



Increasing Advocacy: Increasing Engagement on Alley Cat Allies Social Media

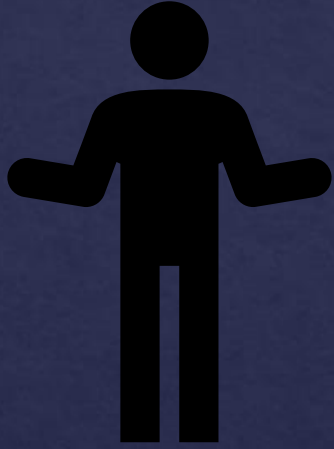


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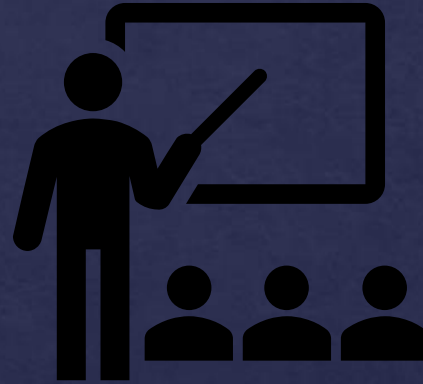


Executive Summary

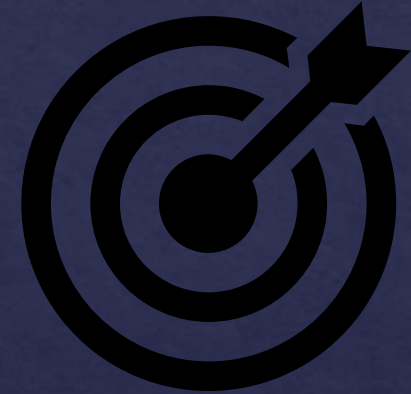
Recommendations



Showcase **people** in relation to the organization.



Use **social media practices** to improve the organization outreach.



Focus **social media** on what is working on each platform.



Core Strategy Statement

The content Alley Cat Allies produces helps the nonprofit accomplish **educating** people about cats and **supporting** the organization by providing **informative** and **engaging content** that makes the **audience want to help** cats by feeling **passionate** and **prepared** so that they can **advocate** for cats or want to **be a part** of the organization.

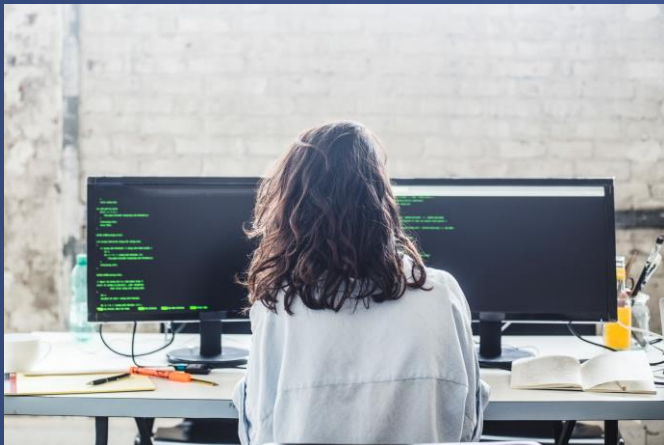
Messaging Framework

The audiences' first impression should be one of **understanding** that this organization is **reputable** and **easy to interact with**. We want our audience to believe that we provide **helpful education** and **make a difference** in the lives of cats. The posts that will demonstrate that fact are ones that **showcase** what the **organization is doing** for cats and **information** about cats. When a user first lands on our social media, I want them to feel **part of a community** and **able to help**. After some time, users should feel **informed** because they understand we **provide up to date** and **user-friendly information** about cats. Our content demonstrates we **provide what users need** because there is a need for a cat nonprofit that **communicates with all types of people**.

Research Methods Used To Create Recommendations

Analysis of Current Social Media Posts

Looking at the current social media, we can examine what is **working well** and what needs **improvement**. This research only focused on Alley Cat Allies **Instagram**, **Twitter** and **Facebook** (there are other platforms in use but are not discussed in this presentation).



User-Experience Survey

Examining the results of a **User-Experience Survey** about Alley Cat Allies social media aids in discovering **what people want** to see on social media. The survey was taken by 7 college students from various backgrounds to help examine how Alley Cat Allies can **reach out** to a younger audience.



