

Content Strategy Profile

<https://www.furryfriendsrescue.org/>

Purpose and Intended Audience



Figure 1.

Furry Friend's Rescue's purpose is to provide information about our nonprofit's organization's rescue and adoption efforts. We foster animals in need and provide adoption assistance to our audience by providing information on adoptable animals and sharing resources on our adoption and fostering process.

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- **SOCIO-ECONOMIC:** Part of any socio-economic class so long as they have the means to care for an animal long-term, whether that be adopting or fostering.
- **EXPERTISE:** Has basic knowledge of caring for a pet and knows they can care for an animal. They are looking for information on adopting or fostering an animal and don't know exactly where to start.
- **ATTITUDES:** They have a love for animals and an interest in adopting or fostering an animal. They are excited to find a new addition to their home.

Frequency of Information

We need to update available information as frequently as possible to provide our audience with the information they are looking for. Available animal profiles, updated forms, and changes due to COVID-19 are all information that can't be out of date to give our audience the best experience with our website and organization.

Content Fitness

Intrinsic IQ: Our website provides accurate information to the audience while staying true to its purpose. We share information on our adoption and fostering processes with the audience and allow them to view available animals. We also provide easy access to any forms they may need and lists of requirements they need to meet before moving forward.

Contextual IQ: Providing up-to-date information is crucial to give our audience the best experience, especially regarding animals available to adopt or foster. We provide frequent updates about dogs and cats organized by date, sharing updates on how they are adapting to foster homes and temperament changes they might be having (see figure 2).

Representational IQ: Our website uses a direct tone, yet we make it easy for anyone to understand our content. Information is sectioned off on pages that contain large amounts of content, which helps the audience interpret what they are reading quickly.

Accessibility IQ: Navigation bars with attached drop-down menus make it easy for our audience to find information (see figure 3). As mentioned before, separate sections on our pages

Sweetie Nala was rescued from a shelter. She is gentle, friendly, a little timid of new environment, but warms up. She did fine meeting a very active shelter male dog, but didn't want to play. Ok to sniff, hang out and walk with another dog. She loves to stay near person for comfort and is cooperative. She was nervous of passing cars and street noise. Nala is thin and needs time to get healthy and learn that she is safe. Nala is adorable and enjoying TLC at her foster home. She was spayed 1/27/21 and needs time to heal (10 days). Nala will need an experienced guardian home with attached yard. More info. to come from her foster home.

2/3/21 Update: She is a very loving and a happy dog. She loves to cuddle; she's like glue sometimes, LOL. She is very calm and a little timid. She is learning basic commands and does 'do her business' outside. She does not use a crate; fearful. She does not sleep alone and wants to sleep in same room with person. She would do best with someone home all the time and close sleeping arrangements until her confidence and sense of security is built. She does not play with toys. She just started going out on walks. For now, she is nervous of all the street noises. Need time to learn.

****Note: Adoption in SF Bay Area Only****

Animal pages are updated regularly. Figure 2.



How to Adopt
Showcase Locations
Dog Application
Cat Application
FAQ
Happy Stories
Golden Dogs
Golden Dogs for Senior

Figure 3.

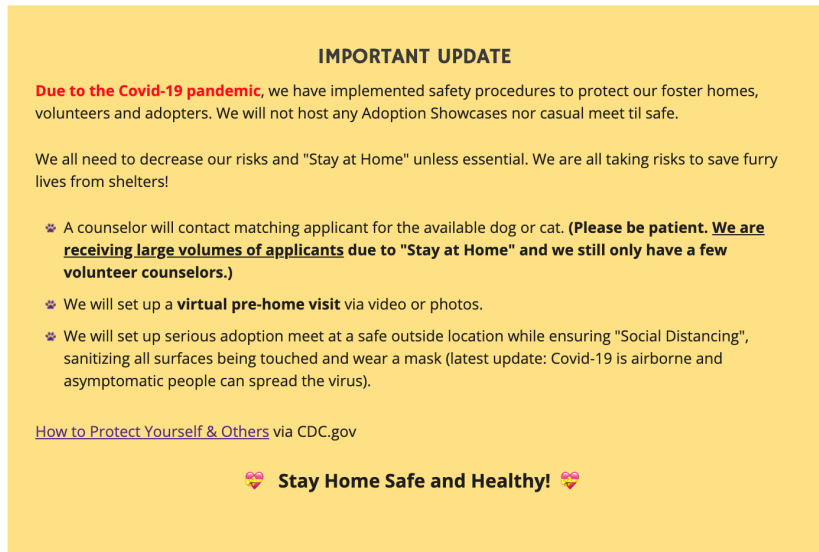
help break up information and make it easy for them to find what they are looking for. The homepage needs improvement to increase usability- it's cluttered and contains a lot of information in one place, making it harder for the audience to find essential information quickly.

