



Animal Care Expo Online

Audience engagement:
The key to building social channels

Virginia Nelson, Content Producer, PetSmart Charities

How it all began

1994

In 1994, the founders of PetSmart® took a stand to help end pet homelessness by making a bold decision to never sell dogs and cats in their stores. Instead, they created PetSmart Charities® a 501(c)(3) nonprofit animal welfare organization — separate from PetSmart, Inc.



PetSmart opens luv-a-pet centers

The Leading Funder of Animal Welfare in North America.



Over 9M

pets saved
through adoption

Over \$394M

granted to charitable
organizations

Over 360,000

pets helped through
emergency relief

Overview

- Size of your social audience is not as important as the engagement
 - ✓ Defining your KPIs
- Identifying appropriate channels for your audience
- One size does not fit all
 - ✓ Creating channel specific content
 - ✓ Leveraging your resources

The Beginning

- We knew who we were as a “brand”
- Internal “buzz” was around size of audience
- Social was treated as a catch all for everything
- Trying to make everyone happy led to over posting and irrelevant posts
- Confusion/competition with PetSmart
- We had not been “listening”

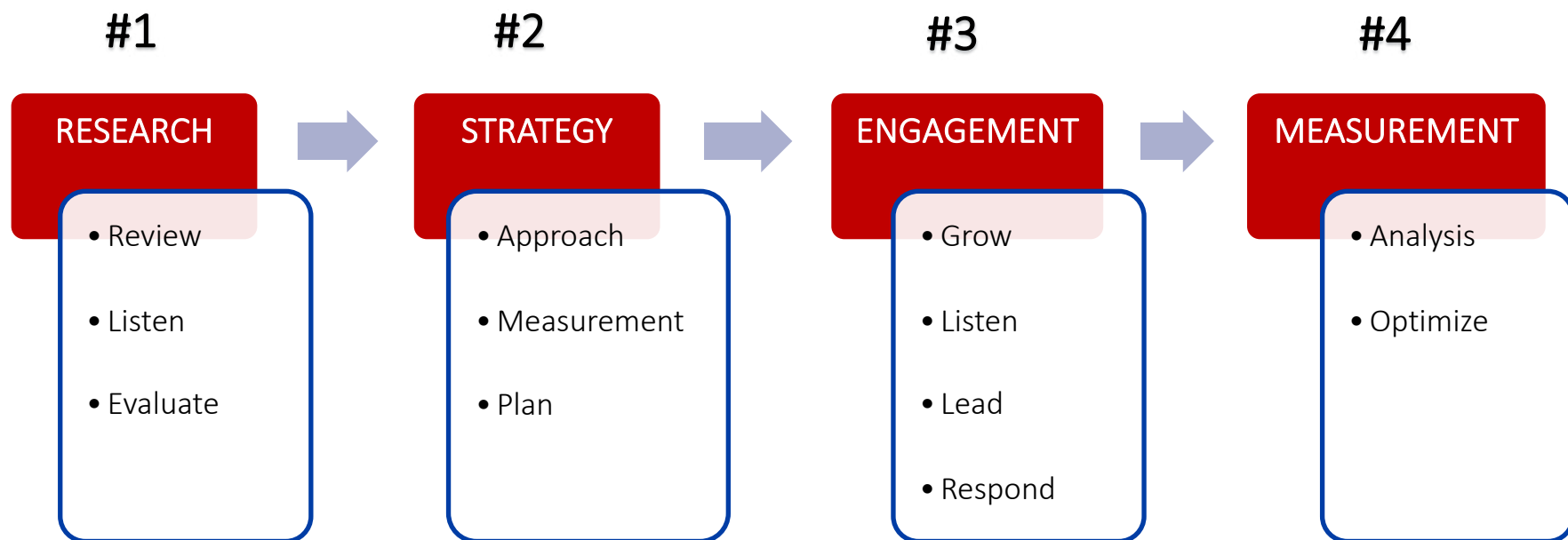


OUR APPROACH

started with research &
defining a strategy



Process



Social Landscape



- Over 95 million photos are uploaded to Instagram each day
- There are 500 million Tweets sent each day – that's 6,000 Tweets per second!
- There are 60 million active business pages on Facebook and 5 million active advertisers on the platform