Secondary Knowledge

There is a lot of information on how to create a successful social media presence. This knowledge is generalizable meaning it can make a difference in the success of our social media posts. Some examples of Organizations that provided information are [Spout Social](#) and [Braffton](#).

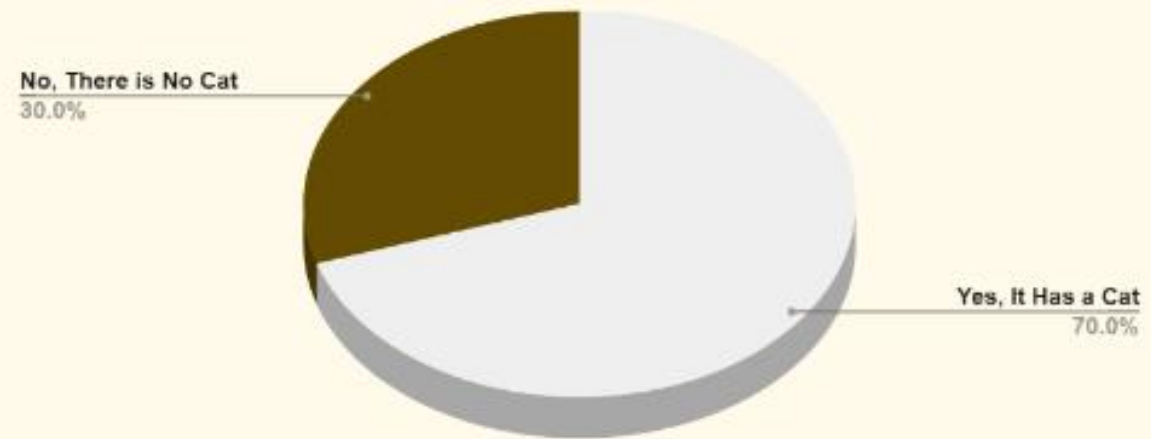


Why Alley Cat Allies Needs More Humans in Their Posts

There are rarely any humans besides the founder Becky Robinson. She has only recently (around 2020) started saying things on social media. This data was found by examining posts on Alley Cat Allies social media from 2018-2021.

Percentage of Alley Cat Allies Posts Including a Cat Photo

Posts are from Instagram, Twitter, & Facebook



Current View of Diversity in Alley Cat Allies

Alley Cat Allies currently does not have a diversity statement on their website.

This means that the public does not know the organizations stance on diversity. There since there are very few photos of humans there are even less of differing demographics. Mostly the humans in the photos are white middle-aged women. This does not make up most of the population of the world. Diversity is not a quickly achieved goal this will need to take time and needs to be a long-term commitment for our organization. Alley Cat Allies uses its platform to advocate for cats. Over 65% of Americans believe that brands are an effective way to increase awareness when they use social media discussing issues. Using that information, Alley Cat Allies can participate in the discussion of diversity without losing the focus of helping cats.



“70% of United States consumers say it is important for companies to **share their opinions on social and political issues**”

- [Kristen Johnson](#)



Alley Cat Allies @alleycatallies · Sep 14

This [#FeralTuesday](#) we're streeeeeeetching into the second half of September already! Are you ready for autumn? 🐾🍂



