The Parma Animal Shelter Non-Profit Social Media Case Study

Amandah Blackwell

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Parma Animal Shelter Non-Profit

Parma Animal Shelter – Volunteer, October 2012 -- Present

- Volunteer with the Parma Animal Shelter in Parma, Ohio. I started assisting the organization with their social media on February 27, 2013.
- I'm an administrator for the shelter's Facebook and Twitter accounts. I am responsible for content development, engagement, and management.

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- Statistics about PAS' Facebook page.

  1. PAS has 3,195 likes, an 935 increase from 2,260 likes in February 2013.

  2. PAS' weekly reach in February 2013 was about 3,000. This has increased to a range of 20,000-43,000, with an occasional dip to about 10,000-11,000.

  The people talking about PAS went from 600 to over 1,500. Again, there has been an occasional dip to 652-900.

  3. Posts that get the most attention are: videos and images of adoptable pets, lost pets, Happy Endings, and questions and answers.

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- Statistics about PAS' Facebook page.

  4. Stats have been going up and down.

  I've been tracking the stats and noticed that when there are too many posts (10+ per day); PAS' stats seem to go down. So... I'll spread out the weekly posts to ensure "fans" aren't overwhelmed with too many posts every day.

  About Facebook Pages: Some organizations don't post every day, or they post one or two posts per day. It's trial and error to see what works and what doesn't.

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- Statistics about PAS' Facebook page.

  5. I've been scheduling posts and testing times of day and days of the week.

  Posts that are scheduled in the early morning, i.e., 7:00 a.m. - 9:00 a.m. seem to do well along with posts in the late afternoon, i.e., 1:00 p.m. - 6:00 p.m. Posting on the weekend works too (good for non-profits). These stats are on track with companies such as Mediabistro, Hubspot, Mashable, Social Media Examiner, etc. who track social media. Again, it's trial and error and depends on your target audience.

  *I don't have stats about PAS' target audience, but I think most of the "fans" work (some may work from home or in the home) or are retired.

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- Statistics about PAS' Facebook page.

  What can you (volunteers) do to boost PAS' Facebook stats and visibility?

  I encourage everyone to like and share the posts on PAS' Facebook page. The more people who see PAS' FB page increases the potential for more adoptions and donations.

  Another way to increase visibility, donations, etc. on Facebook is to promote certain posts through a Facebook ad. However, I don't think PAS is at this point, yet. A Facebook ad costs $10.00 and up for maximum exposure.

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*If anyone has any questions, please contact me on PAS' Closed Volunteer group, or email me at amandahblackwell.savvywriter@gmail.com.

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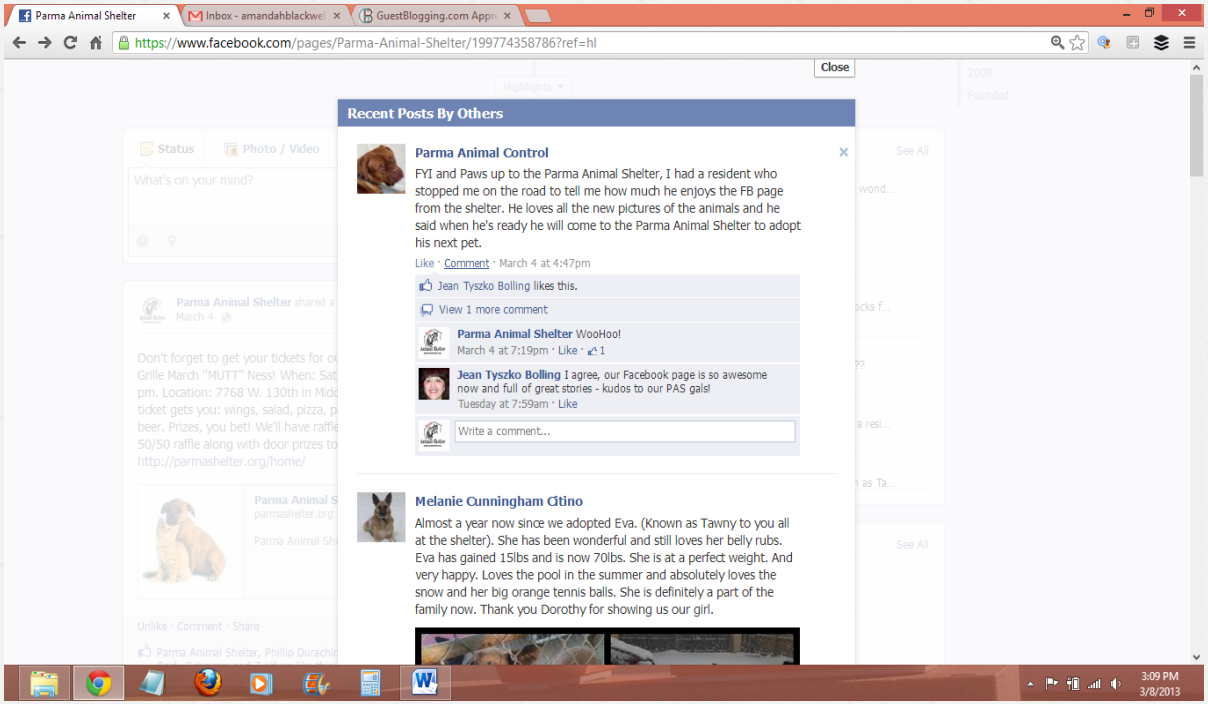
Parma Animal Shelter Testimonials

