SAVE THEM ALL

Best Friends

ADPR 5750: SOCIAL MEDIA ANALYTICS
FINAL REPORT

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EXECUTIVE SUMMARY

Best Friends Animal Society (BFAS) is an American non-profit animal rights and sheltering organization. The group does outreach nationwide with shelters, rescue groups and members to promote pet adoption, no-kill animal rescue, and spay-and-neuter practices. They communicate with their audience primarily through their website and twitter account. While they have presence on other social mediums such as instagram and facebook, these are not their primary channels of communication with their audience. They have strong following on Twitter, but relatively low community engagement despite actively posting multiple times a day. In addition, there is a large amount of news coverage regarding Best Friends and their related efforts. There is potential for Best Friends to grow their influence and community size by incentivizing community engagement, emphasizing their causes, and connecting with activists and celebrities.

I**n this report, we explored the following questions:**
1. **What type of Twitter content provokes the most positive engagement from Best Friends' current following?**
2. **What prompts the most news coverage and how can this be used to help Best Friends increase brand awareness?**
3. **How can celebrity mentions be incentivized to improve donations and movement-related pushes?**
4. **How can Best Friends increase share of voice in animal rights discussions?**
5. **How can Best Friends increase awareness of their related causes such as "No Kill 2025" and "Adopt, Don't Shop"**

The dataset collected included organizational, topic, and competition data. Organizational data was composed of 1,832 mentions, topic data had over 1 million mentions, and Competition data had 147,000 mentions. These datasets were filtered by themes, gender, profession, and interests, and media platforms which yielded helpful insights that will be covered moving forward.

OUR KPIS

ENGAGEMENT
We will be analyzing total mentions in dataset, likes, retweets, shares, average clicks on URLs, and comments. There will also be investigation on average engagement in different locations and by platform

AWARENESS
Awareness will be measured through average reach and impressions from content in each dataset and awareness from influential users.

AUDIENCE GROWTH
We will be measuring audience growth by analyzing the amount of followers on each platform, the post volume on each platform, and engagement on each platform.

THE DATASET

**A data overview on the time frame monitored, demographics, and volume**

Throughout this report, we used four different datasets. The first dataset was conducted by coding in which we manually assigned themes to a group of 300+ posts and then analyzed the results to find trends and insights. The three remaining datasets were organized by organization, topic, and competition using queries and custom classifiers (to be explained later). All of this data was gathered through Brandwatch across the time period of December 1st, 2020 to February 16th 2021.

CODING DATA OVERVIEW

For our coding data, we analyzed posts from the Best Friends Twitter account. Across the time period, they posted **633** times. Only **302** of these posts were original posts (comments, retweets or shares are filtered out).

We analyzed only these original posts. The Best Friends twitter demographic is **predominantly female**, with only **26%** of its followers being **male**. This demographic has a primary interest of "Animals & Pets" with **1699 mentions** throughout our time period. Other notable overlapping interests include "Family & Parenting" with **455 mentions**, Books with **412 mentions**, and Politics with **388 mention**s.

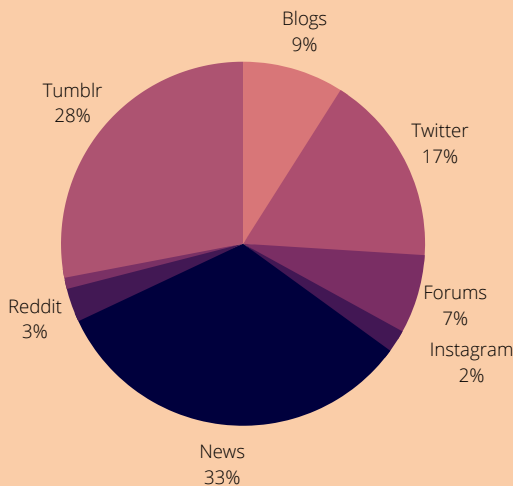## GENDER BREAKDOWN
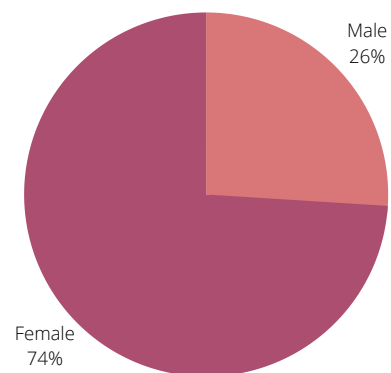
Male
26%

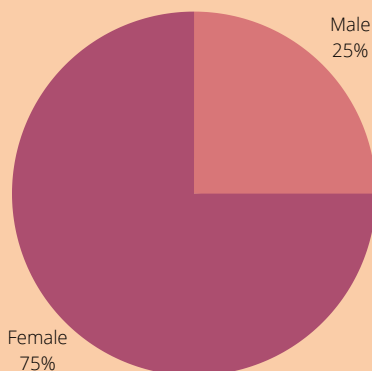Female
74%

THE DATASET - ORGANIZATION
OVERVIEW

- 1,832 Total Mentions, 648 Unique Authors
- 25% Male, 75% Female
- Top 3 professions among dataset are Executives (40 Mentions), Artists (25), and Journalists (16)
- Highest mentioned interest is "Animals & Pets" (315), "Environment" (111), and "Music" with (107)
- 90% of all organization data falls under Twitter and News Outlets, so most of the research was conducted for these platforms

DEMOGRAPHICS

MENTIONS BY PLATFORM

Blogs 9%
Tumblr 28%
Twitter 17%
Reddit 3%
Forums 7%
Instagram 2%
News 33%

GENDER BREAKDOWN

Male 25%
Female 75%

Most engaged tweets in the dataset

WeRateDogs® ✔
@dog_rates

For every festive dog pic in the replies, we will donate $1 to @bestfriends Animal Society (up to 30,000)

We're able to give back this season thanks to our partnership with @Trupanion. Let's see those holiday pups ❤️

12:00 PM · Dec 21, 2020

♡ 29.1K   💬 37.1K   ⬆️ Share this Tweet

Tom Felton ✔
@TomFelton

we raised over $3.4k for @bestfriends Animal Society during our last HP watch-along 👏 thank you to all you lovelies who donated x

2:33 PM · Jan 27, 2021

♡ 14.3K   💬 908   ⬆️ Share this Tweet
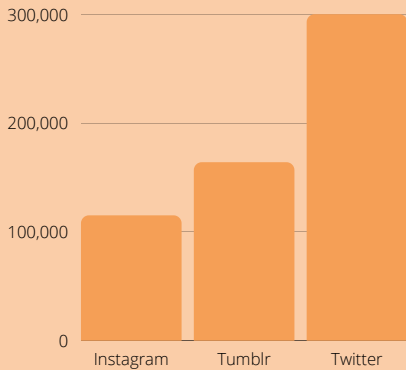
THE DATASET - TOPIC
OVERVIEW

In our topic dataset, we analyzed content that had conversations surrounding **adoptions and adoption shelters**. Because adoptions play a big role in Best Friends' initiative, we found that the brand's demographic encompassed many themes such as animal shelters, no-kill, and President Joe Biden. Throughout this period, there was a total of over **1 million mentions** and over **382,000 unique authors**. We identified four relevant platforms, Instagram, Tumblr, and Twitter, where people were actively participating in conversations. Our objective was to determine the relevant conversations where Best Friends could actively participate in and effectively reach their target audience.

DEMOGRAPHICS

TOP HASHTAGS

1. **#adoptdontshop (127,000 mentions)**
2. **#cats (46,000 mentions)**
3. **#dogs (45,000) mentions**
4. **#dogsofinstagram (42,000 mentions)**
5. **#catsofinstagram (40,000 mentions)**

MENTIONS BY PLATFORM

GENDER BREAKDOWN

Male 45%
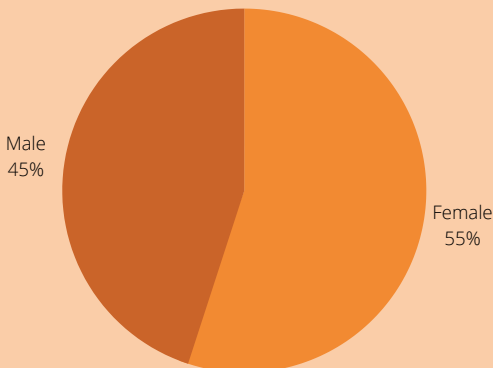
Female 55%

Most engaged post for this dataset with 88.1K likes and 24.7k replies.

Caitlin Schneider
@caitschneider

The shelter told us that our new kitten "purrs on sight" and they were not kidding. Volume up:

88.1K   24.7K   Copy link to Tweet

THE DATASET - COMPETITION
OVERVIEW

- 105K Total Mentions, 37K Unique Authors
- 32% Male, 68 % Female
- Top 3 professions among dataset are Artists (3104), Executives (1374 Mentions), and Health Practitioners (924)
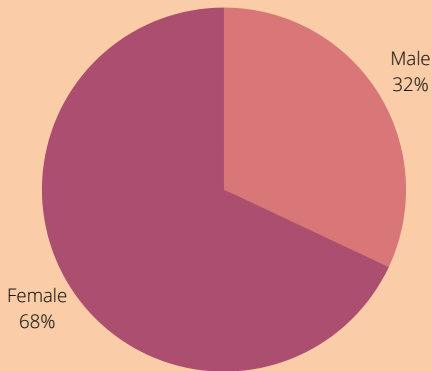- Highest mentioned interest is "Animals & Pets" (21,786), "Food and Drinks" (9,493), and Health and Fitness" (9,661)
- Only **Twitter** data analyzed for this dataset

DEMOGRAPHICS

GENDER
BREAKDOWN

Male 32%

Female 68%

Most engaged tweets in the dataset

ASPCA @ASPCA

Now, more than ever, neglected and abused animals urgently need your help. Join the ASPCA in our fight to give animals a voice with just 63¢ a day. Donate NOW.

Help give suffering animals a voice. Donate today. bit.ly/3btzLyh

9:38 AM · Jan 15, 2021

♡ 6K   ⬆ Share this Tweet

PETA @peta

@selenagomez ✨💄🎉 CONGRATULATIONS 🎉💄✨ You won Favorite Vegan Makeup Line in the #PETALibbyAwards! @rarebeauty keeps us all feeling beautiful inside and out with those incredible #AnimalTestFree and #vegan products ❤ peta.vg/2zrz

i WON A
PCTA
2020
LIBBY
AWARD
THANK YOU FOR VOTING!

6:22 PM · Dec 16, 2020

♡ 1.1K   💬 56   ⬆ Share this Tweet

RECOMMENDATIONS

BASED ON OUR INSIGHTS, THIS IS WHAT WE RECOMMEND THAT WILL HELP BEST FRIENDS GAIN MORE AUDIENCE INTERACTION

Best Friends should **focus on posting content surrounding adoption.** Since their followers are interested in helping animals, focusing on posts containing adoption information will boost their engagement. Their posts containing adoption information also received much more audience interaction than any other topic, so if they create more content like this, they will see a notable difference.

It's no surprise that the adoption links that Best Friends' provides do better than any of the other links they share. Their audience cares about helping animals find a home, so they should **focus on sharing links** that will encourage this.
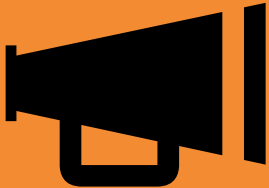
Use more call to action hashtags. People engaged with this type of hashtag the most, so providing their audience with some encouragement on taking action can have a great effect on the response levels.
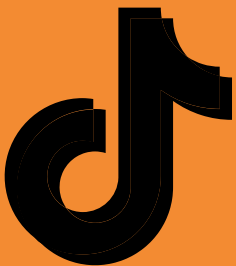
Best Friends can also benefit from **posting more Tik Tok videos.** Their Tik Tok videos have received the most engagement out of all of the other types of media content on their feed. With this new social media platform gaining more popularity, Best Friends can benefit from posting entertaining Tik Tok videos that will capture their audience's attention.