Bigger is NOT always better



Creating a two-way conversation

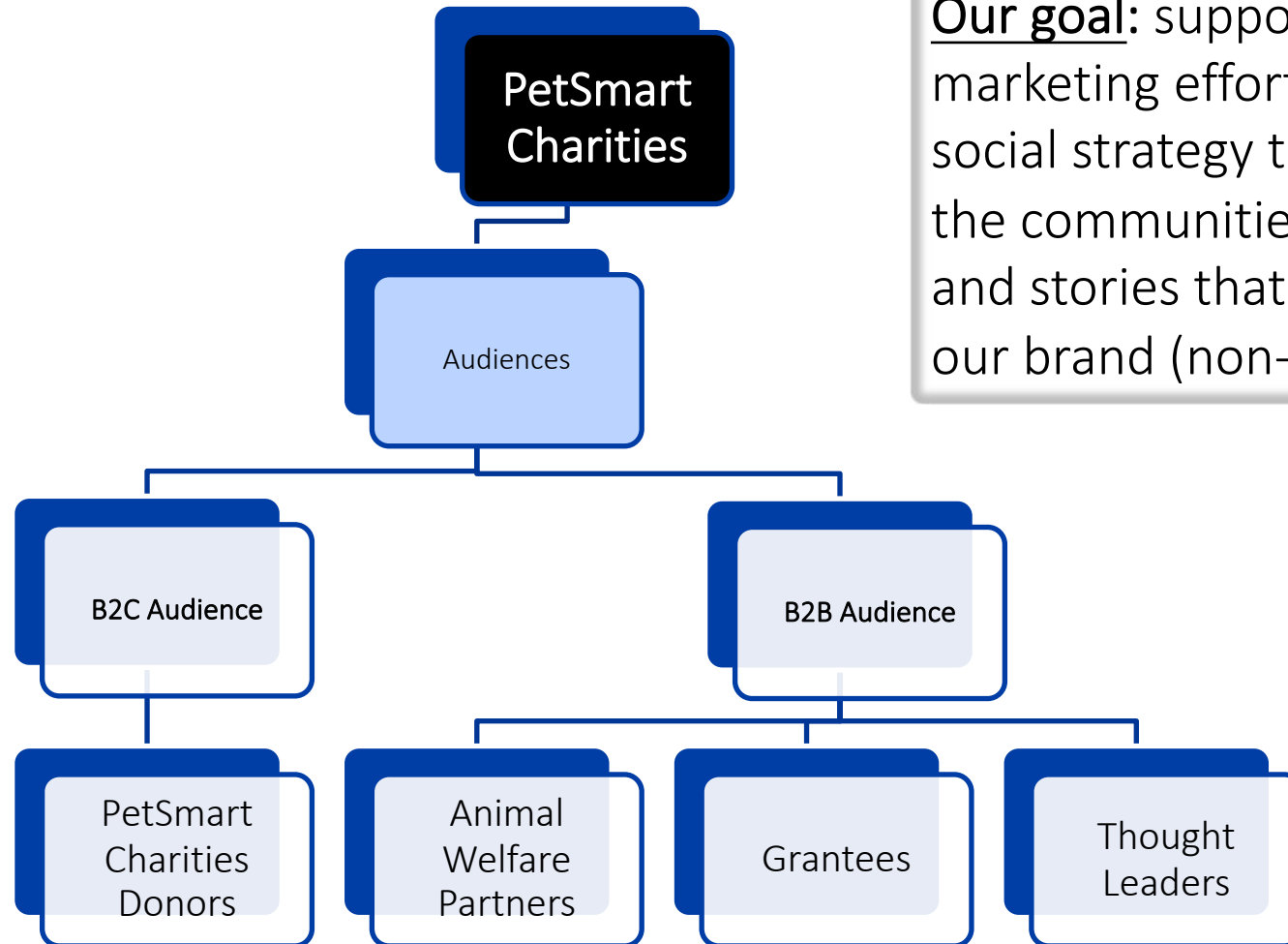


SOCIAL LISTENING

those who listen
gain insight



Understanding your audience



Our goal: support our overall marketing efforts with a social strategy that targeted the communities, partners and stories that aligned with our brand (non-profit)

Strategy scorecard



GOAL	APPROACH
Increase the PetSmart Charities brand awareness on the largest social network	Share stories about human-pet bond, grants, adoptions, pet features, events & emergency relief using video, live video, and photos with a “video first” approach to drive engagement
Develop a visually appealing feed that focuses on the human-pet bond	Curate a visual album illustrating the impact have to humans
Organize video for greatest discovery	Upload existing video content and add to playlists
Establish and engaging presence to connect with AWO’s partners, associates and stores	Follow, engage and share community posts to stir-up conversations about real-time moments of impact
Inform and lead the Animal Welfare industry in the B2B Space	Share branded thought leadership content at least once a week





CONTENT CREATION

customization by channel



Content strategy

SEGMENTING CONTENT

B2B AUDIENCE

COMMUNITY
IMPACT

ACCESS TO
CARE

PRESERVING
FAMILIES

ADOPTIONS

LINKEDIN

TWITTER

FACEBOOK &
PARTNER GROUP

YOUTUBE
(BY PLAYLIST)