Parma Animal Shelter Non-Profit

Parma Animal Shelter Testimonials



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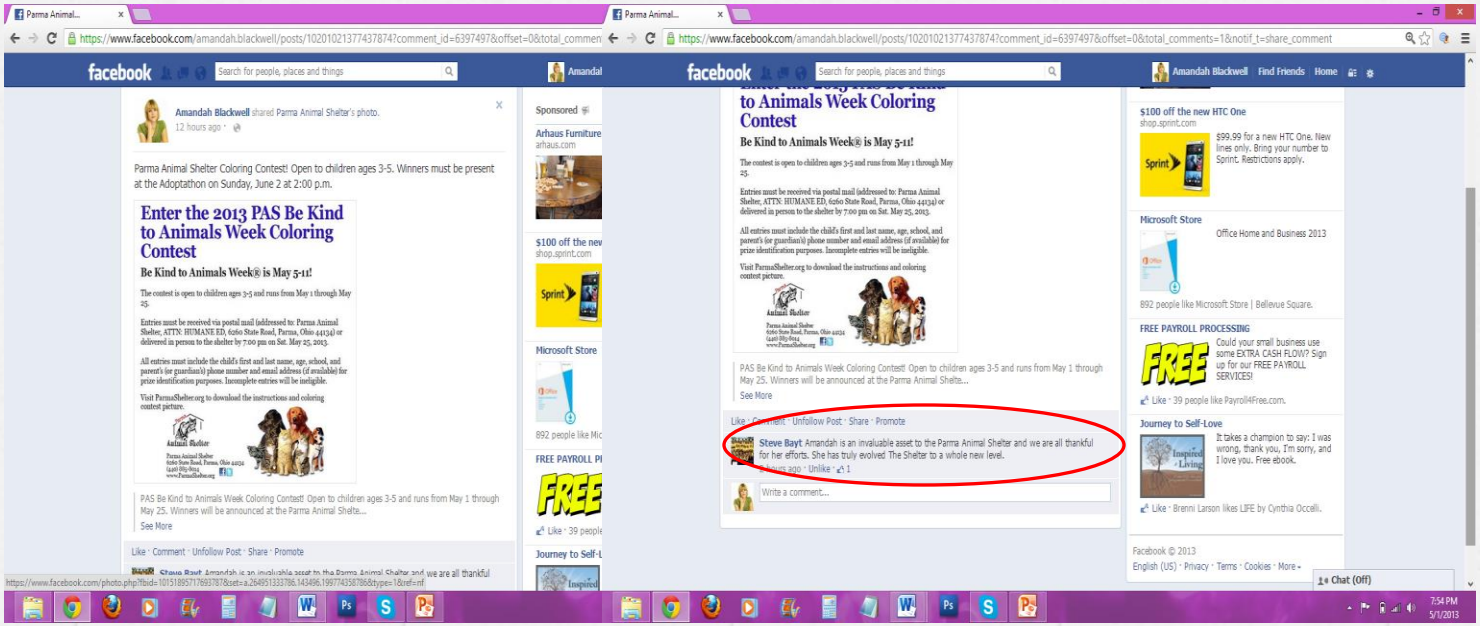
Parma Animal Shelter Testimonial