Information Challenges

For our audience to get the best experience at our website, they need to know about animals that are available to adopt or foster and any changes that are happening at our organization as a result of COVID-19. Our information about adoptable animals can easily be accessed through drop-down menus from the navigation bar.

COVID-19 information is shown on our “How to Adopt” page (see figure 4).

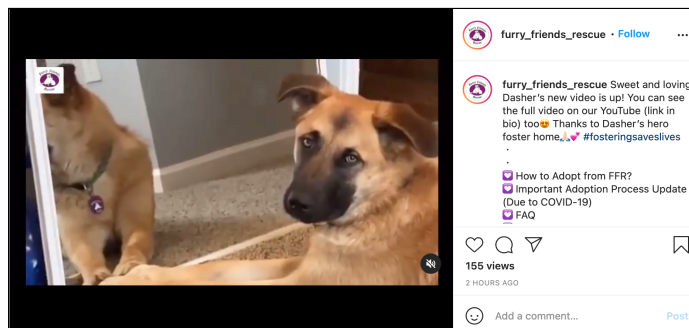
Although there have been several significant changes to our organization’s routines since COVID-19 began, it’s not made immediately apparent on the homepage- this can cause a frustrating experience for our audience if these changes affect them.



COVID-19 update information. Figure 4.

Social Media Presence

Here at Furry Friends Rescue, we regularly utilize social media sites Facebook, Instagram, Youtube, and Twitter. Although we have relatively low follower numbers, our social media pages fit our audience’s needs well. We share information that we think will be useful to them,



Posts often direct followers to other social media pages. Figure 5.

whether that be our adoptable animals' personality profiles or highlights from our adoption events.

We also have a blog on our website where we post:

- ❖ Safety tips for pets
- ❖ Volunteer and foster updates
- ❖ Event videos and recaps
- ❖ Featured animals

However, this blog is not effective in keeping the audience informed. There is no recent content on this blog, with the last blog post being from May 22, 2020.

How to Keep Your Pets Safe This Summer

May 22, 2020 by FFR



Most recent blog post on our website. Figure 6.

Competition



Figure 7.

<https://www.ilovefamilydog.org>



Figure 8.

<https://www.coppersdream.org/>

<ul style="list-style-type: none"> ❖ Provides similar information on adoption and fostering processes ❖ Minimalistic layout- visually appealing ❖ A personable tone relates to the target audience. ❖ Shortcuts on the homepage easy to see and help the audience find information ❖ Layout consistent throughout the site 	<ul style="list-style-type: none"> ❖ Provides similar information on adoption and fostering processes ❖ Minimalistic layout- easy to find information ❖ The tone seems impersonal to the audience. ❖ The navigation bar is unorganized. <ul style="list-style-type: none"> ◆ Difficult to find specific links ❖ The layout may seem too impersonal for the purpose of the website.
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Content Strategy Proposal

Website Revisions

By revisiting our website's homepage, we can significantly increase usability and accessibility for our audience. The main recommendations to improve these would be to:

- ❖ Organize layout
- ❖ Place most crucial information on the homepage
- ❖ Reduce the use of buttons

Our homepage's organization needs to be revisited to share essential information with our audience.

Carroll (2020) states that a homepage should quickly and clearly indicate where to start, communicate what's there, and avoid clutter. Information such as available animals, COVID updates, adoption requirements, and adoption/fostering forms should be easily accessible from the homepage. This ensures the audience can quickly find what they came to our website to find and streamline their experience.