B2C AUDIENCE

JOURNEY
HOME

TRENDING
TALES

UNCONDITIONAL
LOVE

COMMUNITY
IMPACT

INSTAGRAM

FACEBOOK

YOUTUBE

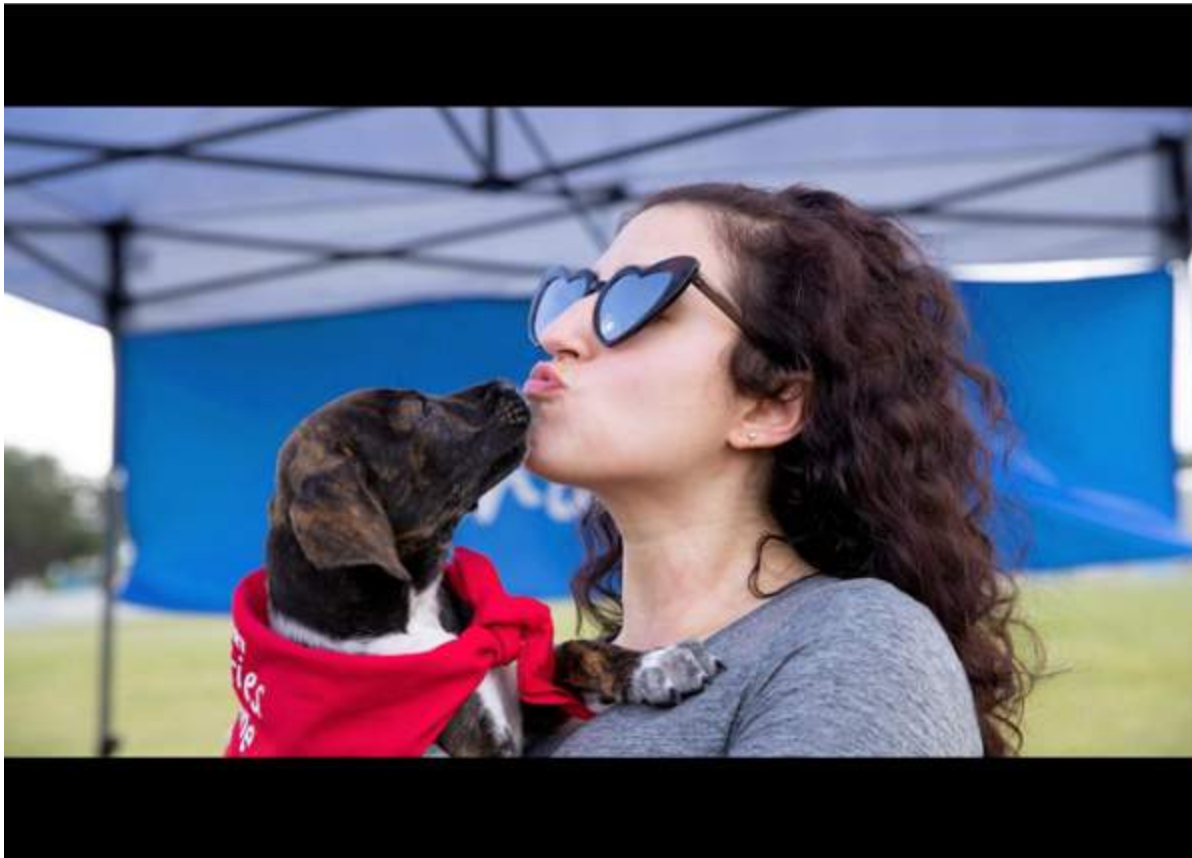


Strategy scorecard



GOAL	CONTENT	AUDIENCE	THEMES
Increase brand awareness in tailored content segments.	Real-time shares, photo/video, and Facebook Lives	B2B/B2C	All
Foster our community of advocates through storytelling.	Share #IAadopted & #PicMe stories to increase community engagement	B2C	Journey Home Unconditional Love Trending Tales
Be a hub for branded videos.	Segment out playlists based on B2B & B2C audiences	B2B/B2C	All
Elevate B2B audience and connect with AWOs, associates, and stores.	Videos, quotes and assets featuring leadership	B2B	Community Impact Branded Unconditional Love
Inform and lead the Animal Welfare industry in the B2B Space.	Videos, quotes and assets featuring leadership	B2B	Community Impact Branded Unconditional Love

#PicMe adoption strategy



petsmartcharities ✓



petsmartcharities ✓ National Adoption Weekend is here! Be sure to visit a @PetSmart store near you and post a photo of an adoptable pet using #PicMe. Your photo just might inspire someone you know to adopt!

38w



susyymendonca when there will be donations again I live in pooler Ga



Liked by okhumane and 285 others

NOVEMBER 9, 2018

Add a comment...

Post

National Adoption Weekend



PetSmart Charities
National Adoption Weekend LIVE with Kitten Lady

LIVE: We're kicking off National Adoption Weekend with the one and only Kitten Lady. Make plans to visit your local PetSmart store and #PicMe.




Like Comment Share

Rachel Maureen Canning and 210 others · 74 Comments




PetSmart Charities @PetSmartChariTs · May 10

You never know who will be saying #PicMe at National Adoption weekend. Stop by your local PetSmart store May 17-19. We'll see you soon!



PetSmart Charities @PetSmartChariTs · May 19

19,633 pets have been adopted so far, but there are many more still waiting for you to #PicMe. Which @PetSmart store will you be visiting today?



1 40 69



National Adoption Weekend



petsmartcharities

...



petsmartcharities Emily knew she wanted a smaller sized dog who was a little bit older and already house-trained. When she showed up to National Adoption Weekend, Butterfinger showed he was all that and more. It was love at first sight for Emily. She was out for lunch with her mom when her boyfriend texted her a photo of Butterfinger. As soon as she saw his picture, they jumped in the car and drove to @PetSmart to meet him. The rest is history. Emily's #PicMe sighting turned into her personal #iadopted moment. Attend our February National Adoption Weekend THIS weekend, February 22-24th, and see who is saying #PicMe.

**Are you ready
for day 2 of
National Adoption
Weekend?**



Audience engagement

YTD ORGANIC CONTENT BUCKETS

SUMMARY

Community Impact (CI)

Stories that show our mission in action/ how our dollars strengthen communities through our partners.

- AWO Spotlight
- Spay/Neuter
- Veterinarian Stories
- Mobile Clinic
- Pet Transport
- Coalition Stories

Journey Home (JH)

Everything exclusively adoption-related

- #PicMe stories
- NAW
- Everyday adoptions
- Associate adoptions

Unconditional Love (UL)

Stories involving life enriched by pets

- Children's hospitals
- Pet Therapy
- Veteran Services
- Senior Citizen assistance
- Homeless population
- Prison programs
- Domestic Violence
- Stories about volunteers