The last recommendation we have is for Best Friends to post more image content relating to animals seeking adoption. Their audience connects the most with this type of image content, and it encourage them to share the post with their friends in hopes that the furry friend gets adopted.

RECOMMENDATIONS

APPEAL TO CELEBRITIES
News outlets were much more likely to report on celebrities who either donated to Best Friends or adopted/sheltered pets from Best Friends than other topics regarding the brand. Best Friends should use influencers and ambassadors to get the attention of news outlets

ENCOURAGE THE USERS
Posts or movements that encouraged users to post pictures of their pets generated the highest levels of reach and engagement, such as the @dog_rates post that generated over 44 million impressions and 30k comments. Best Friends should post content that amplifies their movement or promote content that invites their audience to also participate and interact in

DONATIONS ARE KEY
Brands that donated large amounts of money to Best Friends received high amounts of positive coverage from both news outlets and Twitter. High volume of positive press like that received by Credit One Bank's donation could be used to incentivize more high-profile corporate donations.

ACT AS A SOURCE
Best Friends should use their platform as a source to educate people on the importance of adopting rather than buying. Many first time pet owners do not understand the difference and only want the easy way out. If Best Friends can expand on what no kill shelters are and why no kill initiatives are important, then individuals will know which animal shelters to support and which ones they shouldn't go to.

LEAD BY EXAMPLE
People are heavily influenced by what they see others do. That is why Best Friends should continue highlighting the success stories of pets finding their forever homes from animal shelters. Based off of the popularity of #adoptdontshop, Best Friends should set an example and continuously remind people that buying animals do more harm than good. If even the President of the United States can make adopting look so easy, then anyone can do it.

CONNECT WITH THE COMMUNITY
Best Friends should focus on tweets that call for community action. Tweets that had to do with donations or calling to sign petitions had large amounts of mentions and interactions. Best Friends can interact with the community by posting opportunities for people to help out at animal shelters or to sign petitions asking for the government to end the use of euthanasia at animal shelters all around the United States.

TAKE PART IN CONVERSATION
Participate more in the conversation about the ending of animal cruelty. The competitors' audience is more likely to interact with the organizations if they know where the organization stands on the situation, so this is something that Best Friends can do to attract new audiences. Best Friends should share information on topics that they don't usually discuss on their Twitter.

USE POSITIVE LANGUAGE
Although they should take a stand in the conversation about animal cruelty, they should refrain from using excessive negative language so they can keep their positive sentiment value the highest compared to its competitors. The audience is likely to use the same language that they do, so if they share a post about their stand on a situation while being conscious about their use of positive and negative language, they can keep their high levels of positive sentiment.

STAY UP TO DATE
We recommend that Best Friends discuss events that are new and relevant to their organization. By sharing information on new facilities and events that have positive impacts on animals, they can help their account gain exposure to new audiences. Bringing up these current events will likely increase Best Friends' Twitter spikes as well. People will contribute to the conversation, which will call more attention to the organization and spark people's interest in this organization.

OWNED DATA
BEST FRIENDS TWITTER ANALYSIS

DIFFERENT TYPES OF THEMES

This section makes use of the Coding dataset. Posts were categorized by the 6 most predominant themes observed Best Friends' original posts. This chart displays that posts with **adoption information** were the most likely to receive engagement in the form of retweets even though this was the second most popular post theme. Engagement in other forms such as retweets, impressions, and comments all showed a similar distribution.

Average Retweets by Post Theme
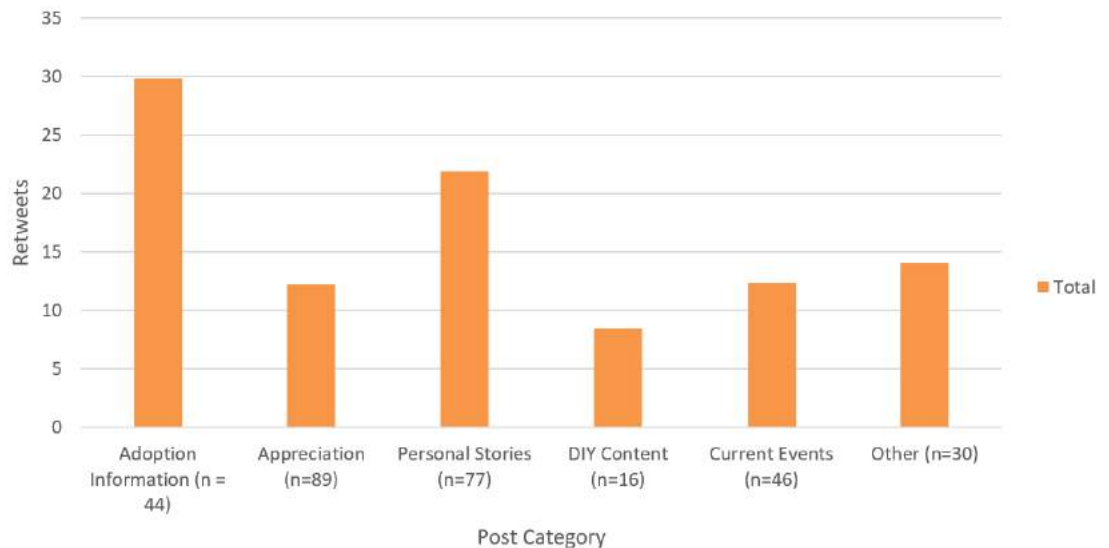
Best Friends @bestfriends

Six years after Stormy disappeared without a trace from her family's fenced-in backyard, they have finally been reunited. And it feels so good.
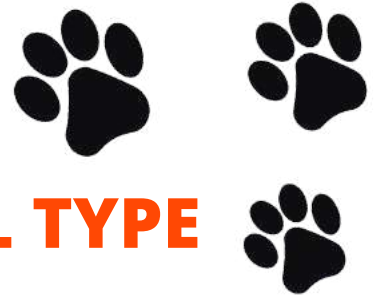
FULL STORY: bit.ly/3ot9jlX ^ST

12:59 PM · Jan 19, 2021 · Khoros Marketing

13 Retweets   2 Quote Tweets   113 Likes

PERSONAL STORIES

Another high engagement theme we identified were tweets about stories of animals reuniting with their owners. These personal stories draw out emotions that viewers can connect and draw sympathy from.
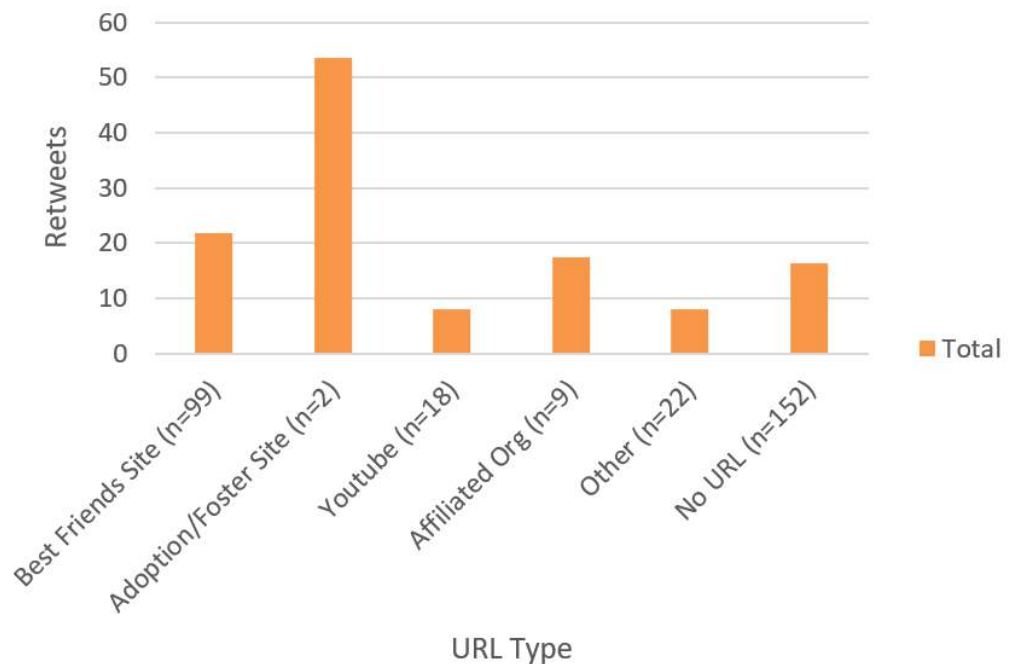
DIFFERENT TYPES OF URL TYPE

CLICK TO ADOPT!

Tweets that included a link to **adoption and foster websites** had the highest amount of engagement despite most of their posts not having URLs imbedded onto them. Because adoptions are a popular theme with Best Friends' audience, more people were inclined to retweet content that had an external link that would direct the user to an adoption website for the animals shown. Not only is it important to promote links regarding to the Best Friends website, but it is also important to continue tweeting content that redirects the viewer to easily access adoption websites. Once again, the result below was echoed in other forms of engagement such as reach, impressions, and comments.

Best Friends ✓
@bestfriends

How has Ghost not been adopted yet? This 5 year old boy is a total love bug who just wants to cuddle up in your lap. He is a gentleman on walks, gets along great with both dogs & cats, is 100% potty trained, & loves kids of all ages. #Adopt him today: bit.ly/3a9cmA8 ^kw

5:00 PM · Feb 2, 2021 · Khoros Marketing

79 Retweets   5 Quote Tweets   250 Likes
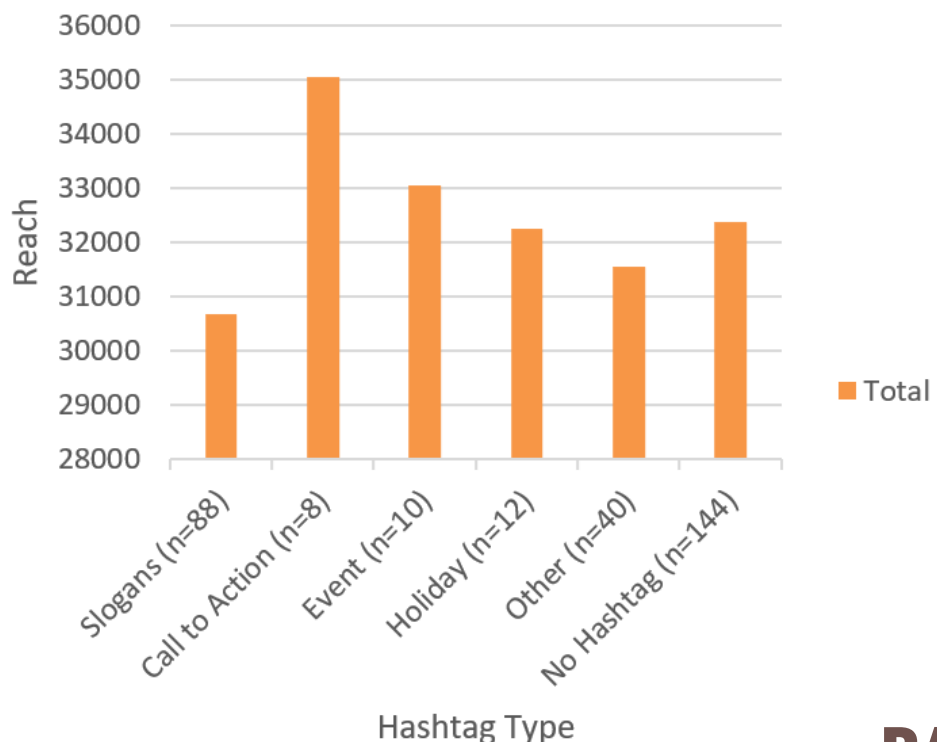

Average Retweets by URL Type

DIFFERENT TYPES OF HASHTAGS

Amongst the 6 different categories of hashtags, tweets with hashtags in relation to **call to action** received the highest reach. Instead of analyzing retweet engagement, we noticed that the differences between the categories were much more noticeable when comparing the hashtag's reach. Being that most people pay more attention to posts that call to action, Best Friends' should continue to center their posts through this message in order to uplift their initiatives.

