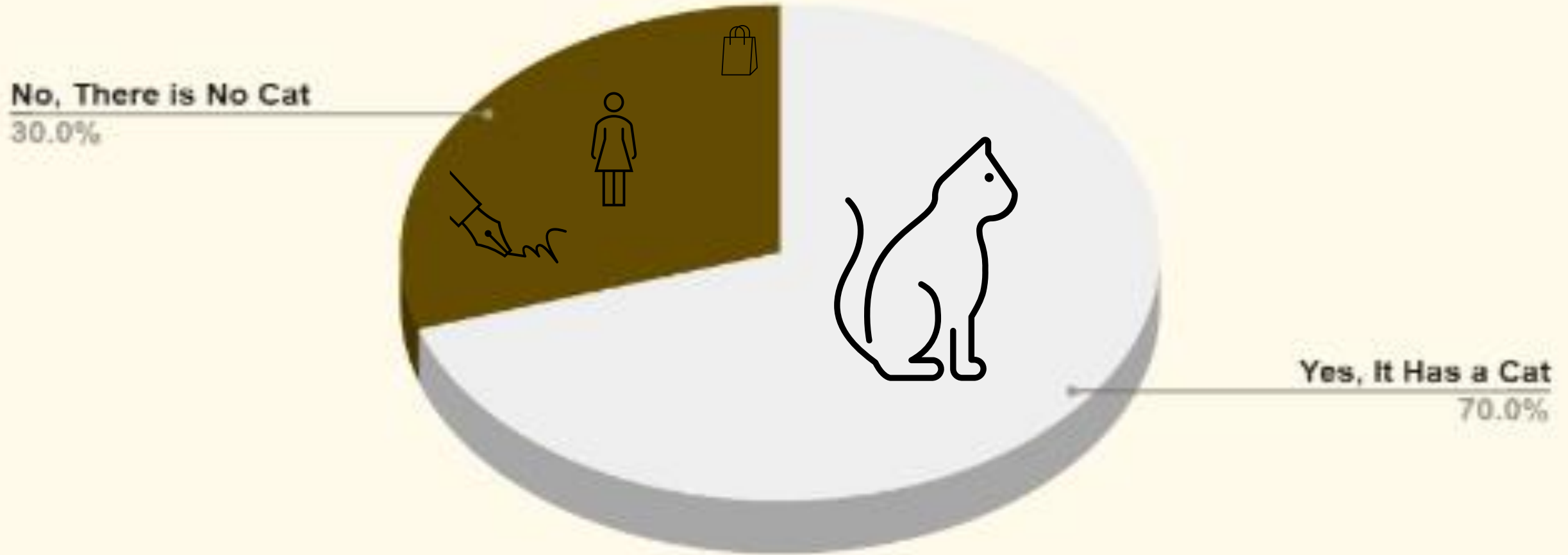


Recommendation 1

Showcase Individuals in the organization

Percentage of Alley Cat Allies Posts Including a Cat Photo

Posts are from Instagram, Twitter, & Facebook



Who should we
include?



A satellite view of Earth at night, showing the Western Hemisphere. The dark blue oceans are punctuated by numerous bright yellow and orange lights from cities and towns. The word "Everyone" is centered in a white, outlined font. A solid teal vertical bar is on the left, and a grey vertical bar is on the right.

Everyone

“Stories sell. As human beings, we're often drawn to the narrative -- in part because our complex psychological makeup wires us for the sharing of information through storytelling and in part due to our natural curiosity.”
--Forbes

Recommendation 2

Use new social media strategies





Posting Plan

Ideal Posting Frequencies

Facebook: daily +

Twitter: 3 times +

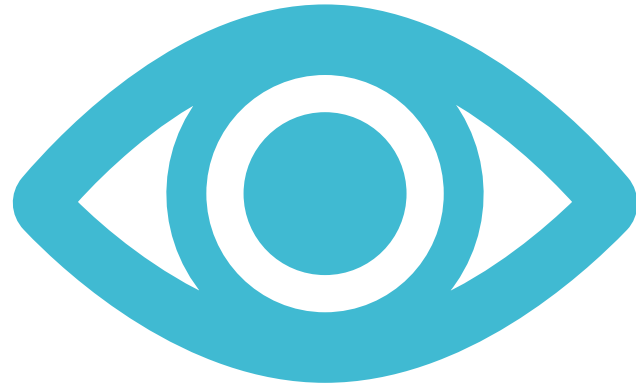
Instagram: daily +

A close-up, low-angle shot of an hourglass with dark green sand. The sand is flowing from the top bulb to the bottom bulb. The hourglass is set against a dark, textured background. The top bulb is filled with sand, and a thin stream of sand is visible falling through the narrow neck into the bottom bulb.