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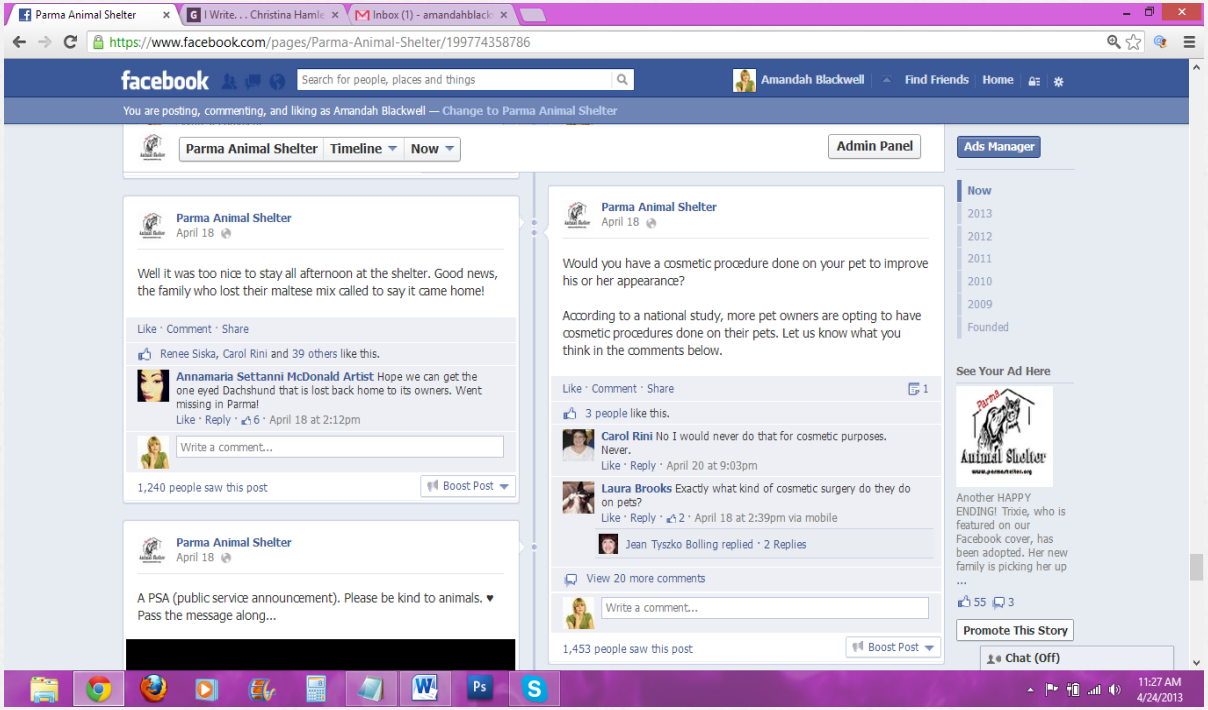
Parma Animal Shelter Statistics