Best Friends ✓
@bestfriends

#Memphis residents, now's your chance to help #StopPuppyMills! Urge your city council member to support a humane pet sales ordinance now. Learn more: bit.ly/3relJoT ^kw

TN: Help stop puppy mill sales in Memphis
On Tuesday, March 2, the Memphis City Council will vote on a lifesaving ordinance that would prohibit Memphis pet stores from selling commercially ...
🔗 bestfriends.org

10:19 AM · Feb 2, 2021 · Twitter Web App

15 Retweets   **1** Quote Tweet   **43** Likes

Best Friends ✓
@bestfriends

Handsome Gibbs is sixty pounds of freckles and love! Originally from LA, Gibbs is now enjoying the desert life at our Sanctuary. He is a sweet and loyal boy who prefers to be your one and only. If Gibbs' freckles stole your heart, #adopt him today! bit.ly/3ivjz1c. ^AT

10:00 AM · Jan 29, 2021 · Khoros Marketing

31 Retweets   **2** Quote Tweets   **97** Likes

## Average Reach by Hashtag Type

Hashtag Type

DIFFERENT TYPES OF MEDIA
TIK TOK

Based off of the different media types that is found on the Best Friends account, **Tik Tok links are what received the most engagement**. It is worth noting that majority of their content is mostly image based and still receives more engagement than their videos and URL links. They received the most comments, retweets, and impressions relative to the other categories.


Average Comments by Media Type
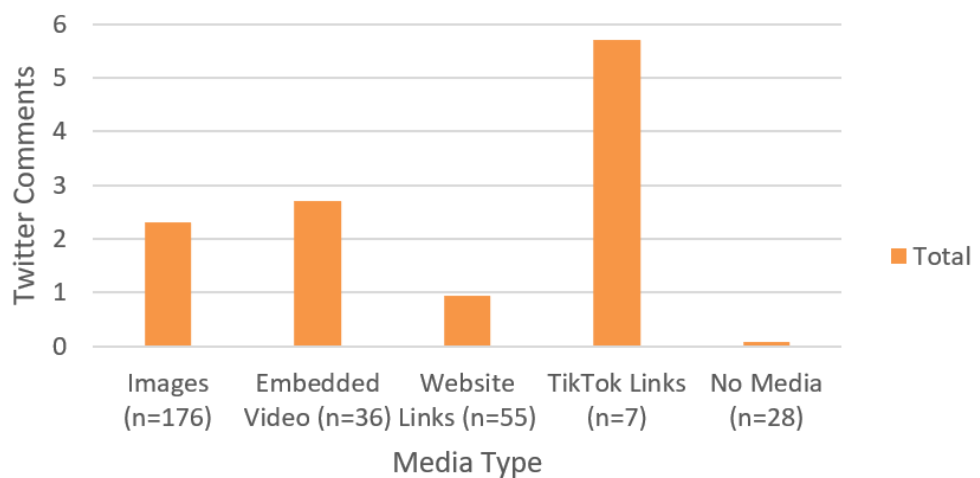
Despite majority of their content being heavily image and link based, Best Friends should use the **Tik Tok hype to their advantage** and continue redirecting their audience back to their Tik Tok page to promote the animals that they help rescue.

DIFFERENT TYPES OF IMAGE CONTENT

Images that include **animals seeking adoption** receive the most amount of engagement compared to the other categories. Best Friends produces a lot of content that does not relate directly to adoptions, however when they do it is received very well. This works hand-in-hand with their initiative to promote animal adoptions and preventing no-kill methods in different parts of the United States.

Average Retweets by Image Content
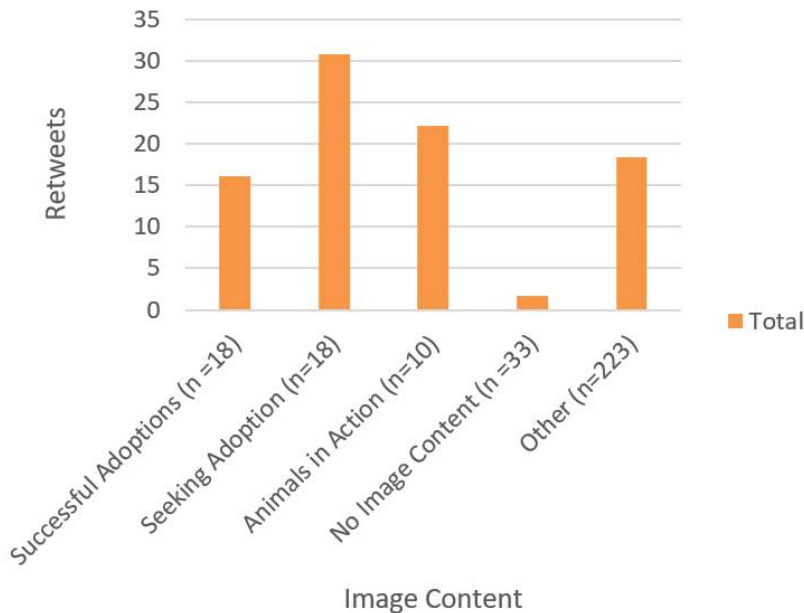
Because more people are willing to retweet content that calls to action, posts that show animals in need of adopting generally **do bette**r than others. **Animals in action** are also popular as it actually shows how the dogs or cats interact with others.

EARNED DATA
BEST FRIENDS ORGANIZATION ANALYSIS

TOP HASHTAGS

#SaveThemAll
- This hashtag had a total of 1,032 mentions and was used primarily to call attention to efforts preventing the killing of sheltered animals

#HowWeHelp
- This hashtag had a total of 926 mentions and was used to draw attention to the ways in which the Best Friends organization uses their donation money.

#Adopt
- This hashtag had a total of 832 mentions and was used in a various amount of contexts regarding the adoption of pets from Best Friend's shelters.

TOP NEWS OUTLETS

- **Patch.com:** News outlet that highlights local news across the United States. They posted 130 articles covering various information about BFAS
- **Bestfriends.org:** Homepage for BFAS. They post numerous articles about fostering, adoption, donation, and various pet-related stories. They posted 50 articles during the time period.
- **Msn.com:** News aggregator and outlet that posted 24 articles about BFAS during the time period. These articles often focused on celebrity actions involving BFAS, but also covered adoption opportunities.

TOP NEWS OUTLETS

- **Sarah Thornton:** She writes news articles on the Best Friends about various, heartwarming animal stories. She wrote 13 articles and achieved an average reach of 191.
- **Gabrielle Chung:** She is a writer for People Magazine and wrote two articles covering donations given to Best Friends. These articles averaged a reach of 4,981.

People

Lindsey Vonn's The Pack Canceled amid Controversy Over Video of Dogs in Seemingly Dangerous Situation

Gabrielle Chung · 1/14/2021
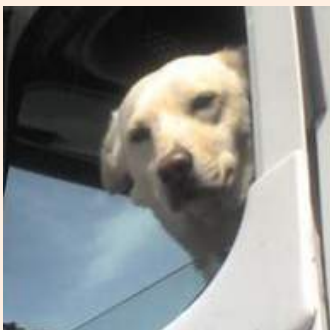
TOP ACCOUNTS

@TheOvalPawffice

His account is devoted to dogs and cats that live in the White House. Their posts frequently linked to donation and fundraising opportunities for BFAS. They had a total of 23 mentions with an average reach of 50,251.

@2jmuhj1

This account belongs to a feline activist who engaged in many BFAS posts. Overall, this account had 71 mentions with an average reach of 2,166.
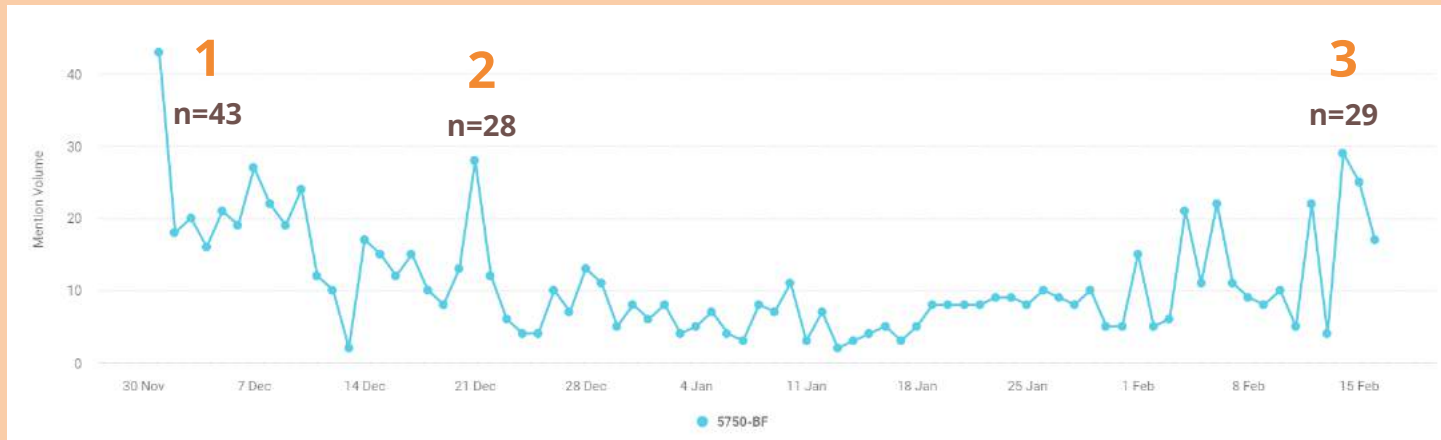

@TruckindogKarma

This account follows a Dallas STray that escaped animal control. The accounts posts center around helping other animals in shelters find adopters. This account had 12 mentions and an average reach of 2,555.

SPIKE ANALYSIS

TWITTER

Peak 1: December 1, 2021
A Donation-matching promotional event for Best Friends prompts many related tweets

Peak 2: December 21, 2021
Tweet encouraging posts of festive dog pics gets a significant amount of attention from the Best Friends community

Peak 3: February 14, 2021
Posts congratulating Golden Globe nominees for their work with Best Friends get retweeted

NEWS

Peak 1: December 14, 2021
Inuvo's Intentkey uncovers insights that can help nonprofits connect with donors.

Peak 2: January 24, 2021
Patch.com posts about adoptable pets, the story goes viral

Peak 3: January 19, 2021
Stories about Joe Biden's shelter pet goes viral

Peak 4: January 26, 2021
Credit One Bank pledges $1 Million to Best Friends Animal Society

Peak 5: February 3, 2021
$15.5 MIllion data software investment will help BFAS end killing United States Animal Shelters by 2025

ANALYSIS

It appears that no single factor is responsible for peaks of virality on Twitter or on news media. However, there is some overlap of themes such as business donations/innovation, congratulatory sentiment, and public figures.

NARRATIVE SENTIMENT

Twitter was the most popular social media platform actively discussing the Best Friends organization. The overwhelming majority of posts and conversations are positive, with this sentiment encompassing 58% of the conversations. On December first, there was a significant peak in positive conversations which was prompted by the launch of Best Friends app, ResQWalk. This app donates to shelters for every mile that users run, and users are encouraged to tweet about their progress. In terms of Negative sentiment, there were only 12 posts. The majority of posts that fall under this sentiment are discussing the "no-kill" movement that Best Friends supports, or complaining about issues with the ResQWalk app. It was easy to read all 12 of these posts which allows us to conclude that the negative sentiment is not directed towards the organization, but rather the harsh reality of shelters that kill their animals. Other social media platforms lacked a significant amount of posts, with the second most popular platform being Blogs with only 82 posts.

While not a social media platform, there are 753 mentions of Best Friends in News-related content. 30% of news articles were classified as positive. These positive articles actively cover celebrity stories and their donations to BFAS. In addition, a large amount of positive sentiment comes from articles discussing corporate donations such as Credit One Bank's $1 million donation to Best Friends. There was roughly four times as much negative sentiment in news articles, but this only results in a total of 4%. Many of these negative-sentiment articles are citing Best Friends' data involving the killing of sheltered animals. In addition, many of the negative articles are discussing injured animals or animals in need of adoption. Overall, the discussion of the Best Friends Organization is overwhelmingly positive, and very rarely critical of the organization.