Donation buttons and shortcuts to our social media pages should be moved and reduced in number to make the homepage more organized. While these are important for our audience to see, the most information should be shown first, and these buttons can be included at the bottom of the page. This will also reduce clutter and make the page look more uniform.

Social Media

While we utilize several different social media platforms, keeping our pages as active as possible while creating content will keep our audience engaged. We also need to increase interaction with our audience. Carroll (2020) mentions that “social media are designed primarily to facilitate conversation” (p.127).

We can increase engagement by:

- ❖ Posting original content
- ❖ Creating shareable content
- ❖ Interacting with our followers more often through comments to create conversation

At 9,445 followers, our Twitter has the largest following out of our accounts- we need to take advantage of this. Every photo we post on Instagram is automatically shared to our Twitter- while this is technically making our Twitter account active, there are little to no original tweets, which would increase engagement.



Instagram posts are shared to our Twitter. Figure 9.

Increasing Readership

To increase readership on our website, we need to start regularly creating original content to post on our website’s blog. Some examples of this may include:

- Complete animal profiles
- News regarding the organization
- Sharing scientific findings
- Infographics

When thinking of ideas for content, we need to leverage our curiosity: “this endeavor will enrich, enlighten, and empower you, and it will produce good story ideas (Carroll, 2020, p. 153).” Our content can be anything that our audience may find interesting! We would then start sharing this content on our social media pages, linking them back to our website’s blog. This would increase traffic to our website, as well as keep our audience engaged!

Conclusion

Our website effectively shares information with our audience and requires only a few key improvements to allow our users to have the best experience.

To increase our website’s usability and accessibility, the homepage needs to be revised to ensure the most critical information is where the audience will see it quickly.

To increase readership and improve our social media, we need to start posting original content to increase engagement. Twitter should be enhanced first: by unlinking Instagram and posting creative content instead, it will show that our page is active and that we are ready to interact with our followers.

References

Carroll, B. (2020). *Writing and Editing for Digital Media* (4th ed.)

Figure 1. Dyess, K. (2021, Feb 6). *Dog bowl*. [Icon].

Figure 2. Dyess, K. (2021, Feb 8). *Animal Pages are updated regularly*. [Image Screen Capture]. Retrieved from

https://www.furryfriendsrescue.org/find_a_pet/view/37119

Figure 3. Dyess, K. (2021, Feb 6). *Dropdown menu*. [Image screen capture]. Retrieved from <https://www.furryfriendsrescue.org/>

Figure 4. Dyess, K. (2021, Feb 6). *COVID-19 update Information*. [Image screen capture]. Retrieved from https://www.furryfriendsrescue.org/how_to_adopt

Figure 5. Dyess, K. (2021, Feb 6). *Posts often lead users to our other social media pages*. [Image screen capture]. Retrieved from https://www.instagram.com/furry_friends_rescue/

Figure 6. Dyess, K. (2021, Feb 6). *Most recent blog post on our website*. [Image screen capture]. Retrieved from <https://www.furryfriendsrescue.org/blog/>

Figure 7. Dyess, K. (2021, Feb 6). *Family Dog Rescue Icon*. [Image screen capture]. Retrieved from <https://www.ilovefamilydog.org/>

Figure 8. Dyess, K. (2021, Feb 6). *Coppers Dream Icon*. [Image screen capture].

Retrieved from <https://www.coppersdream.org/>

Figure 9. Dyess, K. (2021, Feb 6). *Instagram posts are shared to our Twitter*. [Image screen capture]. Retrieved from <https://twitter.com/furryfriends>

Addendum

Statement of Purpose:

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Interactor Analysis:

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Trusted Writer Review:

Tutor Information:

- **Name:** Taylor- ASU Writing Center
- **Date/Time:** February 9- 1:30 PM
- **Questions for tutor:**
 - Does my conclusion look thorough?
 - Are my in-text citations okay?
 - Does the organization of my pictures and information look correct?

- **Summary:** Taylor read through my assignment with me, and we focused on the citations, conclusion, and organization. She helped me fix one of my in-text citations by telling me I had to move the quotation marks, and she told me my conclusion seemed thorough enough to make sense for my paper. She said it hit all of the points I wanted to summarize, and that my pull-out quotes were effective in showing the main points of my writing. Other than these points, she couldn't find anything wrong with my writing.