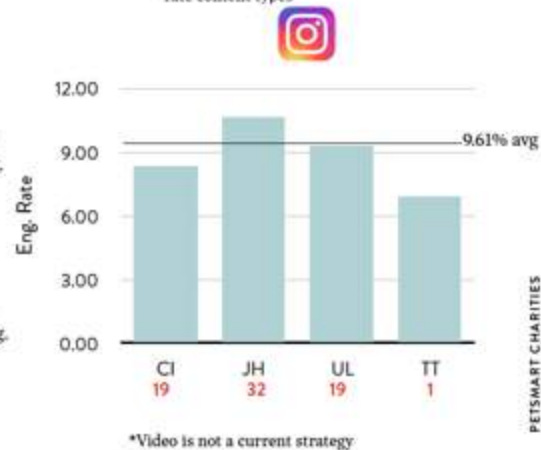
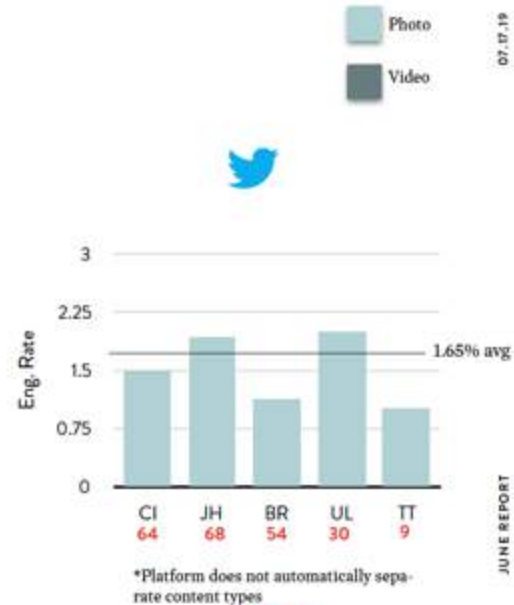
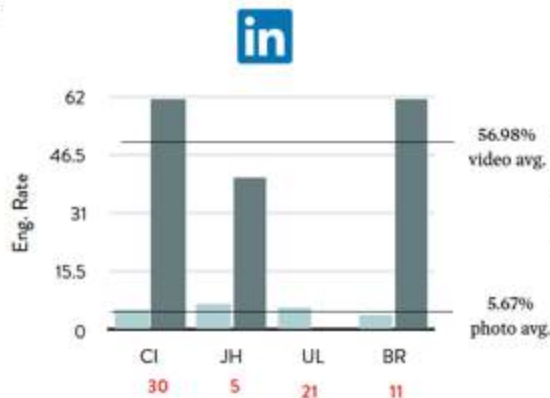
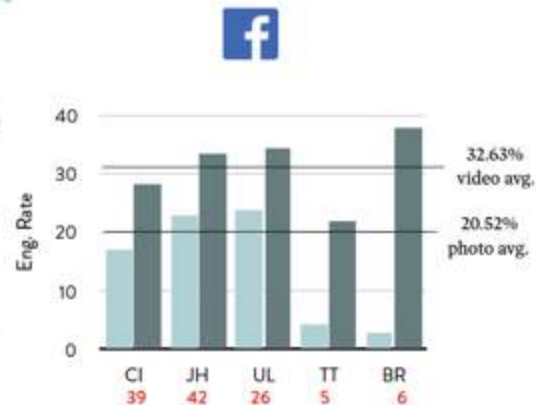
Trending Tales (TT)

- Celebrity
- Seasonal
- Non-grant but mission related

Branded (BR)

