

KENTUCKY HUMANE

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ADPR 5750: Social Media Analytics

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Data collected for this report spanned from
Aug. 1, 2015 to Nov. 1, 2016.

Crimson Hexagon generated 17,322 posts using our
Buzz Monitor and 2,889 posts using our Twitter monitor.

To set our Buzz monitor, our Boolean search was:
"Kentucky Humane" OR @KYHumane OR "KY Humane"

We found data limitations due to @KYHumane's use of tweeting
own their own handle in third person. This skewed the numerical
representation of their own engagement.

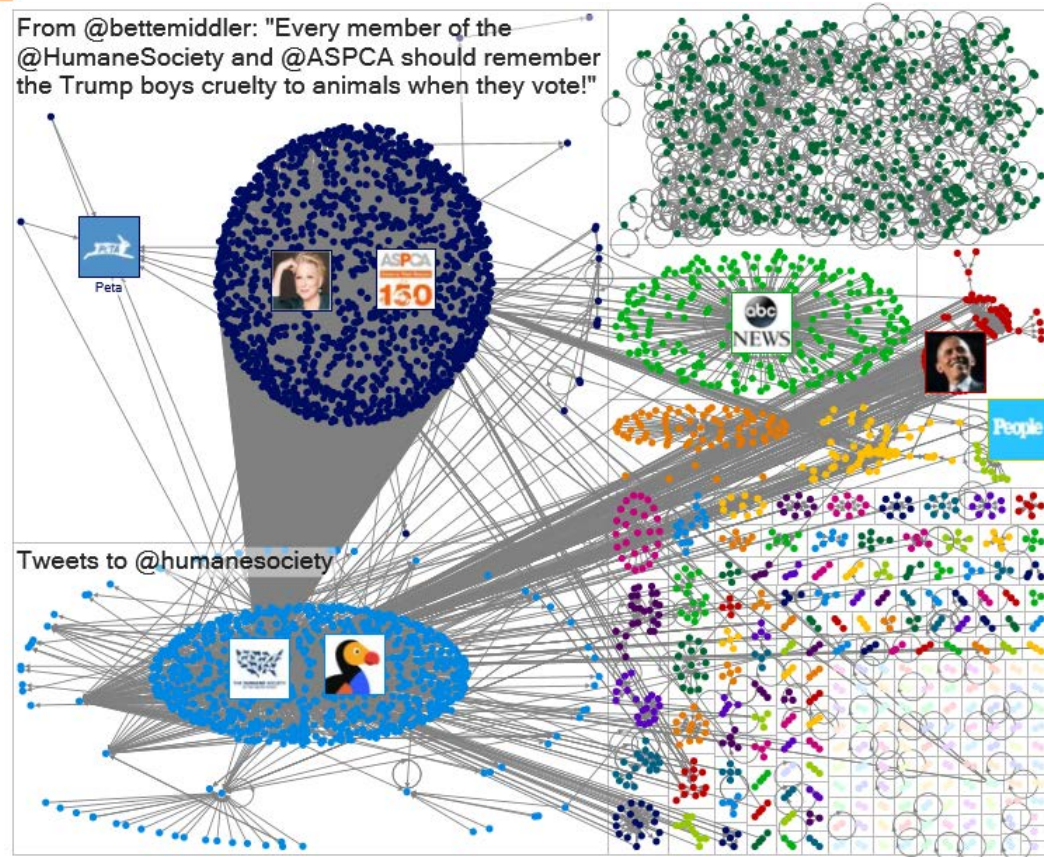
***EXAMPLE: @KYHUMANE: "AT @KYHUMANE WE USE
STAINLESS STEEL BOWLS BECAUSE THEY ARE
EASY TO WASH & DISINFECT. WE'RE LOW ON THE
SMALL BOWLS FOR CATS, CAN YOU HELP US?"***

INSIGHTS

KY Humane could learn from the Humane Society of the U.S.'s social media strategies.

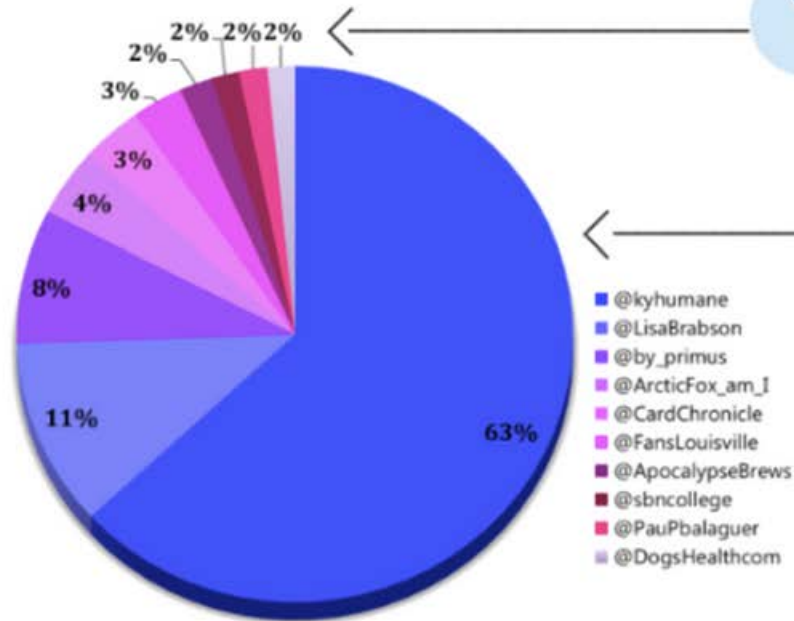
NETWORK ANALYSIS

- Due to the lack of Twitter interaction with Kentucky Humane and the small network, we choose to analyze the Humane Society of the U.S. using NodeXL.
- @HumaneSociety has a larger network, and KY Humane could learn from their social media strategies.
- A large portion of the conversation around the Humane Society of the U.S. is about animal advocacy.