Current Post Compared to Mock Post

Users Feedback on Mock Post



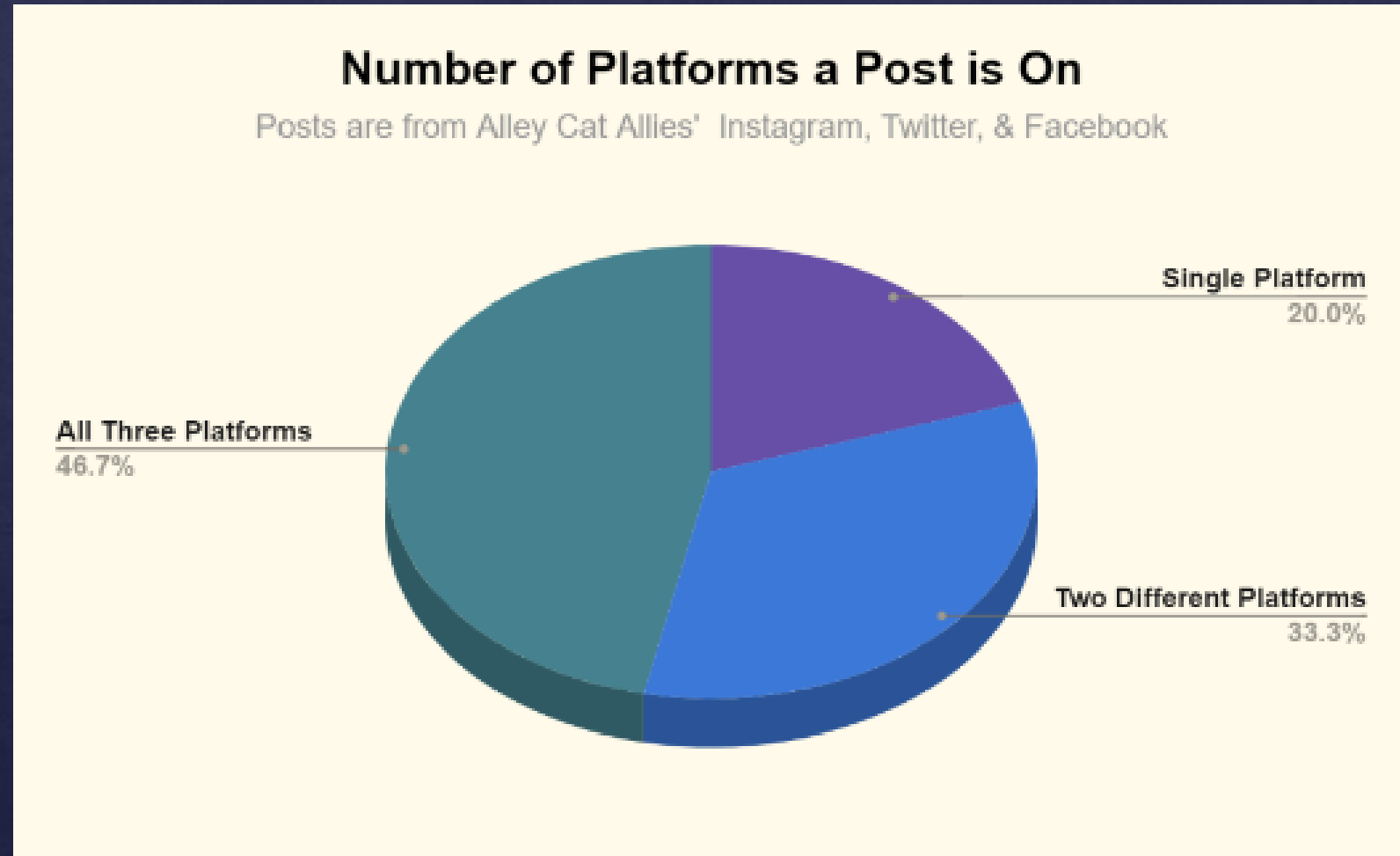
- ◆ 4/7 Mentioned cats in their response (even though the cat was not the only focus).
 - ◆ This demonstrates that people know the organization is about cats. They can focus on more than one subject in the images.
- ◆ 2/7 Mentioned diversity in their response.
 - ◆ This image was not discussing diversity directly, but the viewers saw the diversity in it. This means that diversity can be just as easy as including a variety of cat lovers.
- ◆ 2/7 Mentioned that the piece was engaging.
 - ◆ This picture does not include some out of the box experience. This looks like it is a still shot of life and people find that engaging. Meaning that we should continue having photos that do not look staged.

Addition of Storytelling

- ◇ Adding people also increases the storytelling of the post. Storytelling will increase engagement because [everyone likes stories](#).
- ◇ “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](#)

Current Statistics on Social Media

- ◇ Facebook (Verified User):
476,664
Followers
- ◇ Twitter: (Not Verified User):
31,200
Followers
- ◇ Instagram (Not Verified User):
19,700
Followers



What Users Need to Engage with Social Media Posts

“If I find it funny or stupid”

- Humor is a way to get people wanting to engage with the posts. Currently, we do not often use humor in our posts and occasionally put it in the captions.

“If I really like the community and partially involved with processes”

- This is all about the social media strategy. We want people to feel apart of the community and desire to help out. This will be by incorporating more action-oriented posts.