The news medium is noticeably more negative than Twitter, and also has much more neutral sentiment than Twitter. This is likely due to the newsworthiness of shelter killings and consumer likeliness to engage in negative-leaning news. The negative sentiment from both mediums stems from discussion around shelter killings. The increased neutral sentiment in news media is likely due to the standards of objective reporting that many news outlets adhere to. Twitter is likely noticeably more positive due to the positive nature of charity work matched with the platform's encouraging nature towards the expression of opinions.

TWITTER SENTIMENT

Negative
1%

Neutral
41%

Positive
58%

NEWS SENTIMENT

Negative
4%

Positive
30%

Neutral
66%
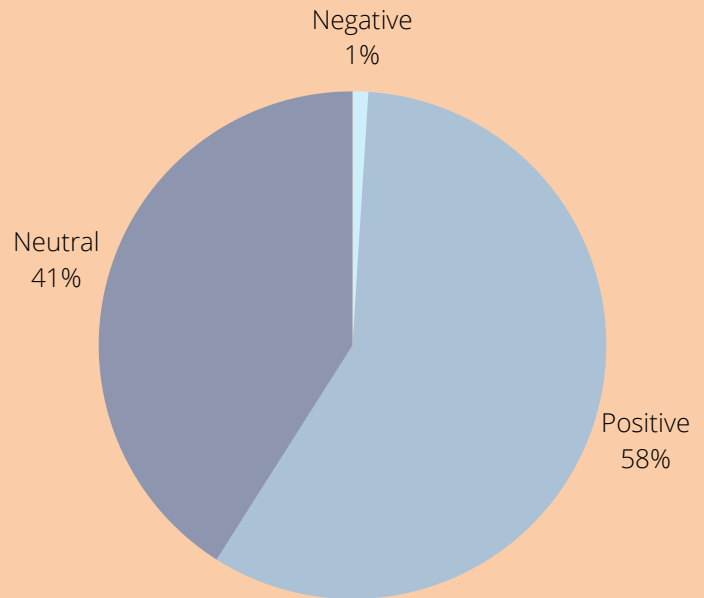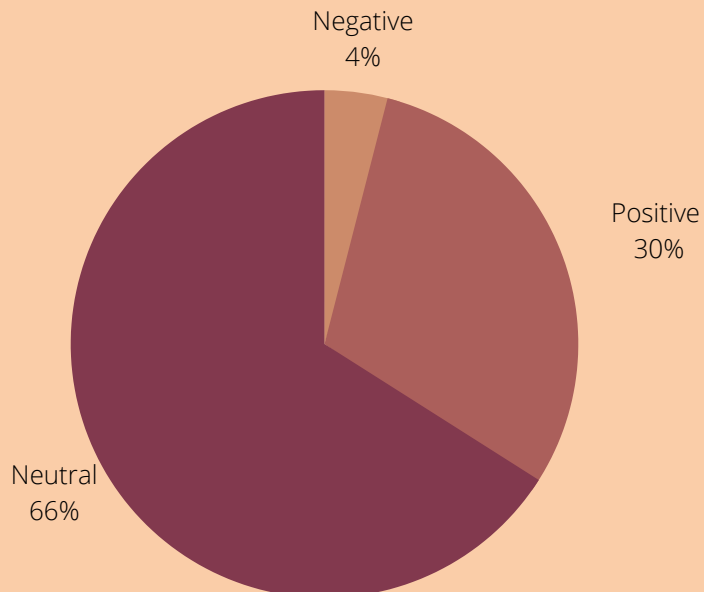
DATASET THEMES: NEWS

BUSINESS DONATIONS

This theme shows news coverage of businesses that are either donating or facilitating donations for Best Friends Animal Society. This is a notable theme for the "News" category since business entities often facilitate news coverage for their charitable actions in order to boost customer perception. The vast majority of posts were positive and promoted the businesses that were assisting with donations. Influential Outlets include patch.com(11 mentions) and yahoo.com (10 mentions) with the most talk about business donations.

The conversation regarding business donations is highly positive, with 34% of articles falling under positive sentiment. This 34% includes 68 articles. Almost all of these positive articles are discussing the high profile donations by Credit One Bank for $1 million and Melissa McCarthy's for 1.5$ million. The 1% of articles with negative sentiment are made up by only two articles. These articles discuss the closing of a Los Angeles animal shelter due to lack of donations.
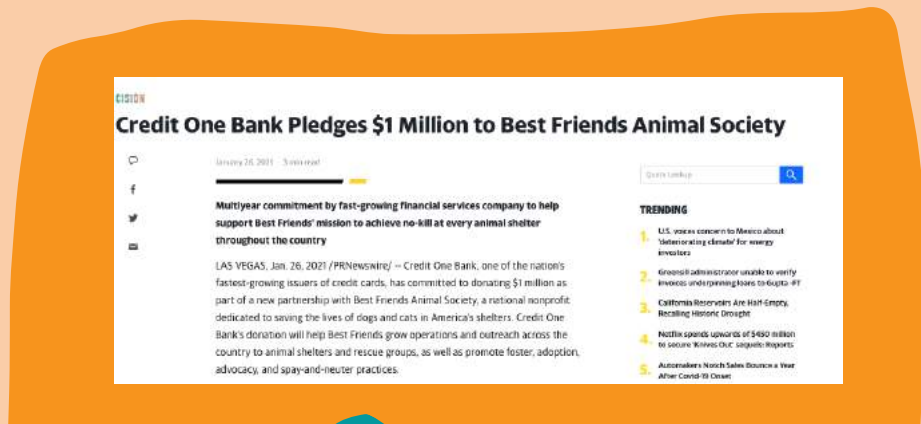
Positive 34%

Neutral 65%
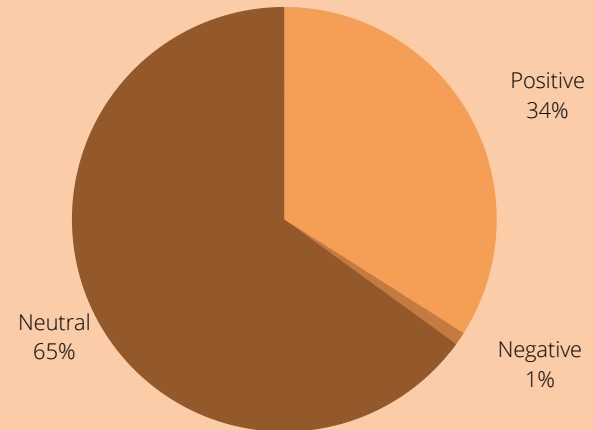
Negative 1%

Rats Invade LAAS Animal Shelters During COVID-19 Shutdown - Including West Valley

PHYLLIS M. DAUGHERTY / 07 DECEMBER 2020

This post discusses the negatives regarding animal shelters suffering rat invasions due to lack of donations

CISION

Credit One Bank Pledges $1 Million to Best Friends Animal Society

January 26, 2021 · 5 min read

Multiyear commitment by fast-growing financial services company to help support Best Friends' mission to achieve no-kill at every animal shelter throughout the country

LAS VEGAS, Jan. 26, 2021 /PRNewswire/ — Credit One Bank, one of the nation's fastest-growing issuers of credit cards, has committed to donating $1 million as part of a new partnership with Best Friends Animal Society, a national nonprofit dedicated to saving the lives of dogs and cats in America's shelters. Credit One Bank's donation will help Best Friends grow operations and outreach across the country to animal shelters and rescue groups, as well as promote foster, adoption, advocacy, and spay-and-neuter practices.

TRENDING

1. U.S. voices concern to Mexico about 'deteriorating climate' for energy investors
2. Greensill administrator unable to verify invoices underpinning loans to Gupta-FT
3. California Reservoirs Are Half-Empty, Recalling Historic Drought
4. Netflix spends upwards of $450 million to secure 'Knives Out' sequels-Reports
5. Automakers Notch Sales Bounce a Year After Covid-19 Onset

This post discusses the benefits of the $1 million dollar pledge to BFAS by Credit One Bank.

DATASET THEMES: NEWS

ADOPTION/ FOSTERING

This theme shows news coverage of adoption and fostering opportunities. A wide range of outlets cover adoption and fostering opportunities at BFAS locations. In addition, many articles promote the "#nokill2025" movement and provide links to the BFAS website to facilitate reader participation. Many articles also cover celebrities who adopted or fostered their pets from Best Friends Animal Society. Patch.com (127 mentions), bestfriends.org (30 mentions) were the most common outlets discussing adoption and fostering of animals. 16% (59 articles) of Adoption/Fostering related articles are found in positive-like contexts. Articles within this context cover good news around adoption efforts such as the rescuing of 200 pets from Puerto Rico, and adoption success of various dogs and cats.

In addition, many positive articles cover the progress of Best Friend's "no-kill" movement alongside the animal lives saved by adoption and fostering efforts. In terms of negative articles, only 2% (7 articles) are present. These articles primarily cover the downsides involved with the lack of adoption and fostering efforts. These downsides include pet diseases and euthanization of pound pets.

Manhattan shelter forced to relocate animals due to COVID-19 outbreak

By Jackie Salo

February 3, 2021 | 2:13pm | Updated

Animal Care Centers of NYC had to temporarily close its Manhattan location on Feb. 3, 2021.

A NYP article that discusses a Manhattan shelter that must relocate its unadopted animals, and some of these animals were moved to BFAS shelters

An MSN article that promotes adoption at BFAS for National Mutt Day

National Mutt Day is December 2!

Duration: 00:29   12/2/2020

Short legs, blocky heads, long bodies, floppy ears. Celebrate mixed-breed dogs with us on National Mutt Day! Adopt a mutt near you: https://bestfriends.org/adopt-and-foster/adopt-near-you Of course, we at Best Friends Animal Society tend to celebrate mutts all year long, but December 2 is a designated day to appreciate the wonderful characteristics of mixed-breed dogs and promote their adoption. Of

DATASET THEMES: TWITTER

PET APPRECIATION

This theme encompasses posts that are celebrating the joy of owning pets. Many posts include user's pictures of their cats, dogs, and other various pets. In addition, BFAS is regularly posting about happy new pet owners that adopted from BFAS shelters in order to encourage higher adoption and fostering. 195 tweets (64%) fall under positive sentiment. A significant amount of these posts show users posting pictures of their pets or linking to petitions.

In addition, many positive posts include heartwarming stories of pet rescue or adoption.Only 6 tweets were found to be of negative sentiment (2%). The majority of these tweets include users calling for action for pet-related topics. For example, half of the posts are attempting to fundraise for a homeless woman who can no longer afford to care for her dog.

TOP HASHTAGS

1. **#valentinesday** was by far the most used unique hashtag with 67 total mentions. This hashtag was used primarily in context with pets dressed up in valentines outfits.
2. **#savelacats** was the second most used unique hashtag with 44 total mentions. This hashtag was frequently used to promote a petition that would allow Los Angeles to enact a city-wide cat program.

Neutral 34%

Negative 2%

Positive 64%
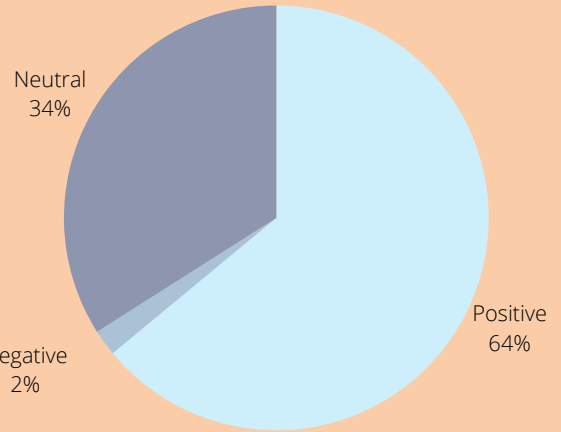
The Oval Pawffice® 🇺🇸 Fans
@TheOvalPawffice

🐾 Pupper Sam loves reading the @majorbidenbook, as he knows part of the pawceeds go to orphan shelter pets. He's also wearing our Major #FirstButNotLast bandana for the same reason: he wants to contribute to helping @bestfriends to render kill shelters extinct by 2025.