- Thought leadership
- Informative
- Call for #Iadopted or #PicMe posts

*Organic data from Jan 2019 - Jun 2019



07.17.19

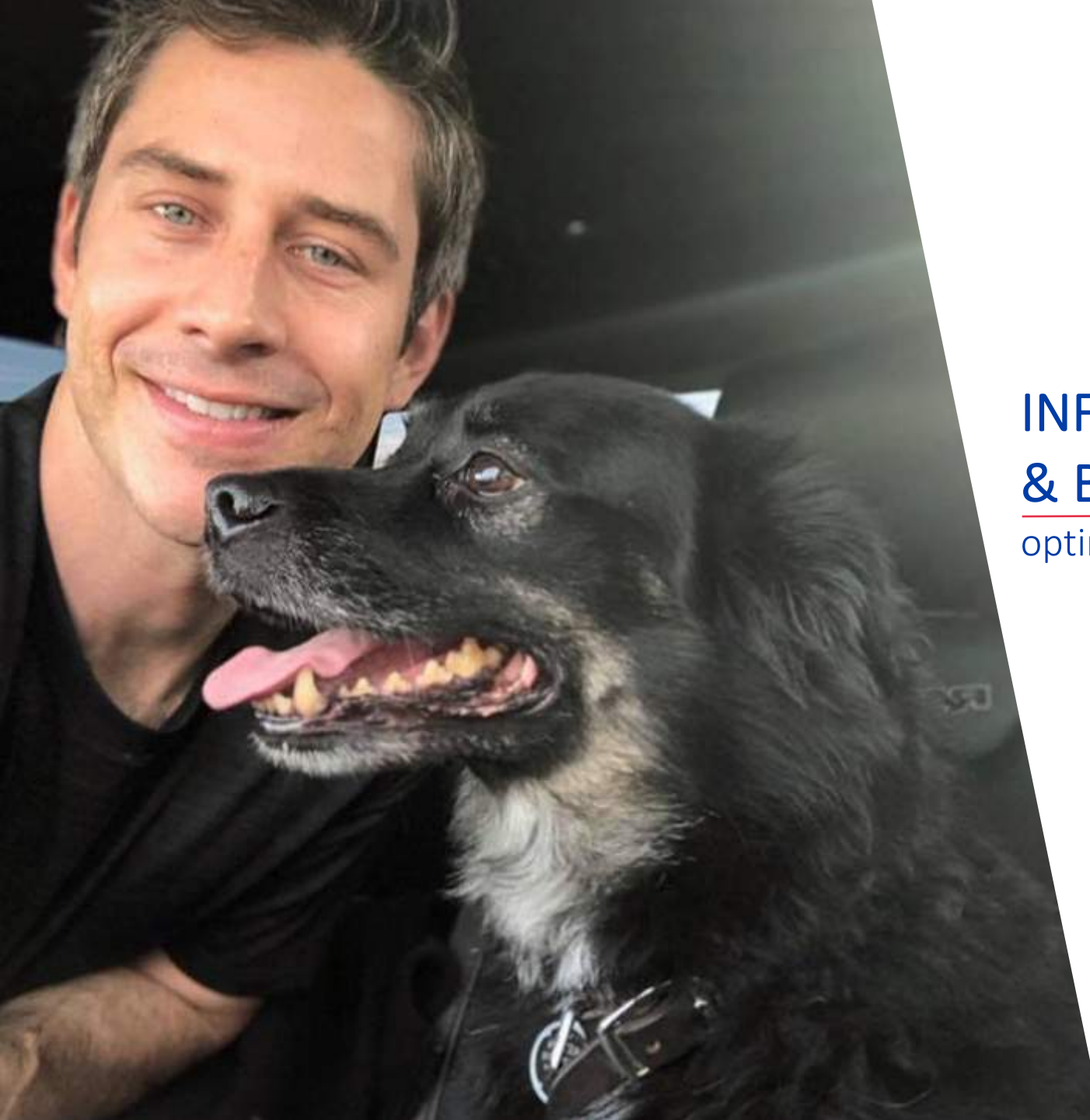
JUNE REPORT

PETSMART CHARITIES



INFLUENCERS & BOOSTING

optimizing spend



Influencers

Influencers are highly-trusted individual within the social space - combining their authenticity with Facebook Live has proven to increase video views during highly promotional periods

Celebrity Talent in Facebook Live



@kittenlady

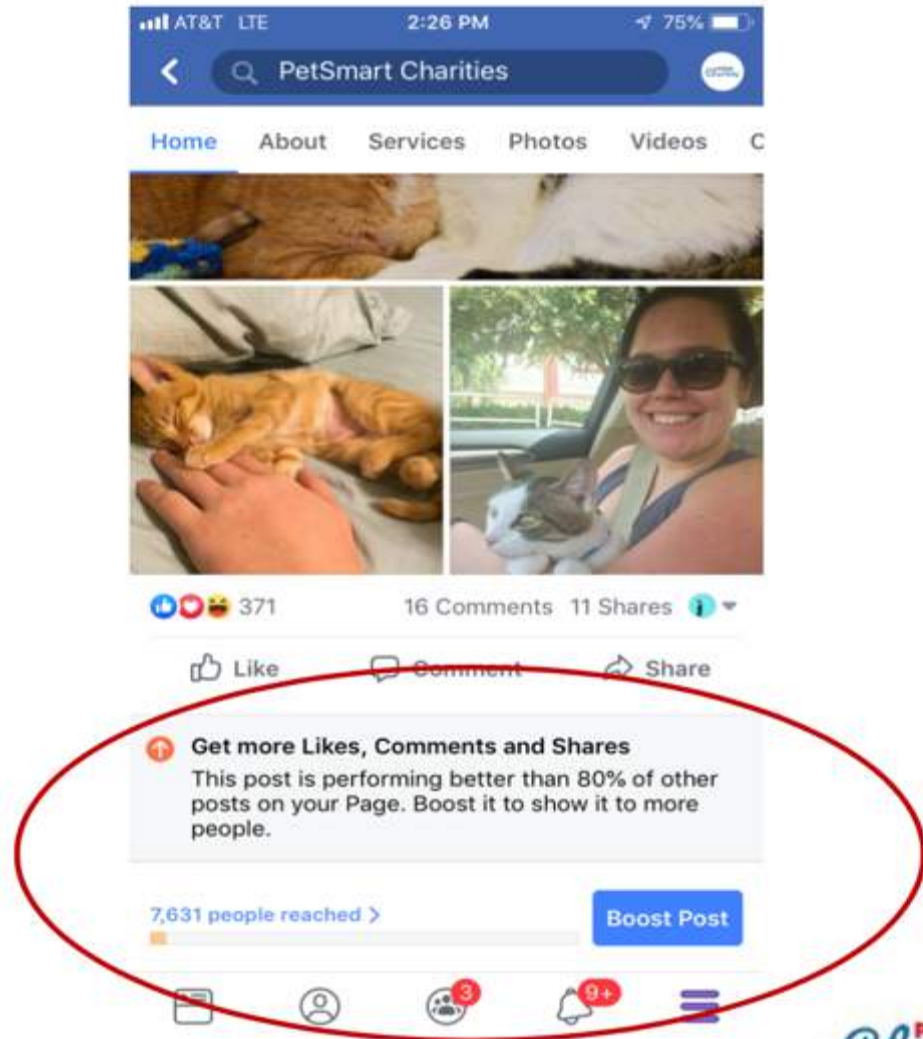
FB LIVE VIEWS: 35,689
+448% ABOVE AVERAGE




























@ariejr

FB LIVE VIEWS: 41,559
+538% ABOVE AVERAGE

Social boosting



Social boosting

Published	Post	Type	Targeting	Reach	Engagement
08/13/2019 1:00 PM	 When Christine adopted her cat Louis in 2014, she wholeheartedly			7.3K 	264 392 
08/12/2019 1:00 PM	 When Evee arrived at the Oregon Humane Society she was missing			7.1K 	249 328 
08/09/2019 1:00 PM	 We've had so many happy adoptions with HALO Animal			5.2K 	145 145 
08/08/2019 7:00 AM	 Back in May, Adrienne's dog, Bud, became very ill. He wasn't eating,			29.6K 	1.2K 5.4K 
08/06/2019 9:00 AM	 Bartlesby, a beautiful Siamese cat, became very lethargic. His mom			5.1K 	95 208 

Organic
14,007 Paid
16,034

Social boosting

Tip: boost posts with high engagement to optimize spend and build awareness



PetSmart Charities

Sponsored · 🌐

...