Parma Animal Shelter Non-Profit

Parma Animal Shelter –Engagement



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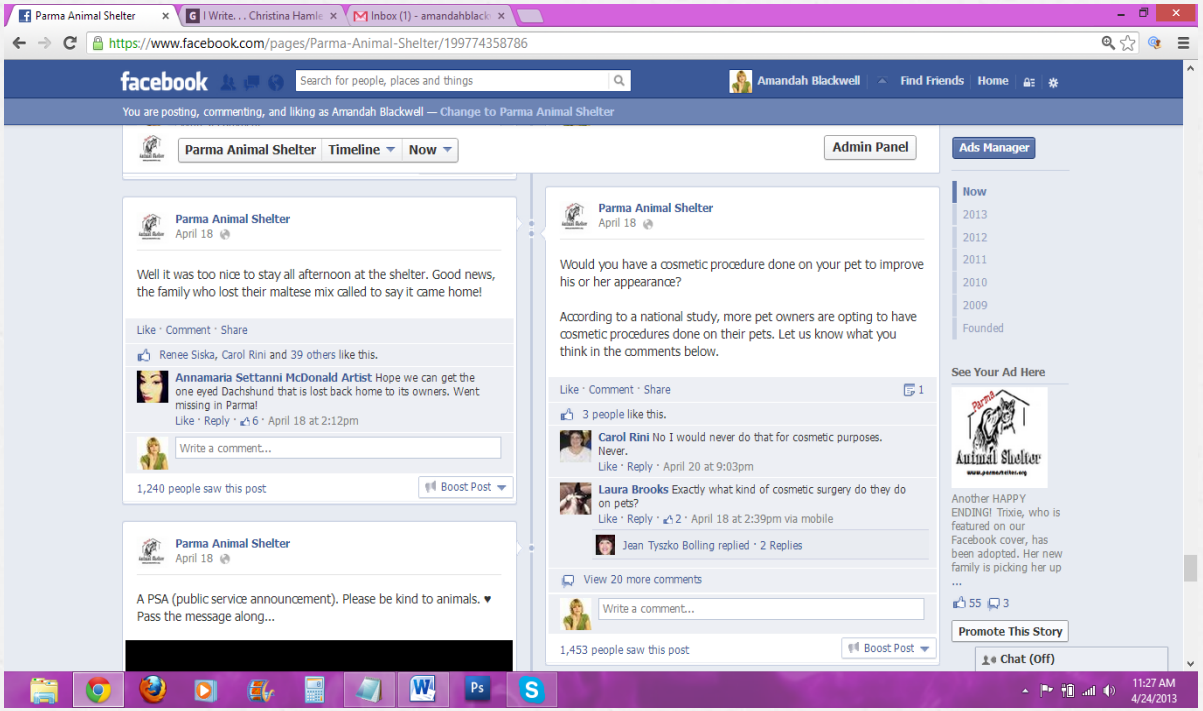
Parma Animal Shelter Engagement



