



# **HUMANE SOCIETY**

## **CENTRAL TEXAS**

### **Reputation Management Goal**

Diminish the misunderstanding of “no-kill” status

#### **Objectives**

- Decrease number of animals dropped off at shelter by 10%

#### **Tactics**

- Post a blurb on website
- Post info graphic on social media

### **Relationship Management Goal**

Connect with our publics through social media

#### **Objectives**

- Gain at least 5 new likes/follows on social media a week
  - Have at least 10% of followers view live videos
    - Increase amount of posts by 2 a week

#### **Tactics**

- Post weekly live videos on Facebook and Instagram
  - Have different topic each week
    - Q&A
  - Feature a dog and cat of the week
- Create monthly social media posting schedule

### **Task Management Goal**

Achieve 100% no kill status

#### **Objectives**

- Decrease euthanization rates each month by 5% by increasing adoptions
  - Increase amount of animals fostered by 5 a month

#### **Tactics**

- Post on social media about dogs & cats up for euthanasia
- Post more about fostering opportunities on social media
  - Do a live video topic over fostering
  - Offer shorter fostering opportunities
- Partner with Humane Societies out of area to post about animals in urgent need of adoption or foster care
  - Continue partnership with Target Zero