“Something my friends post. If I think it’s important enough or a political viewpoint thst many may have not considered.”

- We need to make this information feel important to the viewer. It is easy to talk about the cause it is harder to make them care.

“Funny, relatable, cute, powerful”

- This response encompasses all the previous responses. We do not want to only focus on one thing. We want to have something for everyone so they can feel apart of the process no matter their interests.

Users Engagement

Do you follow animal social media?

- ◇ “no because I haven’t seen any that interest me” (4/7 said no)
 - ◇ We will not get everyone to follow our social media, but we can get as many as we can.
- ◇ “Yes, but not many. In terms of variety in content there is not much to do. If there is a comedy angle or something unique about the animals, I am more likely to be interested.”
 - ◇ This comment is discussing the downfall of most animal organizations. They need more than just pictures of animals to keep people engaged.
- ◇ “Yes. I like the pictures of cats”
 - ◇ There will always be people who are just here to see cute animal photos. This is the audience that the organization is currently catering too.
- ◇ “Yes, I have a strong passion for animals”
 - ◇ This audience will likely have to be found by creating connections with other organizations. These people like animals but do not focus on any directly which means that we will have to incorporate how our issues are like other animals.

What would cause you to follow?

- ◇ “Something unique. I don’t want to just see pictures of cats. I want to see cool facts or comedy”
 - ◇ This goes back to the messaging framework on page 3. We want to be a unique source that has no competition for people’s attention about cats.
- ◇ “Humor”
 - ◇ Like the previous page, humor is a common way to get people engaged. This also can be the deciding factor if they decide to follow the account.
- ◇ “I would not be interested in following the account as I mainly am interested in wildlife rather than domesticated.”
 - ◇ This is likely a common misconception with our organization. We help all cats, and our social media should demonstrate that fact.
- ◇ “Nothing”
 - ◇ There are some people that we will not follow. This could be because they are not on that social media, or they are not interested in the topic. We should not spend our effort focusing on these people.



Define a Brand Messaging Framework

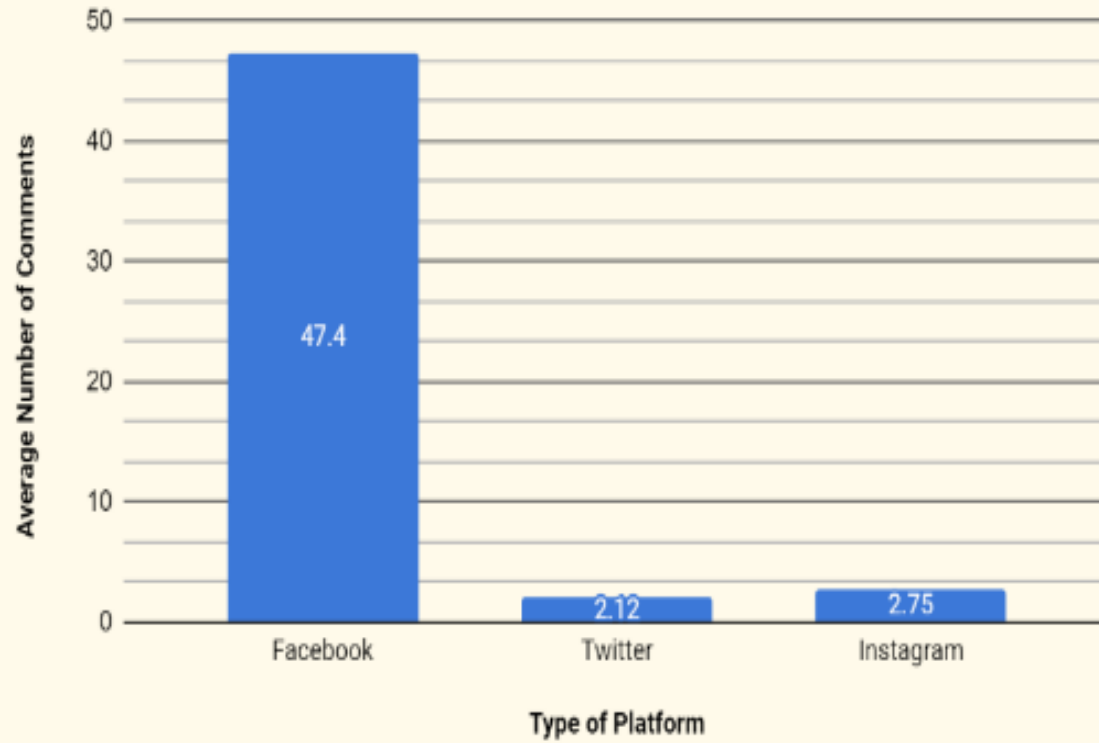
Currently, the brand does not have a current framework. There was a proposed framework on page 3. The step that we are on right now is choosing our audience. We know what our values are, but we need to decide who we want to reach and that should be everyone. As the previous pages demonstrate there is a large variety of people who care about animals. The organization presents itself as an aid to get cats out of bad situations. We are open about their projects and how to get involved. We also do not discriminate on the type of cats. We do not care about their age, color, origin, or any other differences. This could be solidified with a plan to help represent Alley Cat Allies.