Ideal Time

9 A.M. EST

Arens, Elizabeth. "The Best Times to Post on Social Media in 2021." *Sprout Social*, 17 Nov. 2021, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>.

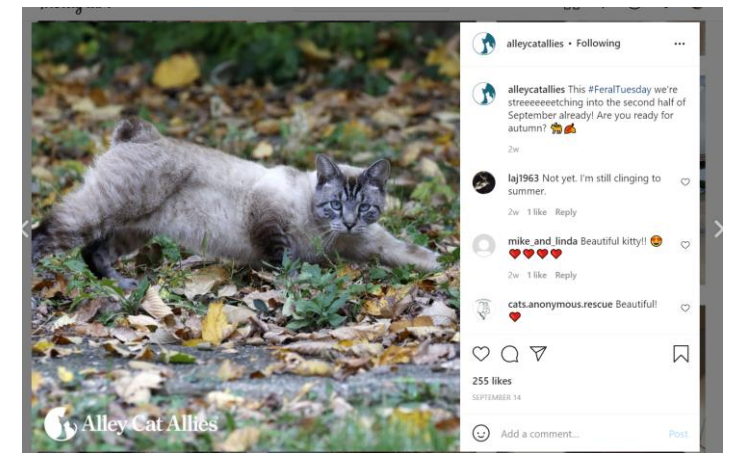
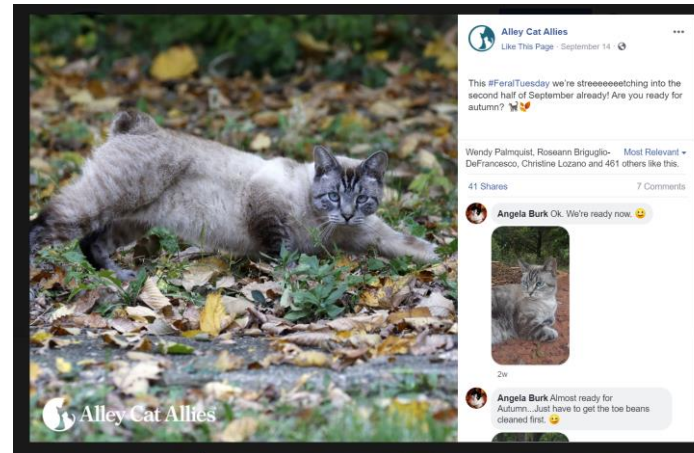


Focus on the work week for posting days.



