



Social Media: 6 New Things Animal Organizations Need to Know

Christie Keith

#6socialthings



Social media kittteh
says...



Social media kittteh
says...

- Photos. Preferably of cats.



Social media kitteh says...

- Photos. (Preferably of cats.)
- Mobile.




Social media kitteh says...






- Photos. (Preferably of cats.)
- Mobile
- Easy to share.

NOODLES Print

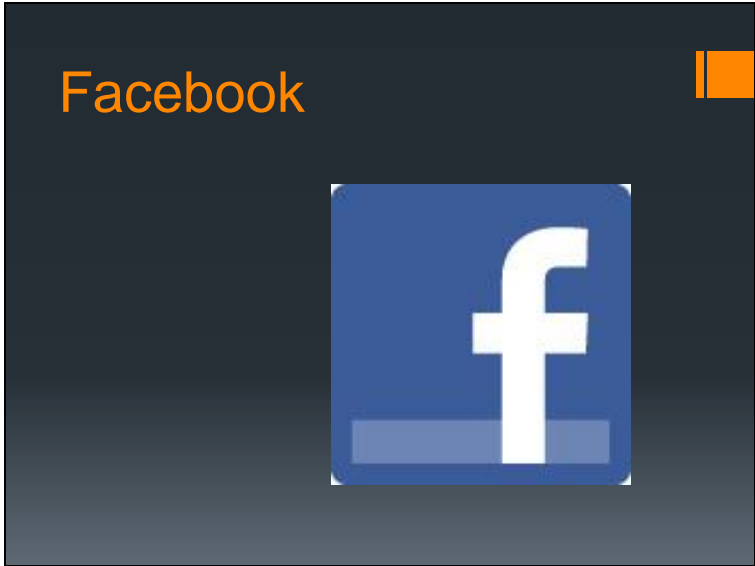
Chihuahua Mix • Adult • Male • Small
Maddie's Fund/TVAR Pleasanton, CA