Wear a damn mask! 😷 and 2 others

3:29 PM · Feb 2, 2021 · Twitter for iPhone

180 Retweets   10 Quote Tweets   1,771 Likes

**This post includes a photograph of an adopted shelter dog reading Joe Biden's book about adoption.
(92,248 Reach)**

DATASET THEMES: TWITTER

CONGRATULATORY POSTS

This theme encompasses posts that are thankful or congratulatory in nature. A large amount of posts from the BFAS twitter account thank followers, fosterers, or adopters for their participation in achieving Best Friend's goals. In addition, many community members express thanks towards BFAS in their tweets. A large amount of these posts belong to followers tweeting from the ResQWalker App which allows active community members to generate donations for Best Friends by walking. 151 (85%) of posts for this theme were of positive sentiment. Much of this sentiment came from users of the ResQWalk app thanking Best Friends for their donation matching.

In addition, many of the positive posts included users thanking Best Friends for helping them find their adopted pets. The Best Friends account also routinely thanked donors and users who engaged with their content. Less than 1 % of posts were negative, with the one negative post expressing frustration with glitches on the ResQWalk app. The low amount of negative posts is likely due to the positive emotions associated with this theme.

Often, these type of posts did not spur as much engagement as other twitter themes, but were frequent enough to warrant an analysis.
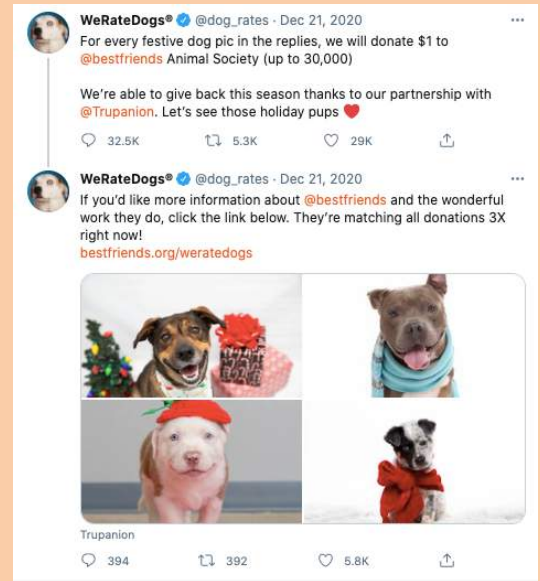
This tweet donated $1 to BFAS for every festive dog picture posted in the comments.

TOP INFLUENTIAL USERS

1. **@bestfriends:** BFAS main twitter account which had 18 mentions and an average reach of 24,985
2. **@TruckindogKarma:** account devoted to a rescue dog named Karma, actively posted blog links while thanking BFAS. User had 12 mentions and average reach of 2,555
3. **@LAStory:** user has 15,000 followers and actively posted about ResQWalker usage. User had 7 posts and an average reach of 6,340
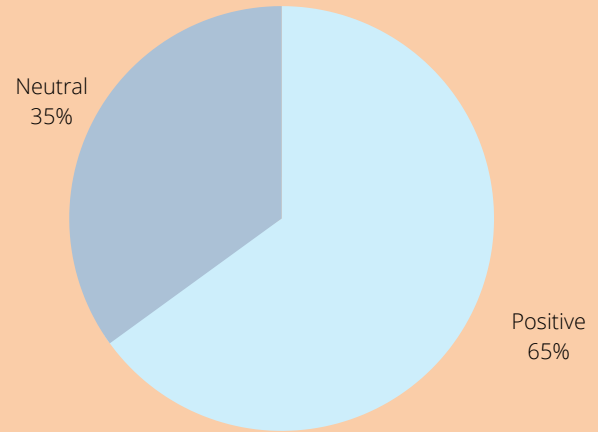
DATASET THEMES: TWITTER

FUNDRAISING & DONATIONS

This theme encompasses posts that relate to fundraising or donation opportunities. Many users are quick to announce their donations on twitter. In addition, users have a proclivity to share and promote donation opportunities such as the ResQWalk app. On top of this, brands announce their donations on twitter and the Best Friends community is quick to engage and share these donations.

This theme was composed of entirely positive or neutral sentiment, no negative sentiment was present. Many different organizations and users announced their donations on twitter, including Credit One Bank, Team B42, and the Daytona 500. When users or organizations weren't announcing donations, they were promoting opportunities for fundraising such as the ResQWalk app, #givingtuesday, and links to Best Friends merchandise.

Neutral 35%

Positive 65%

TOP HASHTAGS

1. **#HowWeHelp:** This hashtag was by far the most popular hashtag with 924 mentions. This hashtag was often used alongside information that helped inform readers on ways to donate or fundraise for BFAS
2. **#teamb42:** This hashtag was used alongside posts involving the B42 gaming community and their fundraising efforts for BFAS.

Carol Alt
@ModelCarolAlt

Better late than never... The two charities I work with are Denise's Rescue of Washington Heights and @bestfriends #charity #GivingTuesday2020 #rescuedog #rescuecats ❤️❤️ ❤️ #thankyou

3:06 PM · Dec 5, 2020

♡ 147   💬 31   ⬆️ Share this Tweet

This post shows community engagement towards fundraising for BFAS

EARNED DATA
ADOPTION SHELTERS TOPIC ANALYSIS

ADOPTIONS SPIKE ANALYSIS

TIMELINE PEAKS

Peak A: February 2, 2021 and February 3, 2021

The first major spike in conversations about adoptions follow the trending hashtag #adoptdontshop. This hashtag perfectly compliments the foundation of what Best Friends is all about. Much of Best Friends' initiative is to end animal killings in adoption centers and encourage people to adopt animals regardless of their age. Within this hashtag, you will find content about dogs and cats that are looking for their forever homes and success stories of animals finding a perfect home with their new owners.

Peak B: February 9, 2021

In the second major peak, the volume was 58 percent higher due to trending hashtags. #adoptdontshop continued to dominate with over 7,000 mentions. However, another relevant hashtag is #dogsofinstagram. Many shelters will reach their instagram audience by advertising dogs that are available for adoption. The most relevant post on this day was from Best Friends Society's instagram account. Their post about Knotts, a puppy saved from a meat market received a total of 8,788 likes and 142 comments. The post is no longer available on instagram because many shelters will take down their original posts once the dog has been adopted.

Peak C: February 16, 2021

Much of the tweets on this day had total estimated mentions of over 26,000 that continued the conversations surrounding adoptions. A tweet that garnered the most attention was about two furry friends that were about to join the Oval "Paw-ffice." After the elections, there was a lot of conversation on what animals would get to join the Biden family in the White House. This tweet by Meghan Hays, Biden's Director of Message Planning, garnered over 2,654 likes and 153 retweets because it introduced two kittens into the White House family.

CUSTOM CLASSIFIERS

While we gathered our intial topic data using a query, we further classified Twitter data using a feature in Brandwatch called "custom classifiers". This feature allows for the use of machine learning to categorize posts. To utilize this capability, we must browse the data, select themes we believe to be appropriate, and then assign a handful of relevant posts to each theme. Since our topic dataset contains over 250,000 Twitter posts, it is impossible to individually assign each post to a theme. The custom classifiers feature looks at the handful of posts we assigned to each theme, creates an algorithm to classify similar posts, and then properly assigns every post within the data set to our selected themes. This drastically reduces the amount of time spent manually classifying posts and allows us to spend more time analyzing the data and finding insights.

TWITTER CUSTOM CLASSIFIERS

PRESIDENT BIDEN

During this period, the elections were a hot topic. One of the unique things about Biden's presidency is that it is the first time a shelter dog has been able to call the White House his home. On **Twitter**, there were over 2,237 total mentions and over 1,896 unique authors. 35 percent of these individuals were males while the remaining 65 percent were females. There was a 12 percent positive sentiment regarding Major's (Biden's dog's name) introduction to his new home. Many animal lovers were excited that such an influential figure would encourage adopting from shelters. This resulted in 61 percent of posts to be joyful for Major's "in-dog-uration". 4% of tweets were classified as negative, but mostly consisted of users excited for Major's introduction to his new home. The remaining 84% of neutral sentiment consisted of tweeters discussing or reporting on the story.

Positive 12%

Negative 4%

Neutral 84%
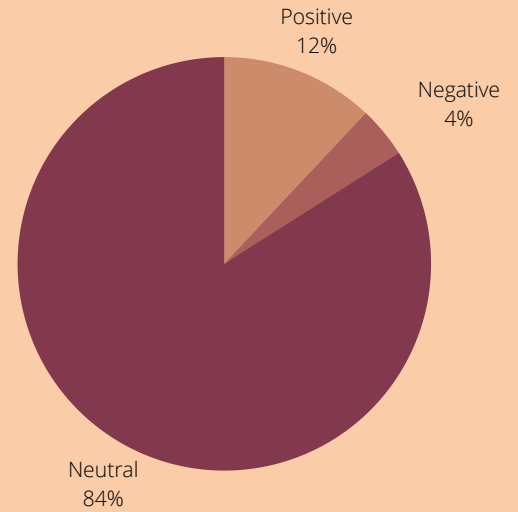
TOP HASHTAGS

1. **#indoguration (69 mentions)**
2. **#adoptdontshop (45 mentions)**
3. **#majorbiden (23 mentions)**
4. **#biden (29 mentions)**
5. **#whitehouse (23 mentions)**

Congressman Raja Krishnamoorthi @Congressma... · Jan 20 ···
In addition to President Biden and Dr. Biden, two four-legged individuals will also be moving into the White House today, one of whom will be the first rescue dog ever to live there.

White House Going to the Dogs as Biden Pets Major and Champ Move In
usnews.com

29   182   717

The most influential author that tweeted about this topic was **Congressman Raja Krishnamoorthi.** 182 people retweeted and 717 people liked his shared link about Biden's rescue dog.

TWITTER CUSTOM CLASSIFIERS

ANIMAL RESCUE

1. **#rescue (5382 mentions)**
2. **#adoptdontshop (3516 mentions)**
3. **#adopt (2570 mentions)**
4. **#dogsoftwitter (2041 mentions)**
5. **#animals (1946 mentions)**

On Twitter, there were 131,000 total mentions regarding animal rescue with a total of 60,000 unique authors. Of those unique authors, 64 percent of them were female while the remaining 36 percent were male. Animal rescue, signing petitions, and animal shelters were trending topics that were relevant to both genders. In this dataset, majority of the content sparked positive sentiments regarding animal rescue. Within the tweets, 25% of them evoked positive sentiment that pertained to users uploading pictures of rescued animals that recovered and were ready for adoption. The remaining 6% of negative tweets were about users who were angry about the mistreatment of animals who have disabilities. Many animals are put up for adoption because animal owners no longer want to deal with the burden of caring for disabled or sick animals. The **#rescue** is a trending hashtag with over 5,000 mentions that included rescue stories of dogs and cats and more tweets encouraging people to adopt rescue animals over buying animals from locations that do not practice ethical and humane treatment to their dogs and cats.

Positive
25%

Negative
7%

Neutral
68%

This tweet recieved the highest positive engagement in this dataset with 39 retweets, 73 likes, and 4 comments. Many people were excited to be introduced to Wolfy, a discharged rescue pup that was ready to be adopted and transported to his forever home.

Barbi Twins, a popular animal activist tweeted the highest negative engagement post within this data set. It recieved 74 retweets, 47 likes, and 21 comments. Many were angered by the mistreatment of this animal that was blind and injured.