Recommendation 3

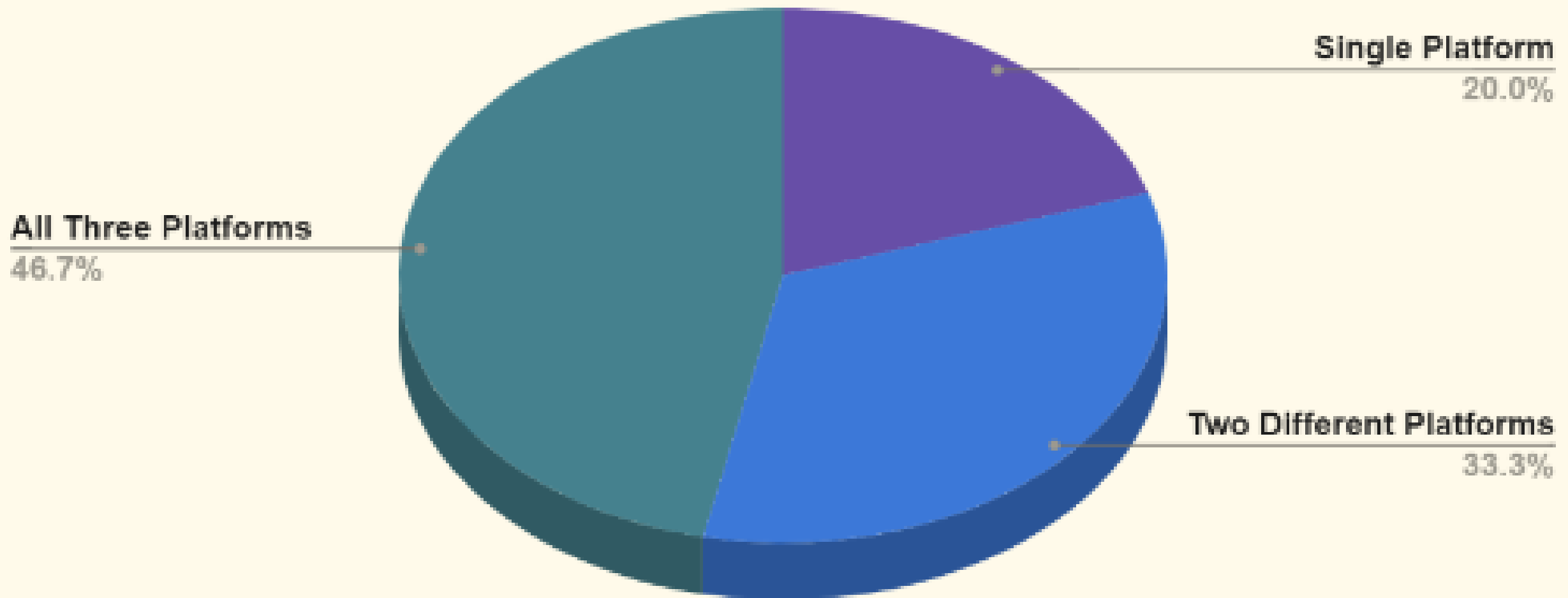
Focus on Social Media



3 platforms with the same post

Number of Platforms a Post is On

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





What gets the most engagement on each platform?

Facebook: Engaging Content



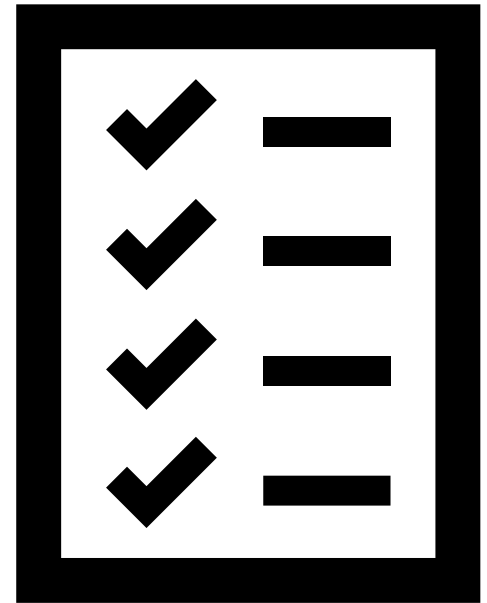


Do you want to learn how to make a no-sew tent for cats for #CatCommunication?

You need: shirt, cardboard square (recommended 15 inches by 15 inches), 2 wire hangers, tape, safety pins, and something to bend the hangers (recommended pliers)

1. Cut off the hanging part of the hangers
2. Bend the hangers to form a U shape
3. Poke a hole near (roughly 1 inch) the corner of the cardboard
4. Tape the hangers together with the hangers in a cross shape in the holes (bend the bottom of the hangers in the hole to keep it together)
5. Put this inside the shirt and close the openings besides the neck hole
6. For more information and photos of the step-by-step process go to <https://www.instructables.com/DIY-cat-tent/>
7. Post a photo of your completed tent and tag @AlleyCatAllies for a chance to be featured on our Facebook page!

Twitter: Activity-Based Content



Cats are for everyone!

Check out your shelter for your newest best friend or volunteer opportunity!