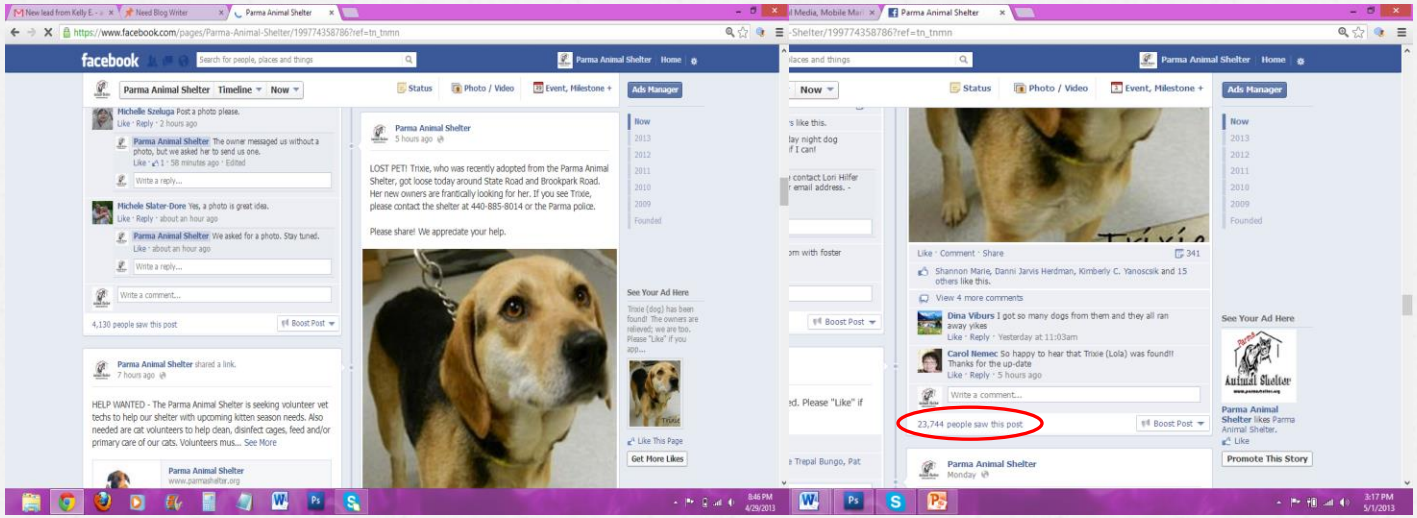
Parma Animal Shelter-Non-Profit

Parma Animal Shelter Engagement

Parma Animal Shelter Non-Profit

Parma Animal Shelter-Adoption

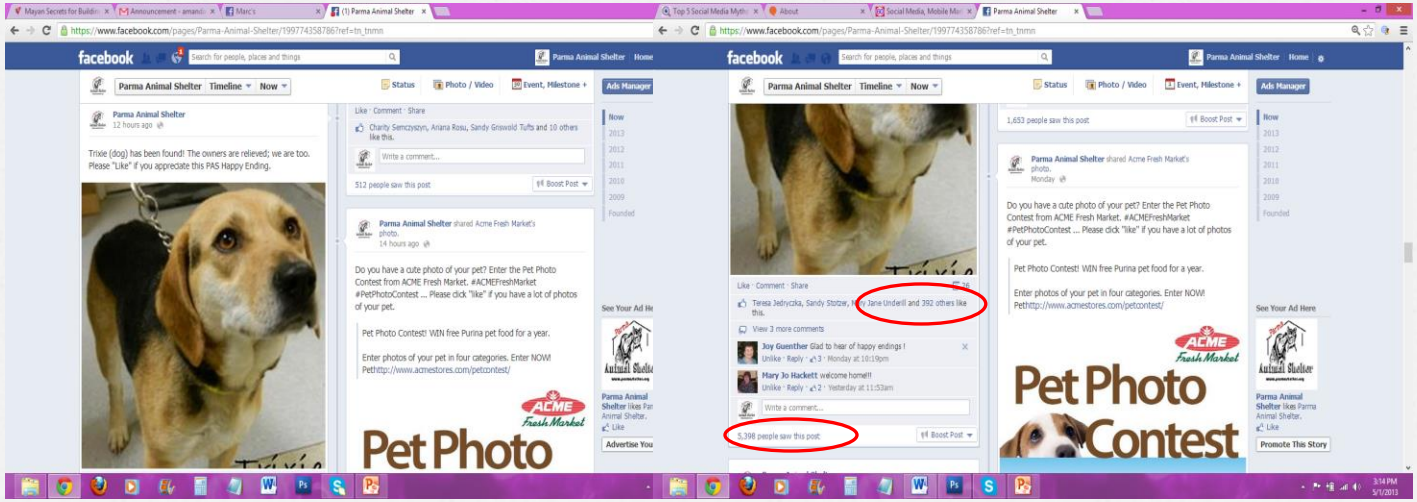
- Trixie was adopted from the Parma Animal Shelter, but got away from her new owners.



Parma Animal Shelter-Non-Profit

Parma Animal Shelter-Adoption

- Trixie was adopted from the Parma Animal Shelter, but got away from her new owners. Thankfully, she was found the same day.



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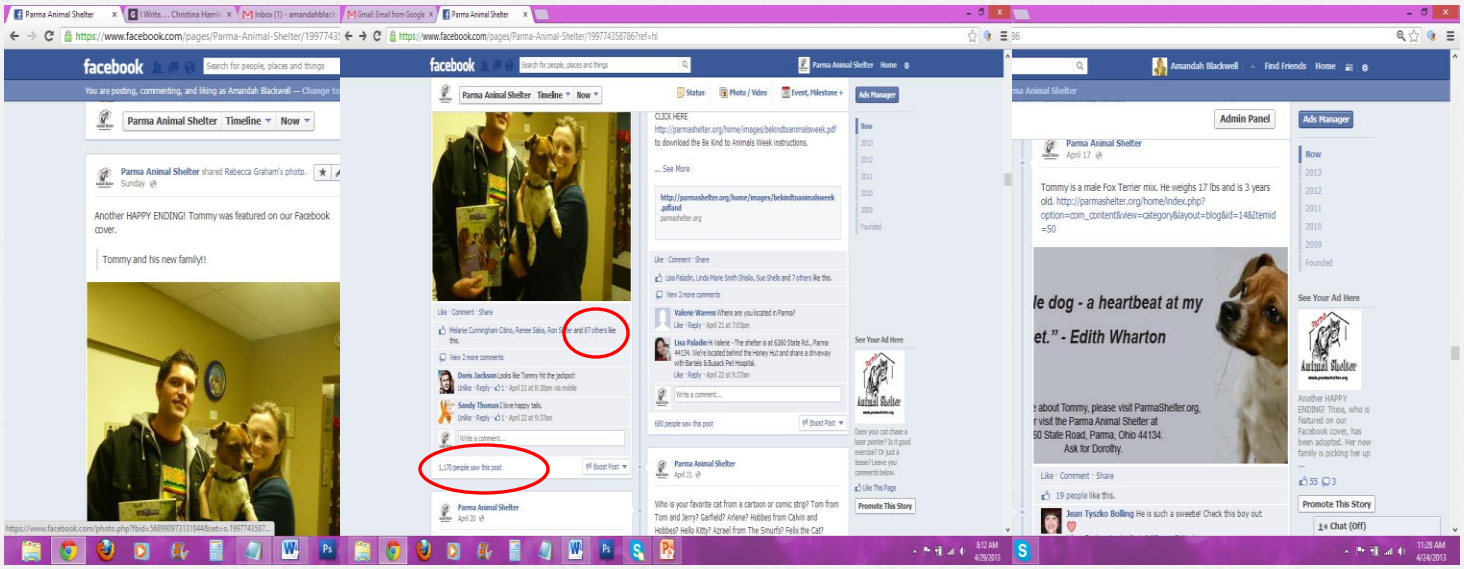
Parma Animal Shelter-Adoption

