

## **Scituate Animal Shelter Social Media Audit**

### **Social Media Platforms**

Scituate Animal Shelter currently has a Facebook, Twitter, Instagram and YouTube account. While Scituate promotes its Facebook, Twitter and YouTube on its main website, the organization's Instagram could only be found through a manual Google search. The missing link to the organization's Instagram account prevents potential customers from finding the site, which could lead to decreased engagement.

### **Key Metrics by Social Media Platform**

#### ***Facebook***

The Scituate Animal Shelter has operated their Facebook page since Sept. 30, 2009 and the page currently has 22,052 likes and 22,055 followers. The Facebook page mainly focuses on the organization's adoption success stories. However, Scituate also posts information on upcoming events, donation requests and missing and adoptable pets. The page uses a combination of pictures and short text blurbs to draw the viewer's eye and keep their attention. Likes for each post typically range from 30 to 100, but comment engagement is much lower, ranging from about zero to 10 per post. Lastly, the shares for Scituate's Facebook average at about 50 shares.

#### ***Twitter***

Scituate has operated its Twitter page since November 2009 and have posted over 10,400 tweets. Its Twitter page has 1,298 followers, but user engagement is low. Scituate's tweets rarely earn a single like or retweet. The cause of this low engagement could be that instead of using Twitter for original content, most of Scituate's tweets link to its Facebook or Instagram pages. In addition, the tweets themselves are text based and rarely include photos. Tweets that are original in content are short and lack detail, such as a post that asked for donations but did not tell viewers how to donate.

#### ***Instagram***

Scituate Animal Shelter's Instagram page has 526 total posts and 1,669 followers. While posts average between about 50 and 500 likes, followers rarely post a single comment. The lack of comments on Scituate's Instagram may be due to post descriptions. Scituate's post descriptions are lengthy and require additional scrolling which may discourage reading. In addition, most of Scituate's Instagram content is cross-posted from Facebook. However, original content is occasionally posted, most of which comprise of videos that showcase adoptable pets or the shelter itself.

#### ***YouTube***

While Scituate does promote a YouTube page on its official website, the account it links to is not listed under Scituate's name. Only one video is posted. A tour of the shelter from 2014, this video has 740 views and one comment. The YouTube page has three total subscribers.

## **Content Creation**

### ***How Regularly Does the Organization Post?***

Apart from its YouTube page, Scituate regularly posts on each of its social media platforms. Scituate's postings on Instagram vary, with new posts ranging from being published every few days to multiple times a day. Tweets are posted at least once a day, though Scituate sometimes tweets up to four times a day. Scituate posts on Facebook the most regularly, averaging between four and five posts a day.

### ***Two-Way or One-Way Communication?***

Scituate's social media presence leans more towards one-way communication rather than two-way, as it talks at its audience instead of talking with the audience. Posts are strictly informational and do not promote viewer engagement. In addition, Scituate never replies on posts to answer questions or otherwise engage with its commenters.

## **Social Sharing**

While Scituate does occasionally ask followers to share posts in order to spread messages on adoptable or missing pets, the organization does not employ any other sharing motivators.

## **Clear Goals on and Across Social Media Platforms**

All of Scituate's social media posts seek to spread messages on adoption and donation while also promoting the organization's events. The Facebook, Twitter and Instagram pages all employ the same tone and utilize similar if not identical postings to promote their organization. However, the YouTube page only promotes awareness of the organization's shelter.

## **Consistent Branding on and across Social Media Platforms**

Branding slightly varied across each of Scituate's social media platforms. One major difference between the platforms were the organization's titles and usernames. On Instagram, both the title and username are "scituateanimalshelter." Facebook's title is "Scituate Animal Shelter of Massachusetts" while the username is "ScituateAnimalShelter." The title of the organization on Twitter is "ScituateAnimalSheltr" while the username is "ScituateAnimalS." Lastly, YouTube's username and title are listed as "Kimberly Hallisey" despite being linked to Scituate's official website.

The variations in titles and usernames could lead to confusion for potential followers. However, Scituate uses the same logo across all its social media pages except YouTube, which offers a sense of consistent branding. Each of the statements/summaries of the organization listed on Scituate's social media profiles differ slightly. However, as Scituate does not have an official tagline or slogan, this decision does not greatly disrupt the organization's branding.

## **SWOT Analysis**

### ***Strengths***

With over 22,000 likes and follows on Facebook, Scituate has a particularly strong presence on this platform. The organization also has particularly high engagement with its followers on Instagram. On this platform, Scituate regularly receives more than 500 likes per

post. Scituate also shows a consistent set of goals toward increasing adoptions, donations and event attendance across its social media platforms.

### ***Weaknesses***

The most glaring weakness of Scituate's social media presence is its YouTube page. Although the YouTube is linked directly on their official website, the profile is not listed under the Scituate name and only has one post from four years ago. Scituate also uses one-way communication across its platforms which leads to a disconnect and loss of engagement between the organization and its audience. Lastly, Scituate does not employ any strategies to employ social sharing, which results in a lack of retweets and shares across its profiles.

### ***Opportunities***

Scituate could greatly improve its YouTube page to host longer videos than those posted on Facebook and Instagram. These videos could offer information about the organization or show followers adoptable pets to prompt an interest in Scituate's functions.

### ***Threats***

As one of the most popular social media platforms, Scituate's presence on Twitter is imperative to gaining publicity and interest in the organization. However, as most of Scituate's Twitter posts are cross-postings or links to Facebook or Instagram, the organization could lose its Twitter audience. As many check Twitter daily for news, it is of vast importance that Scituate make quality posts on a regular basis to stay relevant.

### References

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