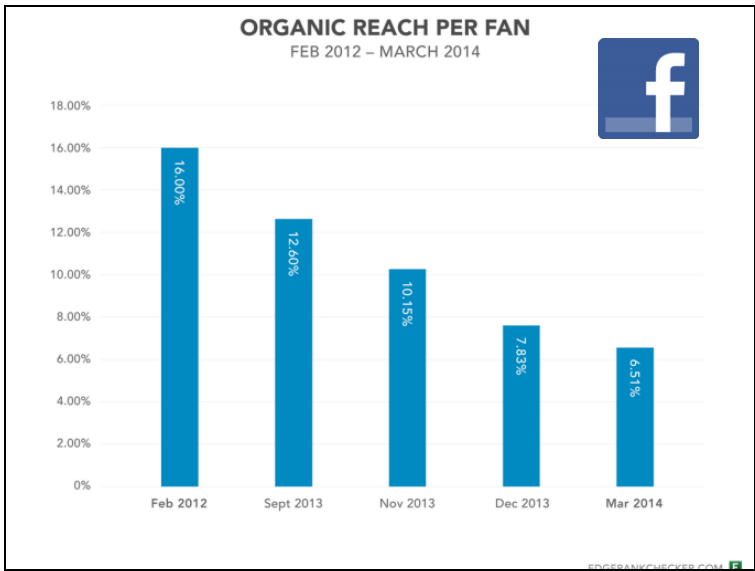
Petfinder

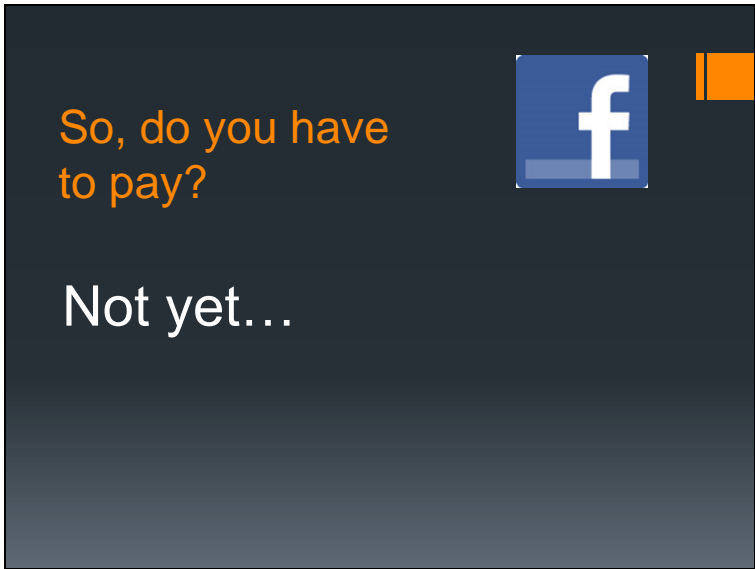


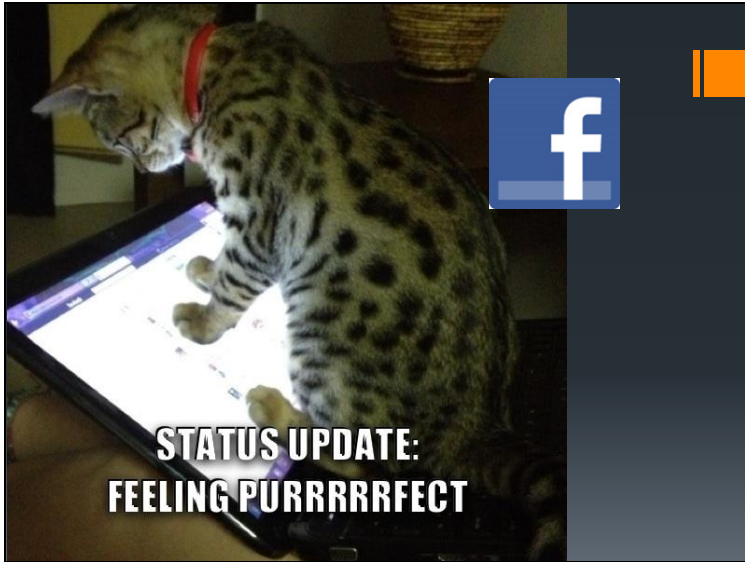
Share:     

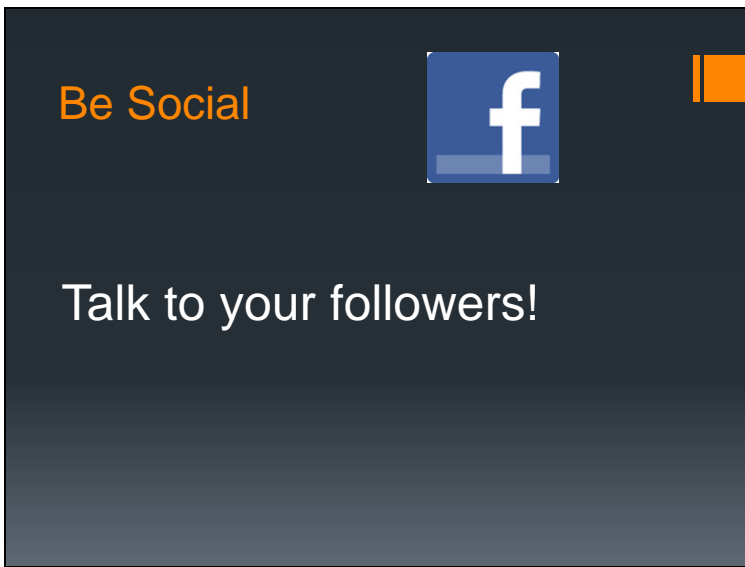
[Sponsor Me](#) [Adopt Me](#)

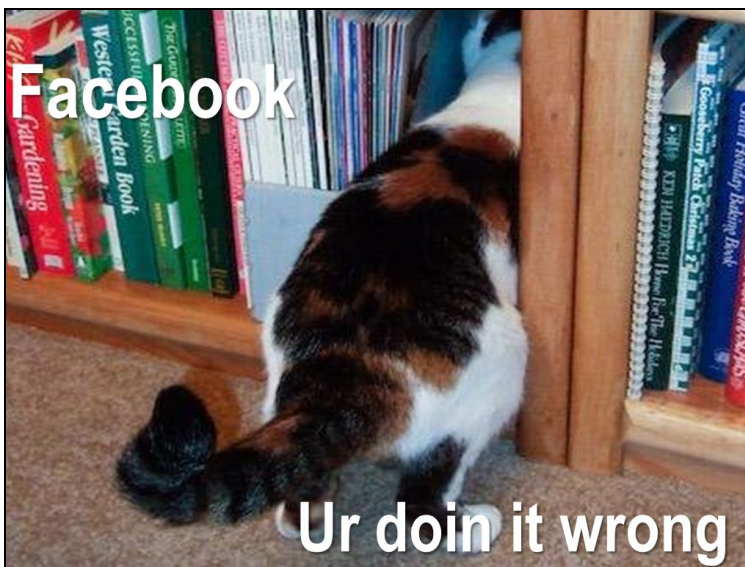
















Last Actor





Action Step:

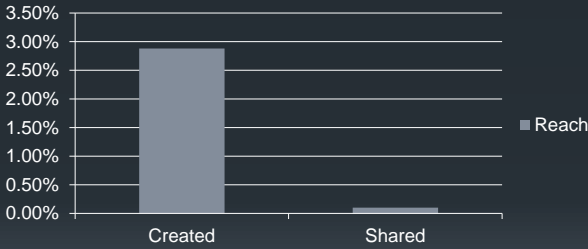


Soften the ground

Median Viral Reach

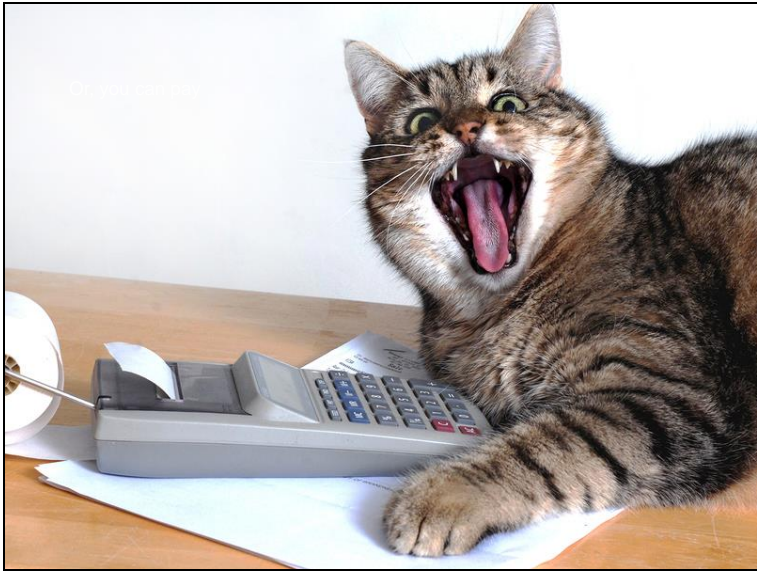


Reach

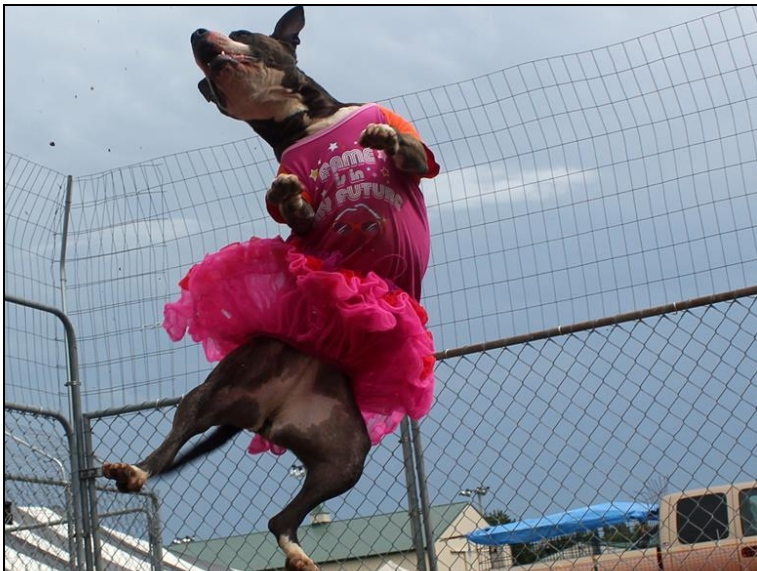


Category	Reach (%)
Created	~2.80%
Shared	~0.10%

Source: EdgeRank Checker, "Facebook Kills Viral Reach When Sharing Other Page's Post," Aug 2013













Twitter Photos



Effect of Length on ReTweets



By DanZarrella of HubSpot

Is Instagram the Answer?



Is Instagram the Answer?



