

Social Media Content Strategy for the Wolf Sanctuary of PA:

1. Establish SMART (specific, measurable, achievable, realistic, and time-based) social media goals

The Wolf Sanctuary of PA has a relatively large social media presence on Instagram, Facebook, and Twitter, and posts regularly on each platform. Each platform has thousands of followers and has new posts each day, but we need to work on creating a strategy to increase engagement on the posts. Although we have thousands of followers, only a few hundred followers like the posts and barely any followers comment. We also need to work on increasing our following at a steady rate. In a month, we should gain about 30 followers and continue this throughout the year. During events and visitations, we can expect this number to increase.

We want to gain followers that are parents, teenagers, and animal lovers. These are some things our followers want to see on social media:

- Parents
 - Events going on at the sanctuary
 - Happy family experiences
 - Learning opportunities for their children
 - Photographs of the wolves
 - Videos of the wolves
 - Tour Schedules
- Teenagers
 - Pictures of the wolves
 - Videos of the wolves
 - Tour Schedules
 - Events going on at the sanctuary
- Animal Lovers
 - Information about the wolves
 - News about the sanctuary
 - Educational posts
 - Pictures of the wolves
 - Videos of the wolves
 - Tour Schedules
 - Events going on at the sanctuary

Visitors can also be content creators for a lot of the social media posts by sharing pictures and stories of their experiences at the sanctuary. Therefore, obtaining as many visitors and followers as we can is crucial. On Instagram, Twitter, and Facebook, we could create a hashtag for visitors to use when they post their pictures.

We would want to follow other accounts that help animals like the Wolf Sanctuary. Additionally, following other non-profits that could interact with us and possibly do events with us would help us create more content and ideas for things to do at the sanctuary. Educational followings would also be ideal for showing our involvement in the community and children's education.

On Google Analytics, what our users search for on social media platforms is important to us. If our users are searching for the content on our page, that means we are not clearly presenting the content well. We would need to address that and make it more visible on the page. Also, it would help us understand what type of content the user is interested in.

2. Audit your social media presence

The Wolf Sanctuary has multiple social media platforms, such as Instagram, Facebook, and Twitter. Here are the stats from Thursday, Oct. 24th – Thursday, Oct. 31st:

- Instagram
 - Followers: 15,500
 - Posts (1-week span): 9 posts
 - Likes (1-week span): 5,696
 - Comments (1-week span): 34
- Facebook
 - Followers: 60,015
 - Visits: 28,153
 - Posts (1-week span): 5
 - Likes (1-week span): 3,165
 - Shares (1-week span): 237
 - Comments (1-week span): 90
- Twitter
 - Followers: 1,054
 - Tweets: 8
 - Likes/Favorites: 59
 - Retweets: 15

3. Introduce a content strategy

AUDIENCE:

Our audience is adults, parents, families, teenagers, and animal lovers. We have a lot of very important and educational information to share with them through our social media platforms.

Our social media content is necessary because it gets information out about events, tours, and wolves faster than offline marketing like catalogs and mail. Our value to the audience is information because through Instagram, we can provide information very fast to the younger generation, and with Facebook, we can get information out to parents and adults quite easily.

Our largest audience and following is on Facebook. We post the same amount on Instagram like Facebook, but the following, shares, and engagement is much higher on Facebook. In the future, we should post more on Facebook and engage with the followers more to captivate a broader audience.

BRANDING:

The Wolf Sanctuary's brand is displayed in our mission statement. Our mission is to provide a safe and secure home for wolves than cannot return to the wild and wolf dogs that need a more understanding home. However, we also want to promote family fun and a place where people can have once in a lifetime experiences that allow them to gain new knowledge about wolves and their environment. Our Facebook focuses on events and fundraisers, while also posting light-hearted posts about the wolves. Instagram and Twitter post content of the wolves and some submissions from children that have visited the sanctuary. All three platforms are cohesive with their tone but need to voice the mission of the sanctuary.