- Tommy was the dog of the month for April 2013.



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Parma Animal Shelter-Flea Market Event, April 6, 2013

- **Thank you from Deborah Klotz-Kennedy – Flea Market Event Organizer**

April 9, 2013

Amandah, the flea market was the biggest ever and probably more attendance than any year. I attribute a lot of it to advertising it on our fb page and what you have done with the wall. THANK YOU from the bottom of my heart. You helped me look like a hero! If you were there, I didn't get to meet you, but look forward to it soon. Deb

The Sun Post 4/25/13

Thanks to everyone who made shelter fundraiser a success

As a Parma Animal Shelter volunteer fundraiser, I would like to thank the Ridgewood United Methodist Church, Rev. Charles Tobias, Chuck and Renita Nohejl, and Randy Rominger for allowing us to hold our annual flea market at their beautiful church.

Also, a big thank you to the over 40 sellers who rented a table to sell their goods, the volunteers who worked the event, and the public who attended and supported us by shopping, buying lunch and donating cash and merchandise for us to sell.

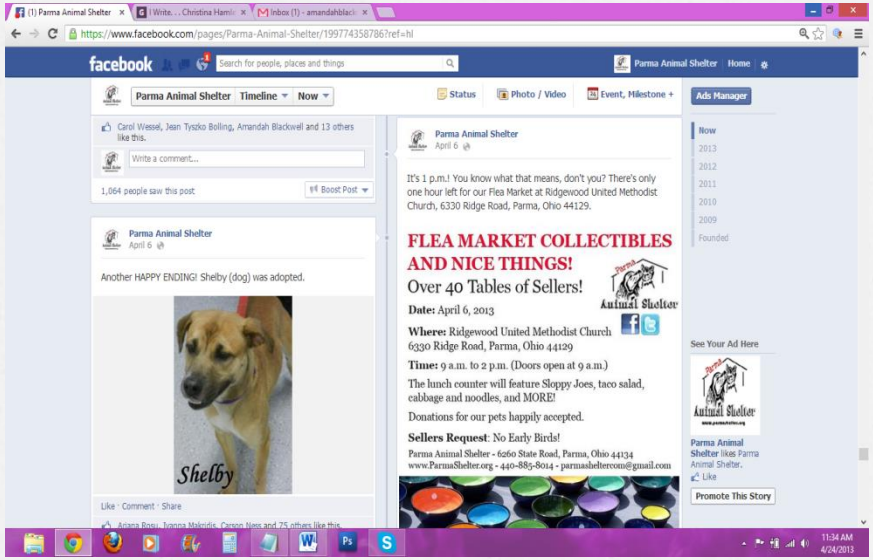
This was a very profitable fundraiser for our homeless pets at the shelter. We appreciate all of your support and hope you had a great time.

Debbie Kennedy
Parma

*Thanks to this year's social media efforts, the Parma Animal Shelter's flea market saw a 28.57% increase over last year's flea market.