TWITTER CUSTOM CLASSIFIERS

NO KILL SHELTER

One of the main initiatives of Best Friends is to end the killing of animals in animal shelters. No kill shelters are common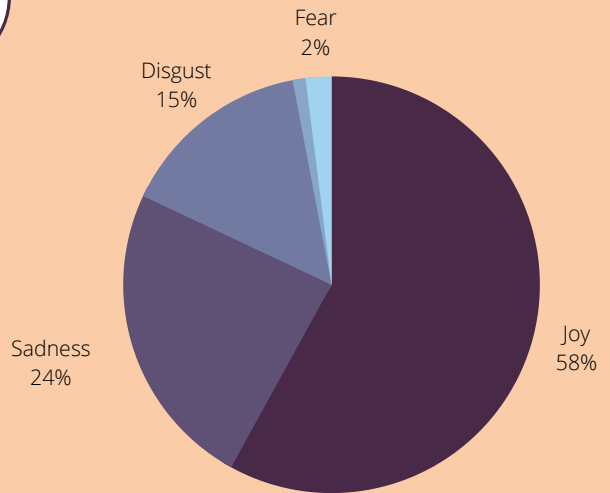ly discussed on **Twitter** with 14,000 mentions and 8,671 unique authors. 59 percent of the authors are female while 41 percent of them are males. Because many people come onto twitter to share their stories of visiting no kill shelters, 31 percent of the mentioned content evokes a positive sentiment. The other 12 percent share their heartbreaking stories of witnessing animals become victims to euthanasia at their shelters. 58 percent of the posts that sparked joy were accounts that shared their activism on how individuals can get involved with the cause by providing donation events and petition links. For example, petitions circulated in Florida, demanding their governor to only allow no kill shelters to exist in their state. After Biden came into office, there became more social activity in demanding Biden to sign a bill to stop animal euthanization and to make all United States Shelters "No Kill." Many organizations utilize twitter to promote events that will help no-kill rescue centers elevate their initiatives.

Fear 2%
Disgust 15%
Joy 58%
Sadness 24%

Kindness4Tae @Kindness4Tae · Feb 9
Animals and their unconditional ❤️ help us get through difficult times and bring joy to our days. A donation was made on behalf of @BTS_twt and their sweet pets to @bestfriends. They run the US's largest no-kill shelter. ❤️
#AdoptDontShop

Thank you for your gift

For over 30 years, Best Friends has been running the nation's largest no-kill sanctuary for companion animals and building effective programs all across the country that reduce the number of dogs and cats entering shelters and increase the number who find homes. Your gift

💬 1   🔁 31   ♡ 109   ⬆️

Sandra Hess ✔️ @realsandrahess · Dec 7, 2020
Animal-loving Angelenos unite! Please join me in signing this important petition from @bestfriends to help save the community cats who call our city home. A no-kill Los Angeles is within reach, but only if city leaders know we really care.
bit.ly/SaveLACats

#SaveLACats

Los Angeles supports its community and its cats
Nearly 10 years after the L.A. City Council committed to making the city a no-kill community, the struggle continues. Although the 90...
🔗 action.bestfriends.org

💬 3   🔁 1   ♡ 11   ⬆️

Examples of individuals using their platforms to bring attention to opportunities for people to get involved with no-kill initiatives

Sandra Hess is an influential unique author that is an actress and activist that uses her platform to share petitions and events to support no-kill shelters.
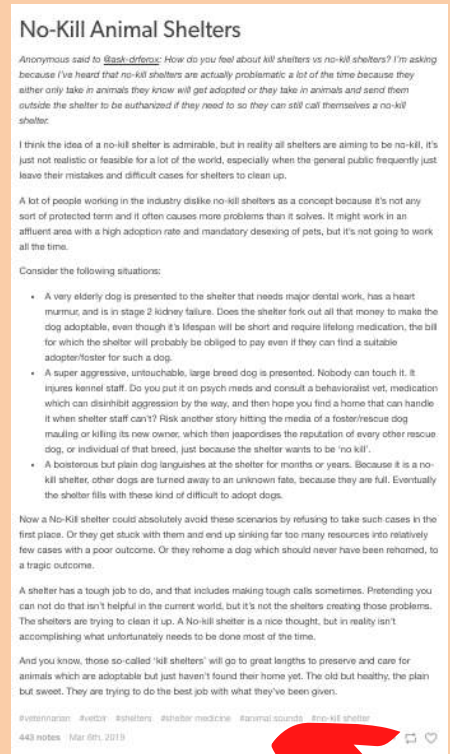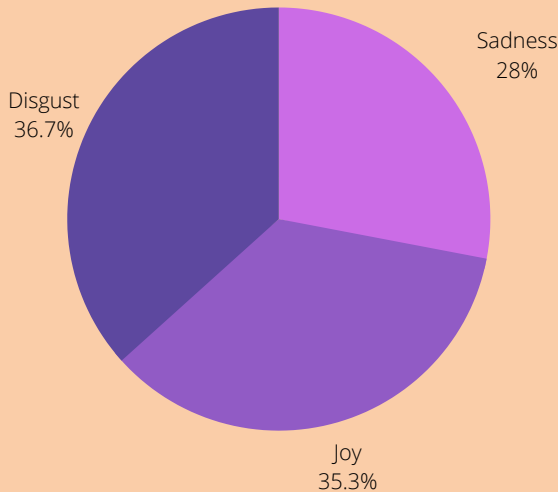
TWITTER CUSTOM CLASSIFIERS

NO KILL SHELTER

Instagram and Tumblr are also platforms where animal activism is found. On Tumblr, there are 651 total mentions and 547 unique authors. On Instagram there are 78 total mentions and 1 unique authors. Instagram data is harder to analyze because organizations constantly post and take down posts one animals are adopted, therefore it is difficult to analyze older content in this time period. Nevertheless, these two forms of social media serve to be beneficial in spreading awareness on no kill animal shelters. Demographics are unable to be analyzed in this dataset because it is harder to distinguish posts when they are constantly being deleted. However, what we can tell is that majority of their content has negative sentiment. An overwhelmingly 55 percent of the content has stories that talk about animals suffering in shelters, of animals being put down because they were not adopted, and the truth about no-kill shelters. However, 23 percent of the content is positive and consists of success stories of animals being adopted and animals being posted up for adoption. When posts are taken down and unavailable to view on Brandwatch, that generally means the organization has taken the post down because the animal has gotten adopted. Tumblr has content that is majority sad because of the sob stories from animals and people's experiences at no kill shelters. On the other hand, Instagram has majority joyful content because many accounts share happy stories about animals getting saved from shelters and finding their forever homes.
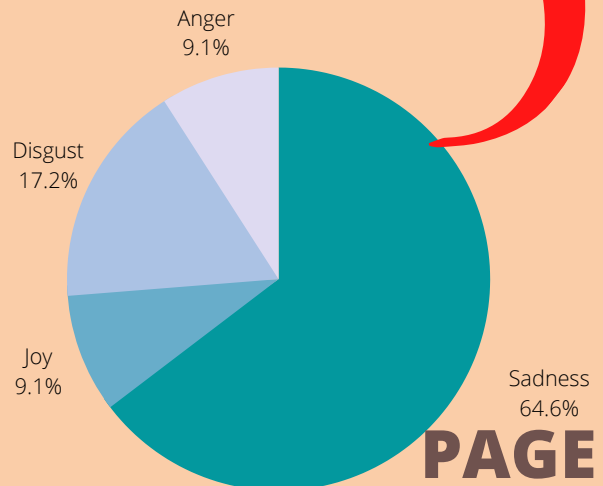
This post on Tumblr recieved over 400 notes on a vet's opinion on no-kill shelters.
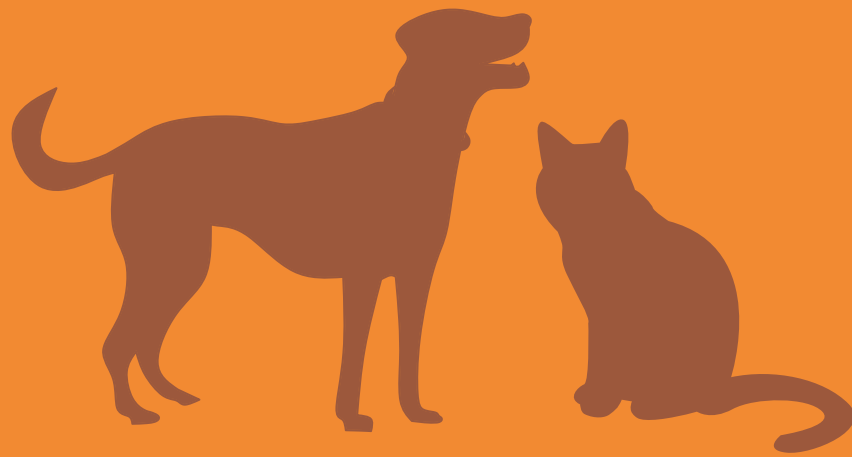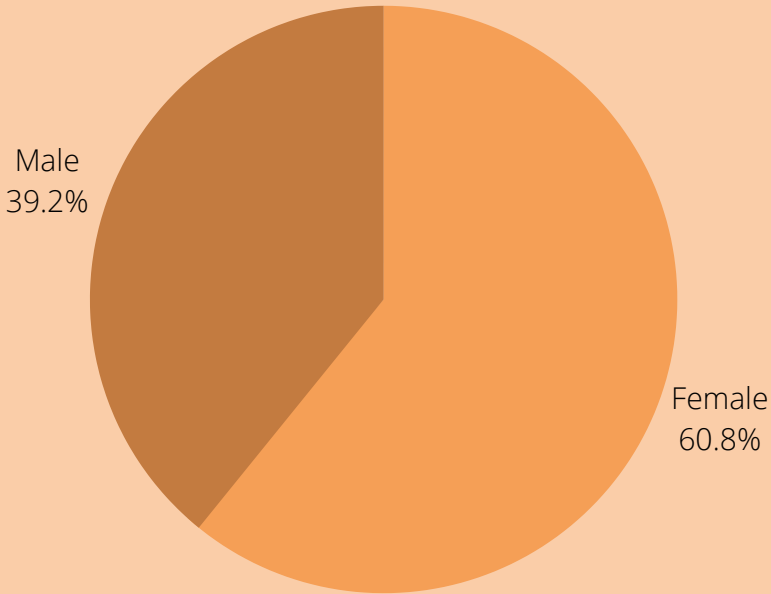

No-Kill Animal Shelters

Anonymous said to @ask-drferox: How do you feel about kill shelters vs no-kill shelters? I'm asking because I've heard that no-kill shelters are actually problematic a lot of the time because they either only take in animals they know will get adopted or they take in animals and send them outside the shelter to be euthanized if they need to so they can still call themselves a no-kill shelter.

I think the idea of a no-kill shelter is admirable, but in reality all shelters are aiming to be no-kill, it's just not realistic or feasible for a lot of the world, especially when the general public frequently just leave their mistakes and difficult cases for shelters to clean up.

A lot of people working in the industry dislike no-kill shelters as a concept because it's not any sort of protected term and it often causes more problems than it solves. It might work in an affluent area with a high adoption rate and mandatory desexing of pets, but it's not going to work all the time.

Consider the following situations:

- A very elderly dog is presented to the shelter that needs major dental work, has a heart murmur, and is in stage 2 kidney failure. Does the shelter fork out all that money to make the dog adoptable, even though it's lifespan will be short and require lifelong medication, the bill for which the shelter will probably be obliged to pay even if they can find a suitable adopter/foster for such a dog.
- A super aggressive, untouchable, large breed dog is presented. Nobody can touch it. It injures kennel staff. Do you put it on psych meds and consult a behaviorist vet, medication which can disinhibit aggression by the way, and then hope you find a home that can handle it when shelter staff can't? Risk another story hitting the media of a foster/rescue dog mauling or killing its new owner, which then jeapordises the reputation of every other rescue dog, or individual of that breed, just because the shelter wants to be 'no kill'.
- A boisterous but plain dog languishes at the shelter for months or years. Because it is a no-kill shelter, other dogs are turned away to an unknown fate, because they are full. Eventually the shelter fills with these kind of difficult to adopt dogs.