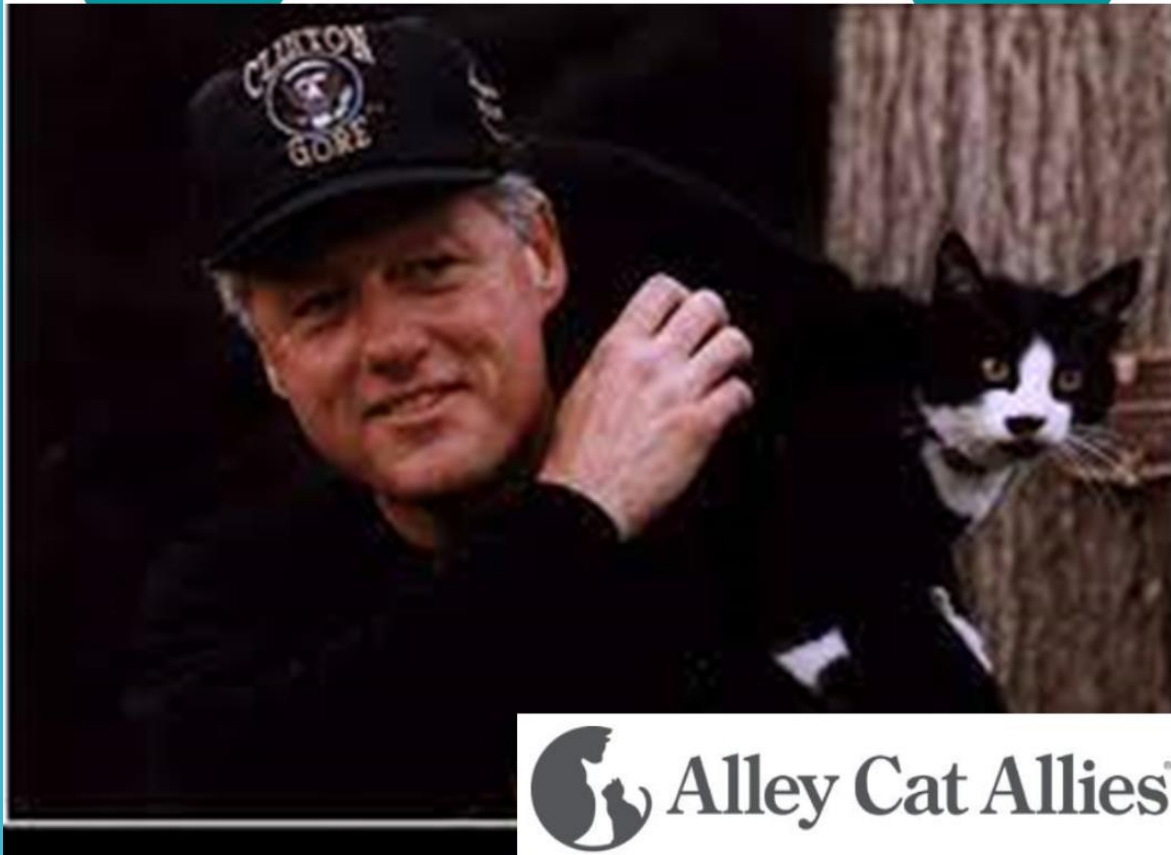
Follow the link to a shelter finder <https://theshelterpetproject.org/pet-search/> and tweet your shelter experience for a chance to end up on our Twitter! #CatCommunication



Instagram: Activism content



Do your officials care about cats?



Do your officials care about cats?

Make sure your government officials know the importance of helping cats. There are many things you can do to make your voice heard.

- Vote
- Send an email to them or a letter
- Protest
- Check out the link in our bio for our website
- Comment additional ideas to end up on our Instagram Story

#CatCommunication

#CatAdvocacy #MakeAChange

Why should you care?