Parma Animal Shelter-Non-Profit

Parma Animal Shelter-Flea Market Event, April 6, 2013 – Facebook advertising campaign – Flea Market, April 6, 2013



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Parma Animal Shelter-Flea Market Event, April 6, 2013 – Facebook advertising campaign – PetSmart Charities, May 4, 2013

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- PSA (public service announcement) – Be Kind to Animals post.

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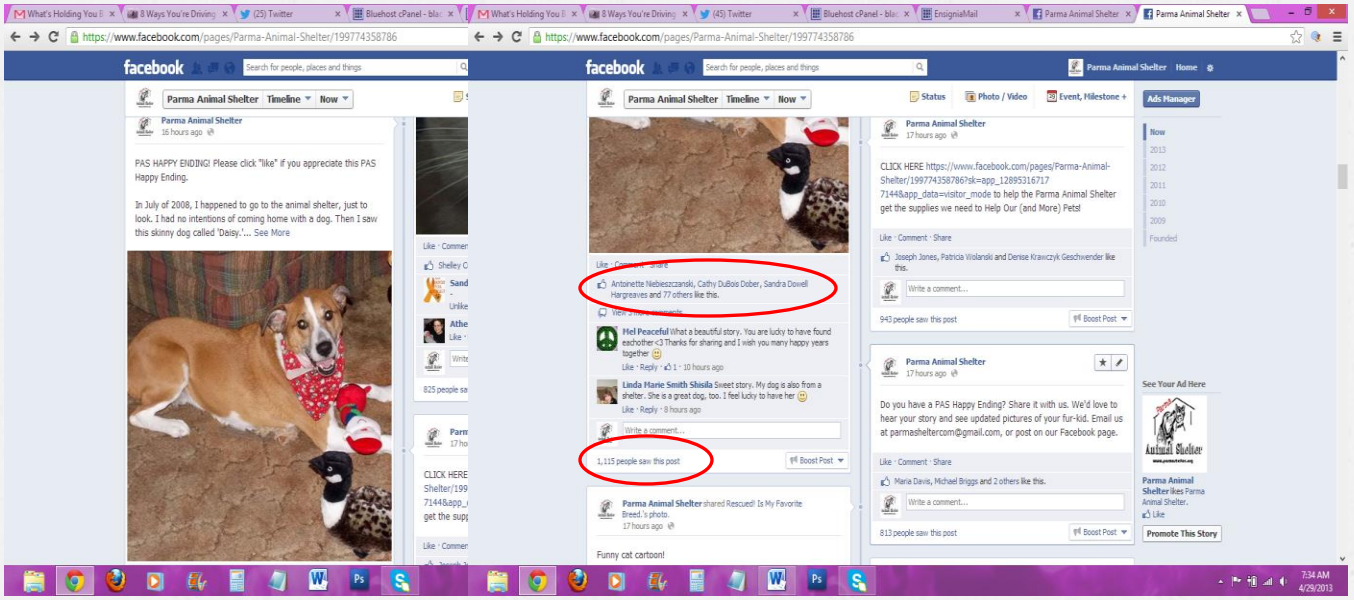
- PAS Happy Ending post.



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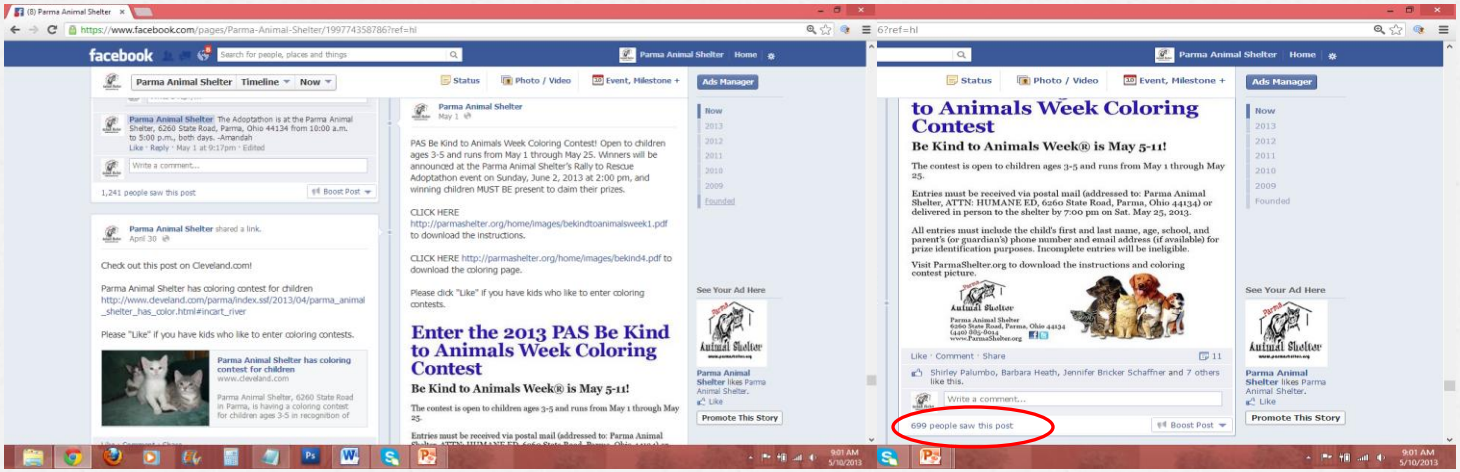
Parma Animal Shelter-Facebook advertising campaign – Be Kind to Animals Week® coloring contest, May 1 – May 25.