- Facebook Brand
 - Still highlight events and fundraisers because the more people who visit, the more donations will be received. More information can be posted here about these events since Facebook allows for more than 140 characters.
 - Interact more with followers. Engage with their comments and encourage them to comment by asking fun questions in the posts.
 - Show fun photos of the wolves
 - Add longer captions about the wolves that tell a story. Currently, the captions are very short and do not engage the audience.
 - Show submissions from visitors
 - Great photos they took
 - Family photos and stories of their experiences
- Instagram Brand
 - Focus on posting about the wolves and telling stories with those photographs and captions
 - Instagram is all visuals, so post pictures of events and fewer videos and news
 - Keep the captions fun, and youthful since the target audience on Instagram is teenagers
 - Create tagging and hashtags to get followers engaged on the posts
- Twitter Brand
 - Get verified
 - Post photographs of the wolves with short captions
 - Allow people other than followers to see posts by using hashtags on each one
 - No more "Wolf Mail Wednesday." The tweets do not get any likes or engagement, and some of the drawings sent in by children are impossible to tell what it is. If we continue posting their art, we will have to submit all of the children's art.
 - Remind followers of events coming up with tweets like "2 days left before the Full Moon Event!"

Overall, the platforms remain very consistent with their posts and often post the same content. All of the platforms need to incorporate more about events and family experiences. Also, using hashtags and questions to promote involvement on the platforms is crucial to reaching a wider audience.

ENGAGEMENT:

- Engage with users on each platform by using hashtags, asking questions in the captions, and commenting on followers' comments
- Promote posts that say positive things about the sanctuary and show positive experiences from visitors
- Post submissions from happy visitors
- Retweet visitors' tweets about the Wolf Sanctuary (Positive ones)
- Like and share posts on Facebook

CONTENT CREATION:

- Encourage visitors to send us photos and stories of their experiences at the sanctuary
- Create interactive content that involves followers and promotes our brand, such as hashtags and contests
- Instead of having "Wolf Mail Wednesday," encourage users to create content by having photo contests and drawing contests
 - Allow followers to vote using likes
 - Photo with most likes receives a prize
- Twitter hashtag contests
 - Tweet about your experience
 - Come up with a caption for this funny wolf photo
- Get visitors to tell their stories on Facebook
- Share upcoming events with followers on Facebook

SCHEDULING:

Currently, each platform posts about once a day. Since each platform will be used a little differently, the number of posts may fluctuate. It is not crucial to make a post every single day because that could annoy the follower.

- Facebook Posting:
 - 5 posts per week
 - Include more events and fundraisers
- Instagram Posting:
 - 3-4 posts per week
 - Photos of wolves and contests
- Twitter Posting:
 - 5 tweets with images per week
 - 5 tweets about events, hashtag contests, etc.

Twitter should focus on being more active since that platform has the fewest followers and least engagement. It is important to show interactivity and communicate with followers on these social media platforms. Each platform can post the same content since it is difficult to have a surplus of great wolf pictures. However, each should also have some content specific to what that platform is used for. Posts should be made closer to the evening because that is the time of day most users are on social media platforms and will engage with posts.

4. Measure your progress

We need to pay attention to what posts our audience reacts to the most. We should measure by likes, comments, and retweets. By doing this, we can see what posts draw users' attention and make them want to stop and interact with them. Then, we can post more content similar to those popular posts. We should measure this data monthly.

5. Adjust your strategy

We will need to adjust our strategy based on what our results show. We may need to add more posts on each platform, separating the platforms to display different content, or narrowing our content to be more specific to what users are looking for. Our different audiences are generally looking for the same types of content; however, they use different platforms to find it. Most posts will appeal to all audiences but may not be the correct type of content on that platform. For example, short tweets about events coming up would not also work for Instagram since it is visually based. We may need to post fewer photos on Twitter and use them on Instagram. Also, we may need to include more information about fundraisers on platforms other than Facebook. Overall, our strategy will adjust accordingly after analyzing results from what posts and platforms receive the most engagement.