Now a No-Kill shelter could absolutely avoid these scenarios by refusing to take such cases in the first place. Or they get stuck with them and end up sinking far too many resources into relatively few cases with a poor outcome. Or they rehome a dog which should never have been rehomed, to a tragic outcome.

A shelter has a tough job to do, and that includes making tough calls sometimes. Pretending you can not do that isn't helpful in the current world, but it's not the shelters creating those problems. The shelters are trying to clean it up. A No-kill shelter is a nice thought, but in reality isn't accomplishing what unfortunately needs to be done most of the time.

And you know, those so-called 'kill shelters' will go to great lengths to preserve and care for animals which are adoptable but just haven't found their home yet. The old but healthy, the plain but sweet. They are trying to do the best job with what they've been given.

#veterinarian #vetblr #shelters #shelter medicine #animal sounds #no-kill shelter

443 notes Mar 6th, 2019

INSTAGRAM

- Sadness 28%
- Disgust 36.7%
- Joy 35.3%

TUMBLR

- Anger 9.1%
- Disgust 17.2%
- Joy 9.1%
- Sadness 64.6%

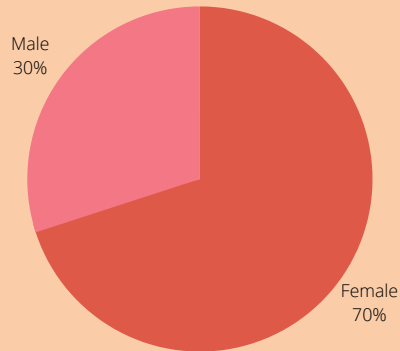EARNED DATA
COMPETITION ANALYSIS
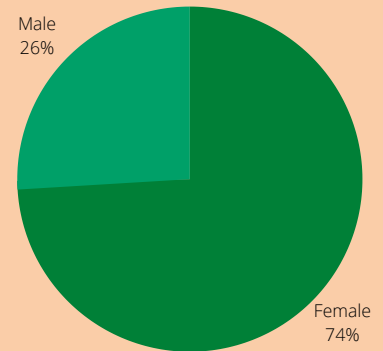
DEMOGRAPHIC ANALYSIS

Male
39.2%

Female
60.8%

Executives and artists that live in the United States with a high interest in animals and pets are the majority of users that interact with this account.

BEST FRIENDS

Male
30%
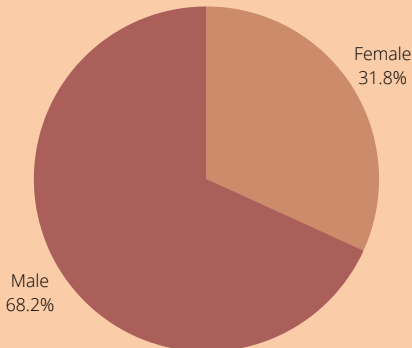
Female
70%

Male
26%

Female
74%

Artists and executives that live in the United States with a high interest in animals and pets are the majority of users that interact with this account.
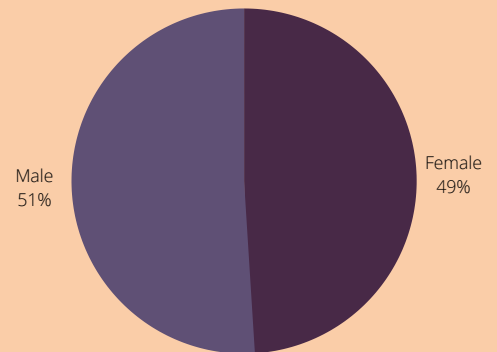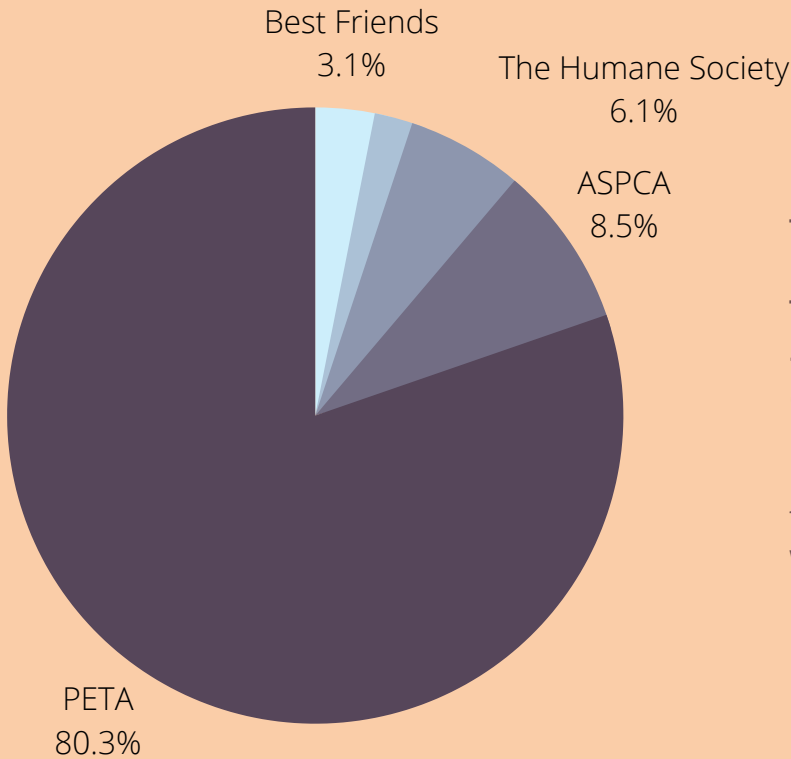
PETA

HUMANE S.

Female
31.8%

Male
68.2%

Female
49%

Male
51%

ASPCA

MERCY

SHARE OF VOICE/ POST VOLUME

Best Friends
3.1%

The Humane Society
6.1%

ASPCA
8.5%

PETA
80.3%

The organization that has the highest Share of Voice on Twitter is PETA, with 80.3% SOV — a substantial amount compared to its competitors. Best Friends has the second lowest amount with 3.1% SOV, following Mercy for Animals who has 2% SOV.

TOP SHARED URLS

1. **https://support.peta.org/page/21869/action/1?utm_source=PETA::Twitter&utm_medium=Social&utm_campaign=0820::viv::PETA::Twitter::WaNPRC%20University%20of%20Washington%20Primates::::pads**
   a. PETA has a filed a report against the University of Washington for the experimentation and abuse of monkeys that are kept on campus. Many people have helped PETA call attention to this topic by sharing their thoughts on twitter and promoting animal rights — which has accumulated to 1011 tweets.
2. **https://humanewatch.org/aspca-puts-20-million-offshore-instead-of-helping-animals/**
   a. It has recently come to attention that ASPCA put $20 million offshore instead of using this money to help animals. People who have donated money to this organization, and who are concerned with animal health and safety are very upset about this finding. 65 tweets have been dedicated to spreading the news on this topic, and none of these tweets have anything positive to say about the situation.
3. **https://secure.humanesociety.org/site/Donation2?** df_id=24674&24674.donation=form1&s_src=sh_twtyDona24674
   a. The Humane Society of the United States has created a donation page to help save animals that are in puppy mills, factory farms, test labs and more. 95 people have shared this link on Twitter in hopes of promoting this donation and saving animals from suffering.
4. **https://www.nytimes.com/2021/02/06/opinion/sunday/costco-chicken-animal-welfare.html**
   a. Mercy for Animals went undercover to investigate Costco and their chicken production practices. It was found that the chickens at Costco are suffering from animal cruelty, and people are not happy about it. 47 tweets have been shared to expose this story and to share a petition that will help end animal cruelty at Costco.
5. **https://bestfriends.org/resqwalk**
   a. Best Friends has shared an app that lets its users raise money for animal welfare organisations by walking and reporting the distance on the app. 99 tweets were shared from people who walked for the cause and shared the distance that they traveled.

PETA

Jan. 28: PETA has asked the public to stop using animal names as insults, and they have received a number of different responses. Some people are making fun of their statement, while others are in support of it.