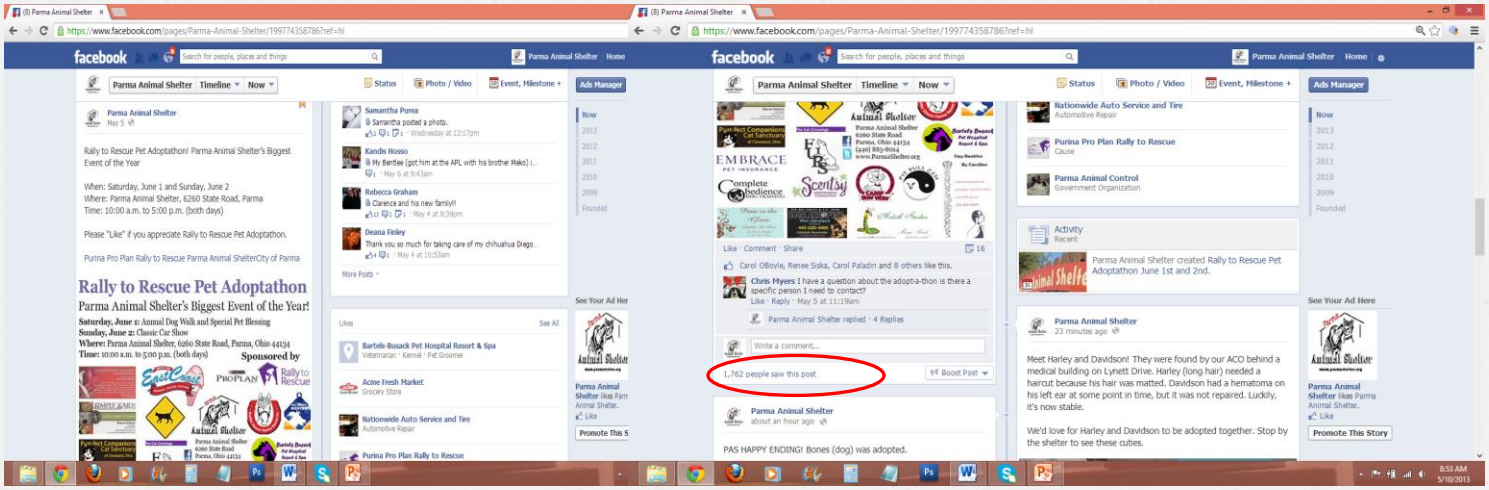
- Organic = 409; Viral = 294



Parma Animal Shelter-Non-Profit

Parma Animal Shelter-Facebook advertising campaign – 2013 Adoptathon, June 1 and June 2

- Organic = 783; Viral = 1,020



Parma Animal Shelter Non-Profit

Parma Animal Shelter-Facebook advertising campaign – 2013 Adoptathon, June 1 and June 2

- Organic = 603; Viral = 1,428

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- PAS has 95 Twitter followers. Facebook is the dominant social media network for PAS. This isn't surprising because Facebook is media driven. Twitter is text drive, although you can upload media. But, Twitter was originally designed for text and link sharing.