Two years ago, Lauren's home was destroyed from Hurricane Irma and she and her daughter were forced to move. The only affordable housing they could find would not allow their two cats, Monty and Coco. They were... [More](#)



Nicole Luistro and 5.3K others

324 Comments 462 Shares

Performance

Demographics

Placement

Delivery

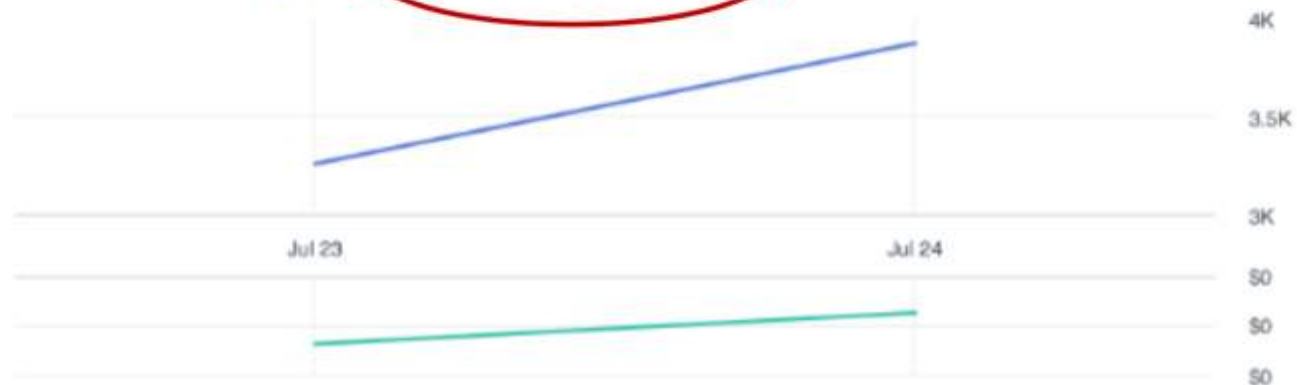
7,141
Results: Post
Engagements