19.6 k followers on
Instagram

31.1 k followers on Twitter

47.6 k followers on
Facebook



.0014% of the people on
Instagram follow us

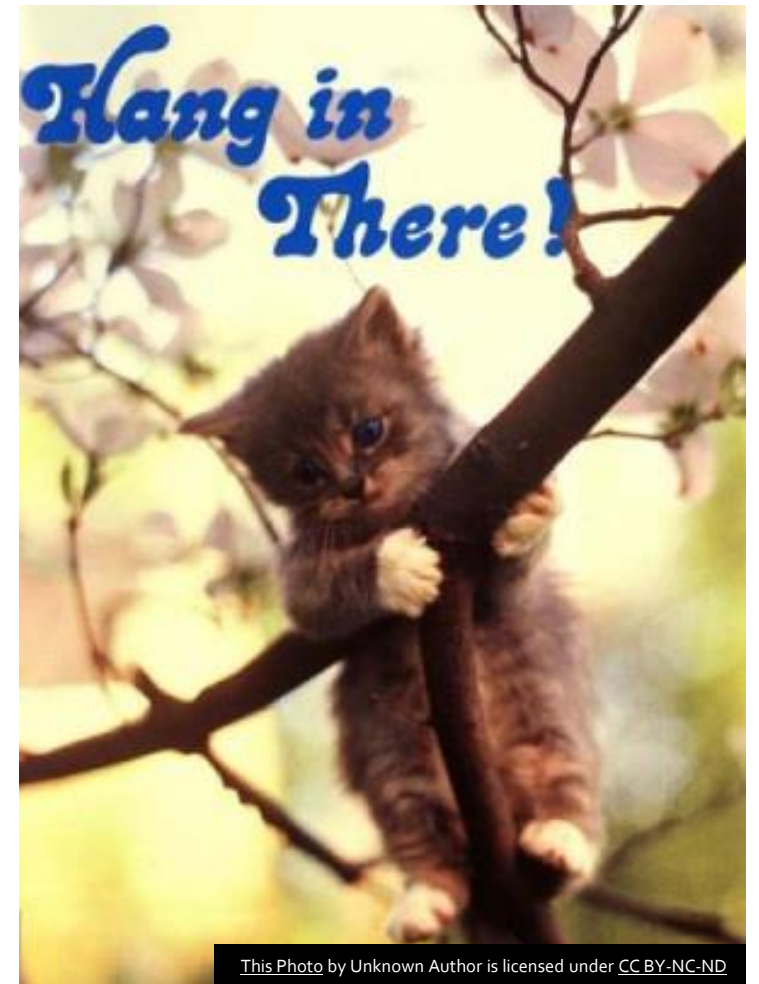
.0078% of the people on
Twitter follow us

.0017% of the people on
Facebook follow us

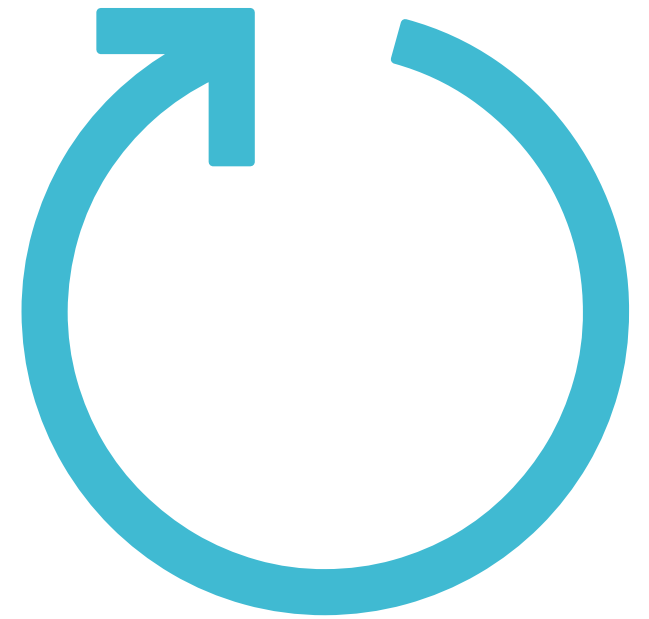


Dean, Brian. "How Many People Use Instagram?
95+ User Statistics (2021)." *Backlinko*, 10 Sept.
2021, <https://backlinko.com/instagram-users>.

There is hope!



We Can Change







Thank you for listening!

References

Arens, Elizabeth. "The Best Times to Post on Social Media in 2021." *Sprout Social*, 17 Nov. 2021, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>.

Bowman, Matt. "Council Post: Make Storytelling a Part of Your Content Strategy in 2018." *Forbes*, Forbes Magazine, 24 May 2018, <https://www.forbes.com/sites/forbesagencycouncil/2018/05/24/make-storytelling-a-part-of-your-content-strategy-in-2018/?sh=52ee2d5e2a61>.

Dean, Brian. "How Many People Use Instagram? 95+ User Statistics (2021)." *Backlinko*, 10 Sept. 2021, <https://backlinko.com/instagram-users>.

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