RELEVANT AUTHORS

EARNED POSTS BY PERCENTAGE



Irrelevant authors

These authors are considered most prolific by Crimson Hexagon, but a majority of them make up less than 5% of the conversation involving KY Humane. They are not relevant, and no other users engage with their posts (that are about KY Humane) at all.

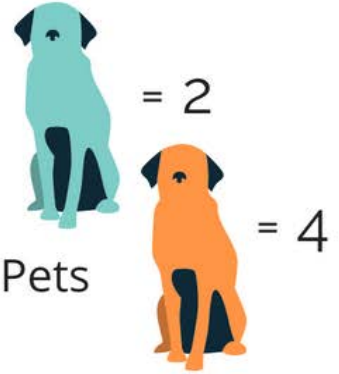
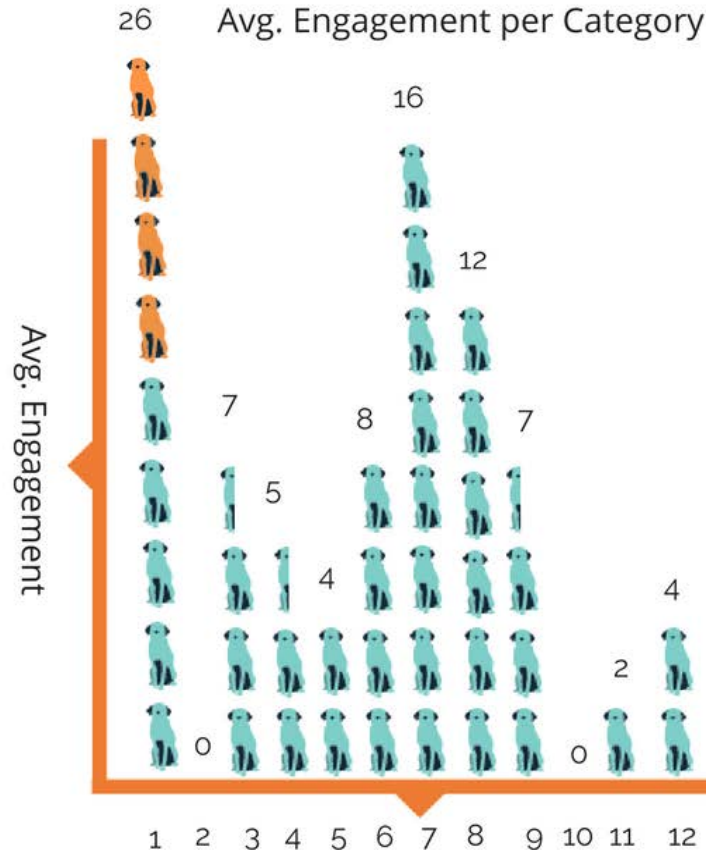


Top author: @kyhumane

The author leading the conversation with Kentucky Humane is actually their own Twitter account. This is because they tag themselves in their own posts. This is an inefficient use of their account, and it skews the data about who is engaging with their Twitter account through mentions and tagging.



TWEETS THAT WORK



1. Adoptable Pets
2. Lost Pets
3. Found Pets
4. % Nights
5. Adoption Success Stories
6. Animal PSA's
7. Donation Requests
8. Offering Services
9. Updates
10. Retweets
11. Other
12. Saying "Thank You"

WHAT DO YOUR FOLLOWERS WANT

- To see what animals are available for adoption.
- To hear success stories (can be incentive to adopt).
- To feel connected to the KY Humane Society mission.
- To feel like the donations are being used properly.
- To see results (i.e. animals getting adopted).



KY Humane Society
@kyhumane



Following

KHS' LONGEST RESIDENT GOES HOME! Merry has been w/ @kyhumane since she was 3-months-old. After a over a year w/ us, she has been adopted!



Give Hope

Help our homeless pets this holiday season. Your gift provides food, love and hope and now your gift can be doubled!

DONATE NOW

ACTIONABLE STRATEGIES

KY Humane should utilize their current news coverage and reach out to national news organizations to pick up the story.

Competitors are already getting national news coverage.

Followers of KY Humane go to their Facebook to share personal stories while they go to their Twitter to ask short questions or retweet posts about adoptable and lost animals.

This would increase the reach and potential audience for KY Humane.

KY Humane can establish more quality relationships with fans on Facebook while serving as a disseminator of information on Twitter.

ACTIONABLE STRATEGIES

Develop a stronger relationship with KY Humane's current audience by ensuring that KY Humane is being included in all relevant conversations.

KY Humane can include themselves in current conversation simply by conducting a Boolean search on Twitter and reaching out to users who may be talking about KY Humane but not tagging them.

Take the time to respond to users to create devoted fans who then spread positive information about you and your efforts.

Be more interactive; fans like when they get responses.

*THANK
YOU!*

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