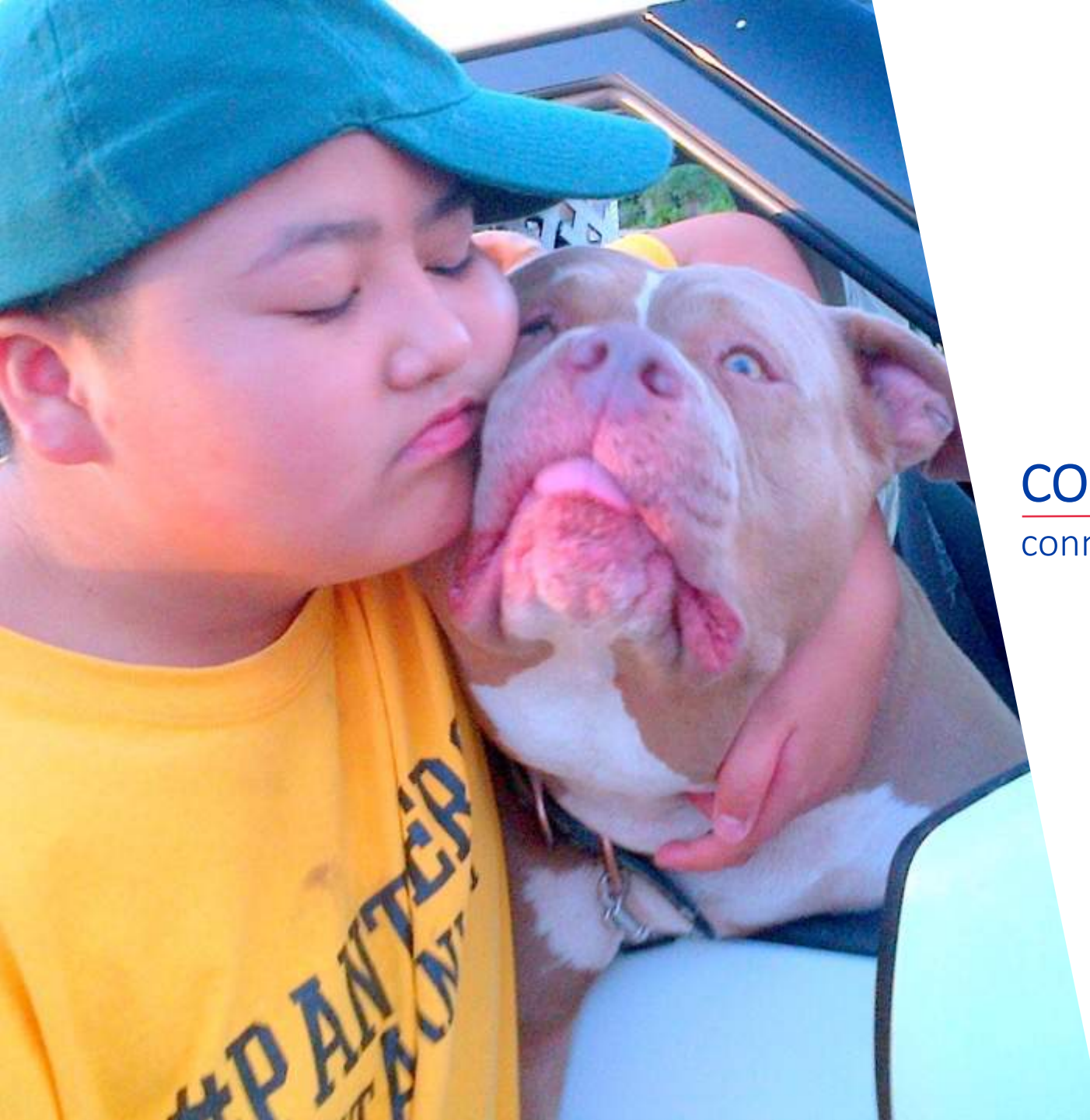
30,304
People Reached

\$100.00
Amount Spent

Custom

7,141 Results: Post Engagements \$0.01 Cost per Result 27.26% Result Rate





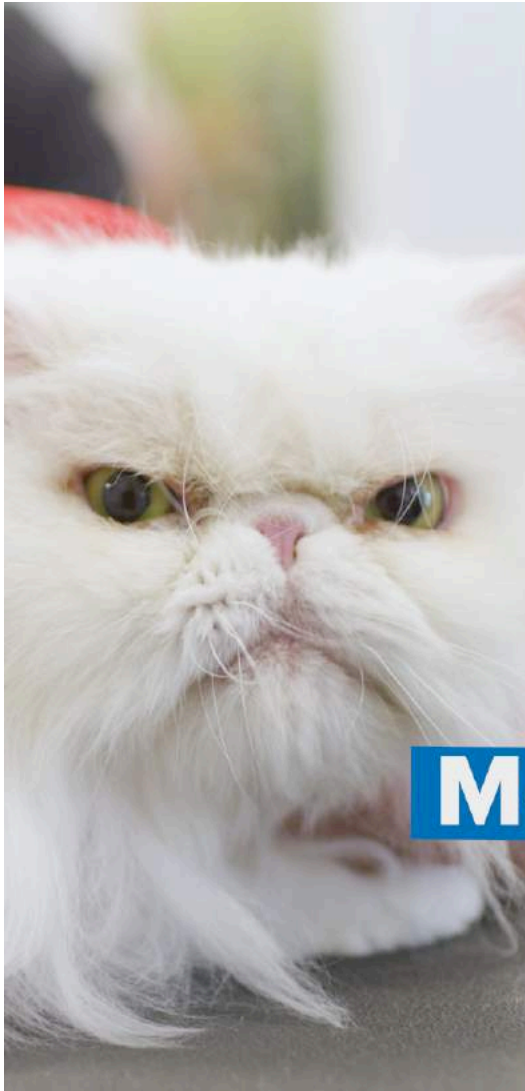
PETSMART
Charities

COLLABORATION

connect with your partners

Benefits of Crossposting

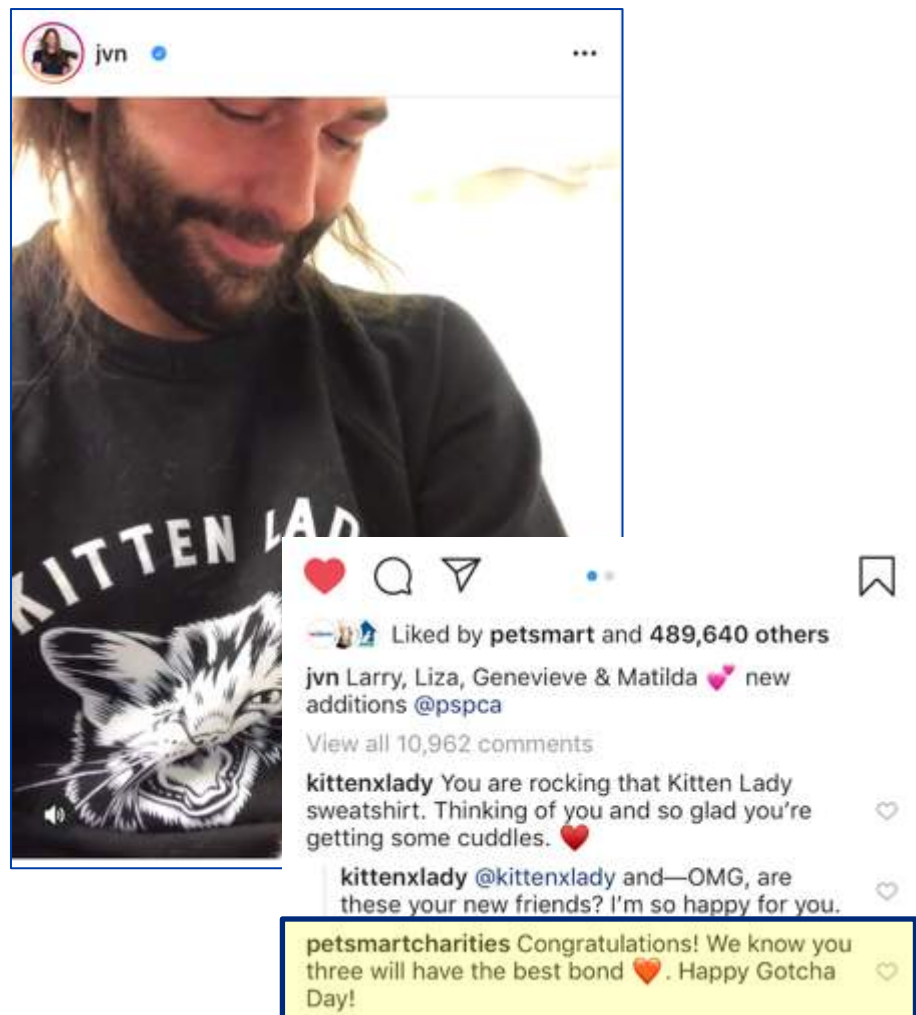
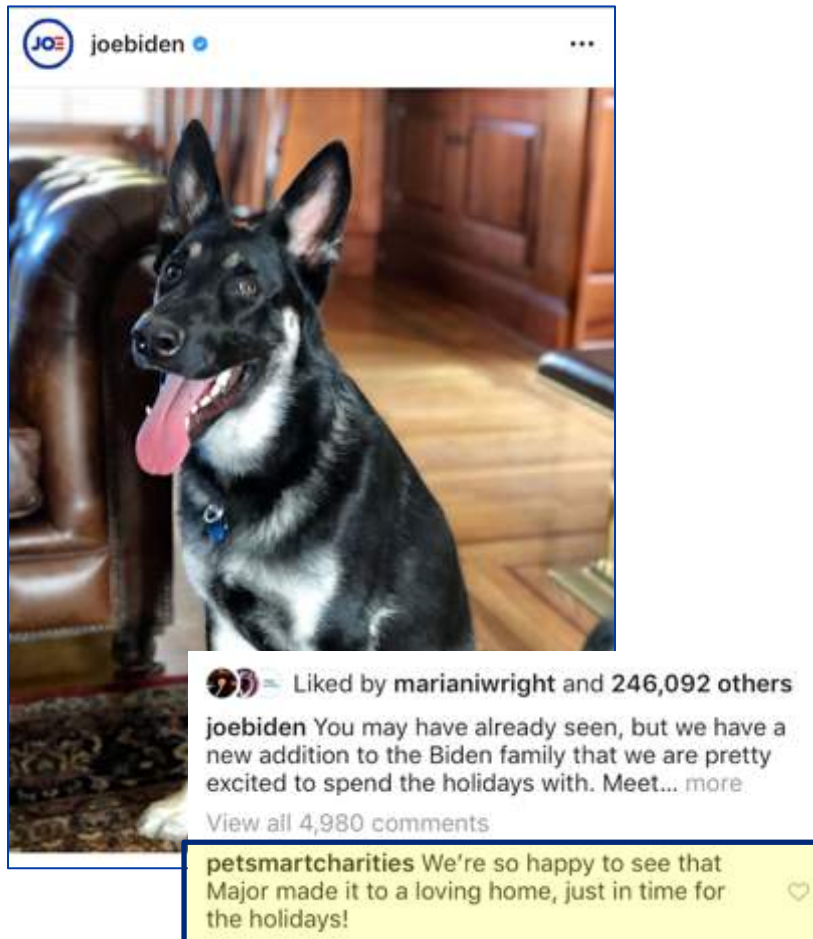
(PetSmart example on Facebook)