- Owned by Facebook

Is Instagram the Answer?



- Owned by Facebook
- No clickable links

Is Instagram the Answer?



- Owned by Facebook
- No clickable links
- Mobile only (iOS and Android)

Is Instagram the Answer?



- Owned by Facebook
- No clickable links
- Mobile only (iOS and Android)
- Younger demographic

Is Instagram the Answer?



- Owned by Facebook
- No clickable links
- Mobile only (iOS and Android)
- Younger demographic
- Popular: 200 million monthly active users

What About Pinterest?



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- Clickable links
- Annual household income \$100,000+
- Most pins are re-pins

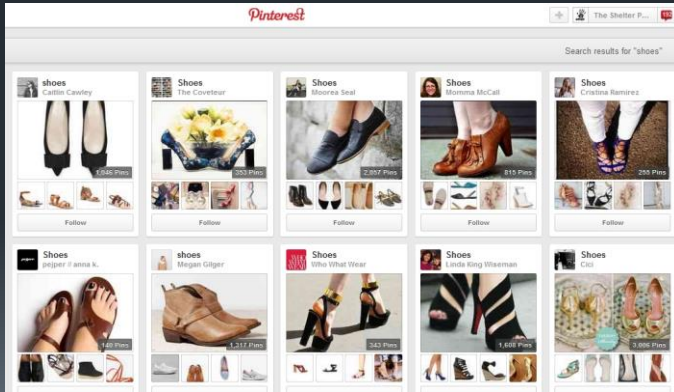


Social media kitteh says...

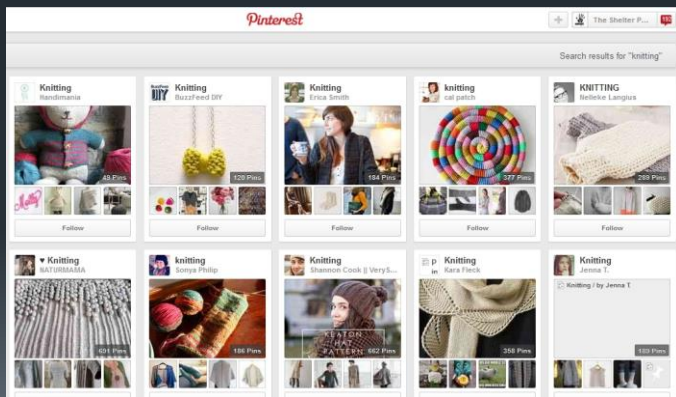
Keep an open mind!

More in resources...

Pinboard: Shoes



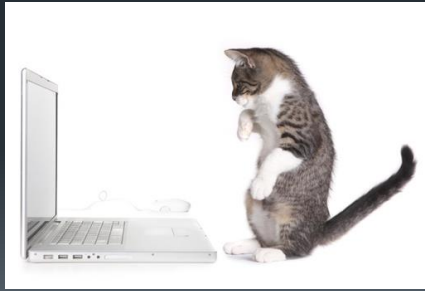
Pinboard: Knitting



Trending Topics



New Post Engagement Options



Testing



facebook®

Power Editor


Facebook for Business

<http://www.facebook.com/business>



The screenshot shows the Facebook for Business website. At the top, there is a navigation bar with 'Timeline', 'About', 'Photos', 'Videos', and 'More'. Below this is a large image of a woman with red hair in a crowd, and a smaller image of a briefcase icon. The text 'Facebook for Business' and 'Website' are visible.

Twitter Ads



<http://business.twitter.com/>

Insights



The screenshot shows the Facebook Insights dashboard. It has tabs for Overview, Likes, Reach, Visits, Posts, and People. The main content is divided into three columns: Page Likes, Post Reach, and Engagement. Each column contains a line graph comparing 'This week' and 'Last week' data.

Metric	This Week	Last Week	% Change
Total Page Likes	51.5k	-	+0.8%
New Page Likes	409	-	+14.9%
Total Reach	170.7k	-	+53.2%
Post Reach	150.5k	-	+55.2%
People Engaged	15.4k	-	-54.5%
Likes	10.5k	-	-
Comments	1.2k	-	-
Shares	2.3k	-	-
Post Clicks	19.6k	-	-





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Twitter: [@christiekeith](https://twitter.com/christiekeith)
Pinterest: <http://www.pinterest.com/christiekeith>
Google+: <http://tiny.cc/christiekeith>