Posting Time Plan

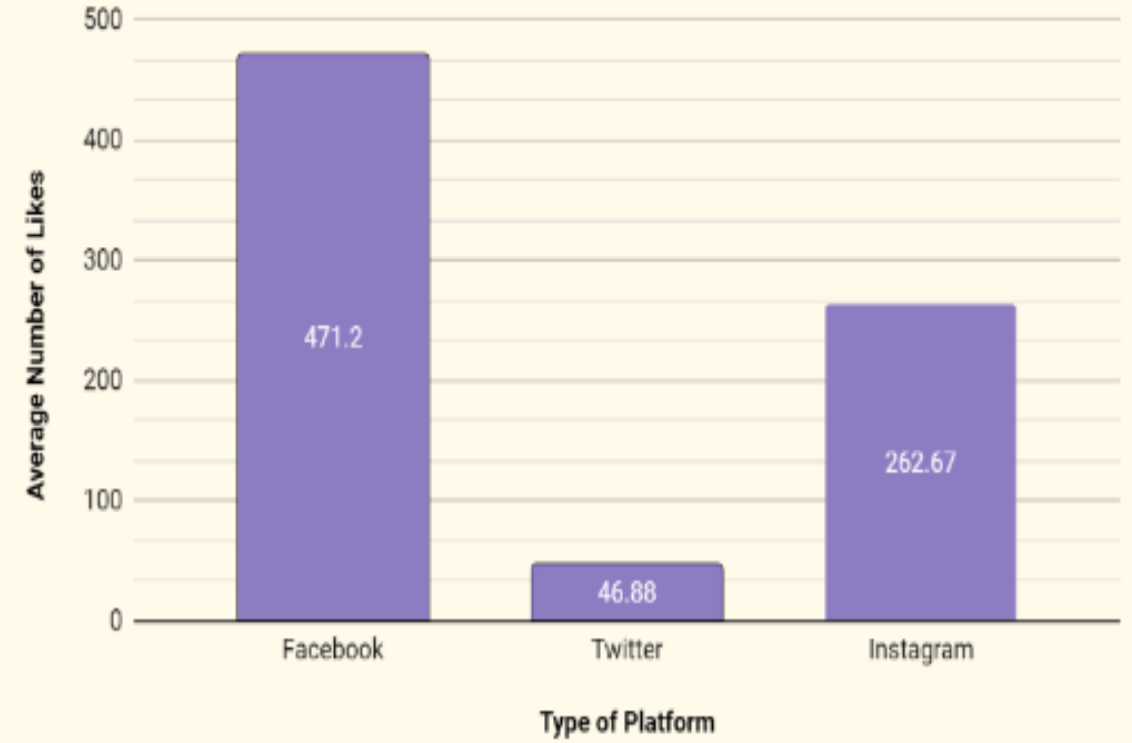
Currently we post on Tuesdays and Saturdays with occasionally other days. Since the Alley Cat Allies is based in Eastern Time, I think that we should post at 9 a.m. which is when people start work. We already get more likes on Tuesday so that should stay consistent at the very least. Using the information from [Elizabeth Arens](#), we should post on Facebook at least daily, Twitter at least 3 times a day (9 a.m., 11 a.m., and 2 p.m.), and Instagram 1 time a day around 10 a.m.

Focus on what is best for social media
recommendation starting here

Average Comments on Alley Cat Alley Post Per Platform



Average Likes on Alley Cat Alley Post Per Platform



References

Additional Mock Posts