- Reached ~62% more people with INC cross posts
- Charities had ~70% more engagement
- Charities had ~46% more video views
- Crossposting allows both channels to build on the momentum the video has gained, helping elevate the video to the top of our followers News Feeds and combat the algorithm

Social listening

Tip: don't ignore others who share similar interests



Partner collaboration

Tip: collaborate with partners to make an impact on a common goal

- ✓ over 60% of our content comes from Partner submissions & social listening
- ✓ Communities want to hear from humans, not brands
- ✓ utilize incentive programs to help tell the stories you want to tell



Partner Facebook page

Tip: identify the gaps in your strategy

With Facebook being one of the most prominent channels for nonprofits we saw an opportunity to create a group page just for our partners

✓ **1100+ members** joined within 24 hours of getting their invitation



PetSmart Charities Partners

Closed group

1,685 members



PetSmart Charities

Admin · Published by Liz Colburn [?] · May 13

Hello, Adoption Partners! We are **FOUR DAYS** away from our May National Adoption Weekend! Each NAW we post an Adopt-a-thon to our Instagram Stories and we are looking for **YOUR** help! Comment on the thread below with the following:

1. Photos of the adoptable pets your organization will have available for adoption this weekend
2. The name of your organization
3. The pets names
4. Your city/state

We will include the photos you send us into our **#PicMe** Adopt-a-thon on Saturday and Sunday. Thank you!

*Please no images of pets in cages.



32

274 Comments

Strategy scorecard



GOAL	KEY STRATEGIES	AUDIENCE	CONTENT	2018 BENCHMARK	2019 GOALS (5-10% increases)
Increase brand awareness in tailored content segments	Real-time shares, photo/video, and Facebook Live	B2B/B2C	All	Organic eng rate: 6.03% Paid eng rate: 19.54% Blended eng rate: 22.13%	Organic eng rate: 6.25% Paid eng rate: 20.50% Blended eng rate: 23.24%
Foster our community of advocates through storytelling	Share #IAdopted & #PicMe stories to increase community engagement	B2C	Journey Home Unconditional Love Trending Tales	Organic eng rate: 1.44% Paid eng rate: 26.69% Blended eng rate: 12.26%	Organic eng rate: 1.58% Paid eng rate: 28.02% Blended eng rate: 12.87%
				Average imp/story: 525	Average imp/story: 577
Be a hub for branded videos	Segment playlists based on B2B & B2C audiences	B2B/B2C	All	Avg organic monthly views: 27,781	Avg organic monthly views: 32,500
Elevate B2B audience and connect with partners, associates, and stores	Videos, quotes and assets featuring leadership	B2B	Community Impact Branded Unconditional Love	Avg monthly mentions: 392	Avg monthly mentions: 431
Inform and lead the Animal Welfare industry in the B2B space	Videos, quotes and assets featuring leadership	B2B	Community Impact Branded Unconditional Love	Avg eng rate: 3.76%	Avg eng rate: 3.95%