Mention Volume — 5750-BF
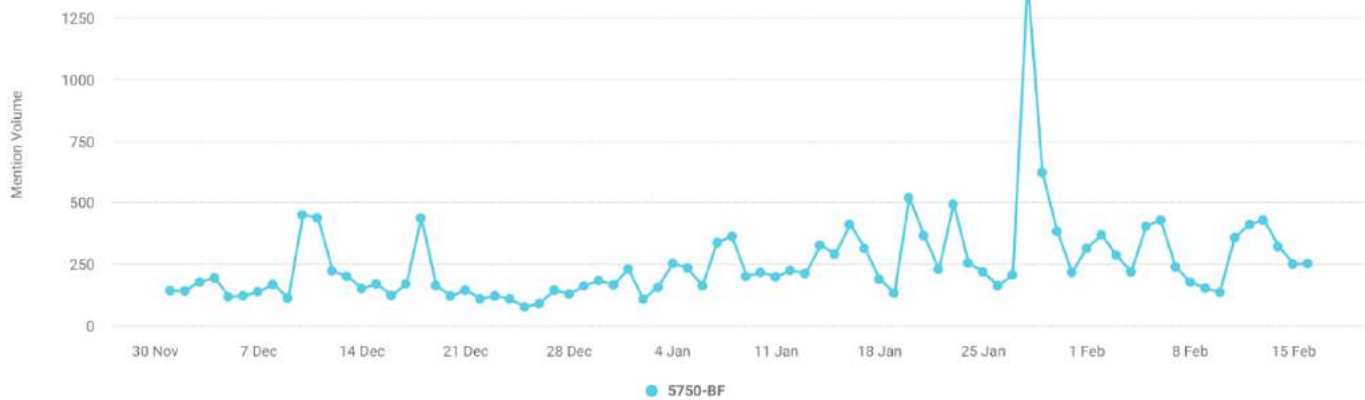
ASPCA

Dec. 1: In support of #GivingTuesday, many people donated to ASPCA, and encouraged others to do so.
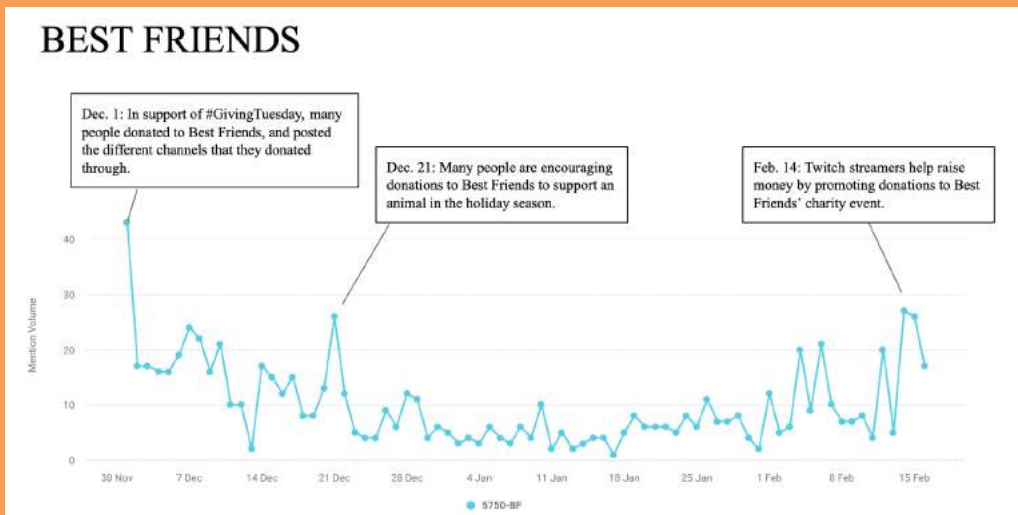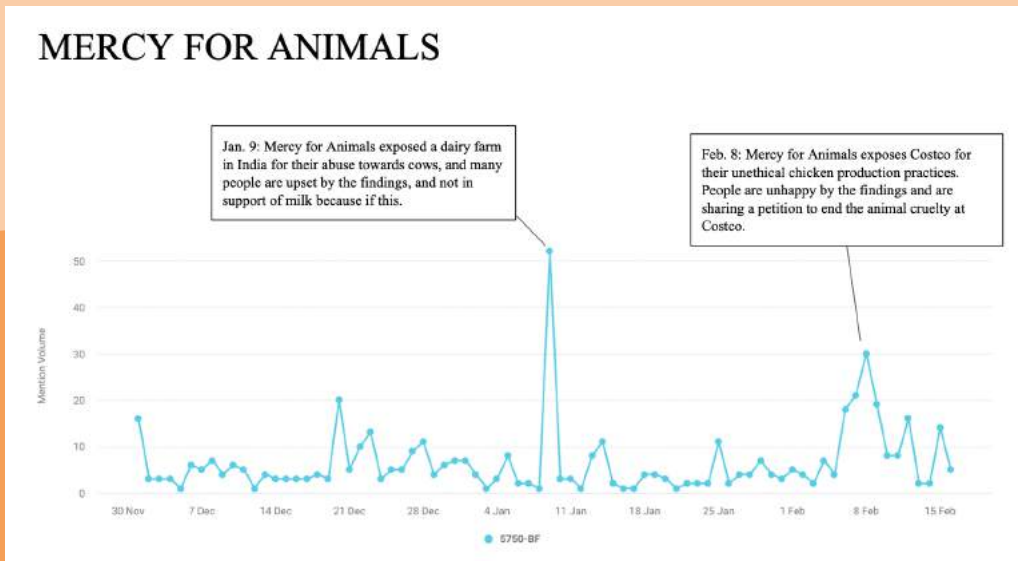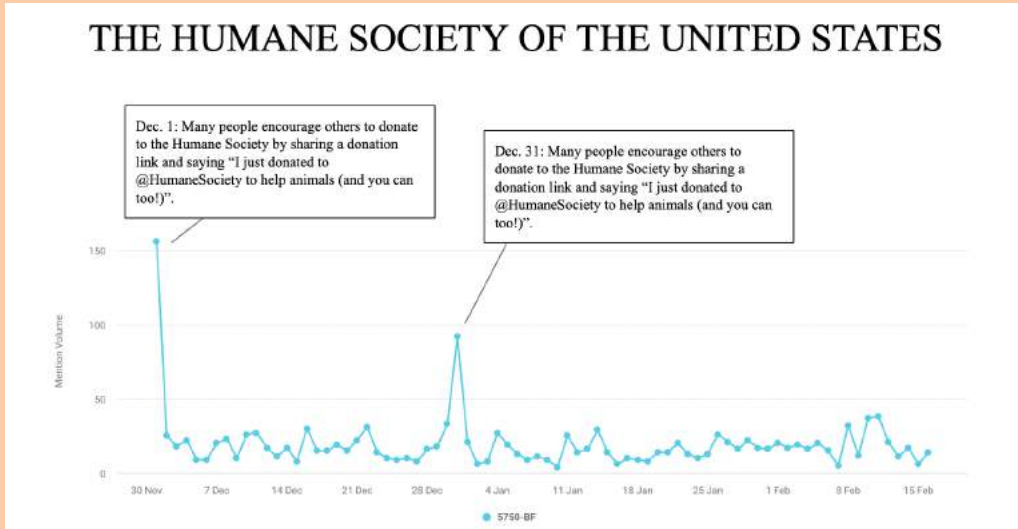
Dec. 24: ASPCA created a behavioral rehabilitation center that helps "unadoptable" dogs find homes. This rehab helps traumatized dogs learn to trust humans again. Many people have shared the link to the NPR article that discusses this topic.

Jan. 25: People are sharing a petition to help stop animal testing once and for all.
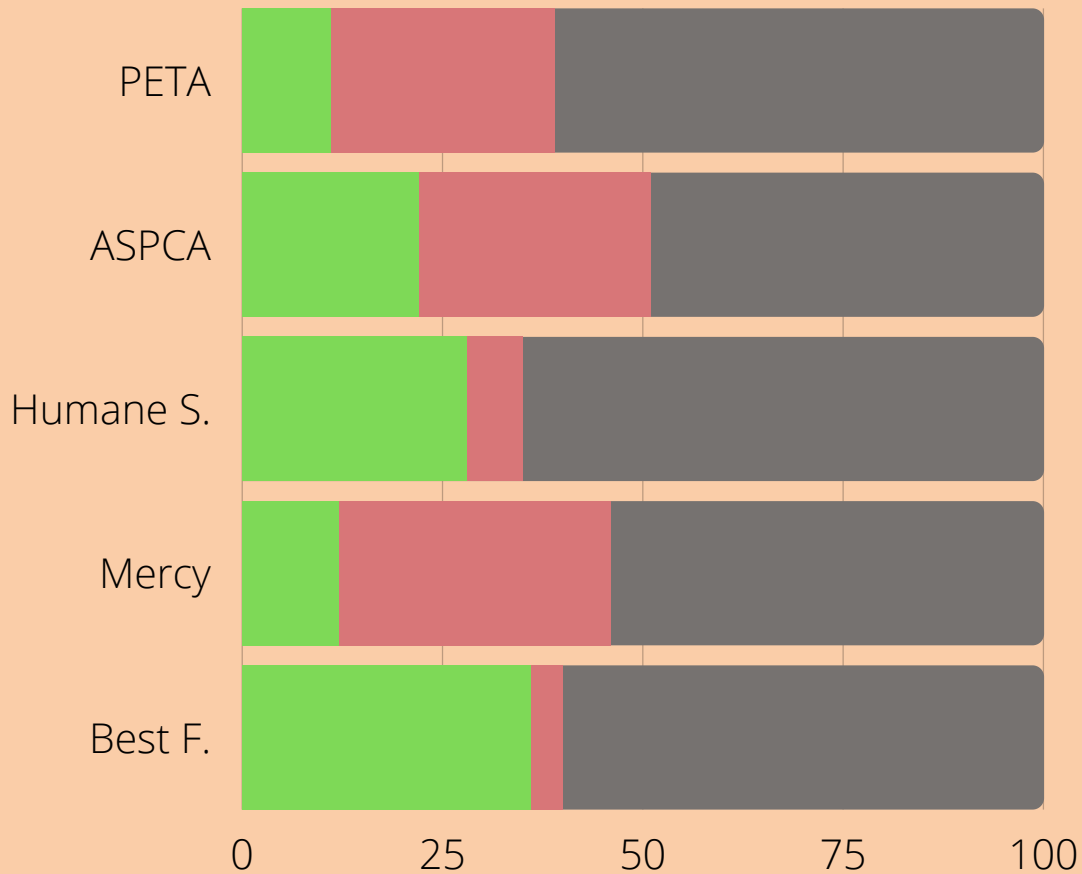

Mention Volume — 5750-BF

THE HUMANE SOCIETY OF THE UNITED STATES

Dec. 1: Many people encourage others to donate to the Humane Society by sharing a donation link and saying "I just donated to @HumaneSociety to help animals (and you can too!)".

Dec. 31: Many people encourage others to donate to the Humane Society by sharing a donation link and saying "I just donated to @HumaneSociety to help animals (and you can too!)".

MERCY FOR ANIMALS

Jan. 9: Mercy for Animals exposed a dairy farm in India for their abuse towards cows, and many people are upset by the findings, and not in support of milk because if this.

Feb. 8: Mercy for Animals exposes Costco for their unethical chicken production practices. People are unhappy by the findings and are sharing a petition to end the animal cruelty at Costco.

BEST FRIENDS

Dec. 1: In support of #GivingTuesday, many people donated to Best Friends, and posted the different channels that they donated through.

Dec. 21: Many people are encouraging donations to Best Friends to support an animal in the holiday season.

Feb. 14: Twitch streamers help raise money by promoting donations to Best Friends' charity event.

SENTIMENT ANALYSIS

The organization with the highest amount of positive sentiment is Best Friends. This can be linked to conversations about donations, successful adoptions, and an overall positive tone and language that is used in the Twitter posts. Best friends also has the lowest amount of negative sentiment compared to its competitors. Their posts containing negative sentiment include conversations about animals that are physically suffering, or not having any successful adoptions. These posts also include heavy use of negative language, such as "suffering" and "depressed dog". The organization with the highest amount of negative sentiment is Mercy for Animals. This is caused from a spike on January 9, 2021, due to an investigation led by Mercy for Animals that revealed that a dairy farm in India was severely abusing their cows.

COMPETITION INSIGHTS

Overall, there is a lot that can be learned by comparing Best Friends' organization with its competitors. Posts containing information about donations, adoption testimonials, and use of positive language had the highest amount of positive sentiment. Organizations that had conversations surrounding animal cruelty within companies, suffering animals, and heavy use of negative language received the highest amount of negative sentiment.

Share of Voice value was also affected by the topics of conversation that people were having on the organizations Twitter accounts. Accounts that had conversations focused on breaking news, such as companies that have been exposed for unethical animal practices received the highest amount of SOV. People were more likely to share their thoughts and tag a non profit organization if they knew the organization's opinion on the topic.

There were a few positive and negative topics of conversation that caused some Twitter spikes for Best Friends and its competitors. Positive topics included donations, as well as news on animal centers that help dogs become more adoptable. A few negative topics that were popular was the discussion of various types of animal cruelty, and companies that were recently exposed for having cruel animal practices.

All of the organizations had strong overlaps in demographics. The audiences are from the United States, and they are predominantly female, with the exception of Mercy for Animals who has almost an even amount of men and women interacting with their Twitter account. A majority of these audiences were artists, with the exception of Best Friends whose audience was mostly executives. They all share the same interest — animals.

APPENDIX

ORGANIZATION

(@bestfriends OR @BFAS_LA OR @BFAS_UT OR @BFAS_ATL OR "best friends animal society" OR @bfaspr OR site: bestfriends.org) AND (Animal OR Animals OR "animal society" OR Pets OR Organization OR humane OR "animal rights" OR adopt OR adoption OR foster OR fostering OR rescue OR cat OR dog OR "no kill" OR #nokill OR #savethemall OR shelter OR donation OR sanctuary) NOT ("Man's Best Friend" OR "Mans Best Friend" OR "my best friend" OR "pretty best friend")

- News Query (Business Donations)
  - (Corporation OR corporate OR company OR business OR "Chief Executive" OR "Credit One Bank" OR Vendia)
AND (donation OR fundraise OR fundraising OR fundraiser OR donating OR donation OR giving OR funding OR Fund)
- News Query (Adoption/Fostering)
  - (Adoption OR foster OR fostering OR adopt)
NOT ("Credit One Bank" OR "Vendia")
- Twitter Query (Pet Appreciation)
  - (dog OR Cat OR Animal OR bunny OR feline OR canine OR puppy OR kitten OR doggo OR pupper OR "forever home" OR quiet)
NOT (pawceeds OR howwehelp OR volunteer OR volunteering OR donation OR fundraise OR foster OR thanks OR "thank-you" OR adopt OR #savethemall OR "save them all" OR #resqwalked OR charity)
- Twitter Query (Thankful/Congratulatory Sentiment)
  - ("Thank-you" OR "Thank you" OR "thanks" OR congratulations OR Congrats OR celebrate OR Celebration OR shoutout OR "props to" OR thankful OR appreciate OR appreciation)
- Twitter Query (Fundraising/Donations)
  - (donation OR fundraise OR fundraising OR fundraiser OR donating OR donation OR giving OR funding OR Fund OR dollar OR pawceeds OR Howwehelp OR charity)

TOPIC

(Animal OR Animals OR Pets OR cat OR dog OR "fuzzy friends" OR "furry friends" OR kitty OR kitten OR puppy OR pupper OR pup)
AND (humane OR rights OR adopt OR adopted OR adoptable OR adoption OR foster OR fostering OR "animal right" OR "animal rights" OR #adoptdontshop OR rescue OR no-kill OR "no kill" OR #nokill OR #nokill2025 OR #savethemall OR "save them all" OR shelter OR donation OR sanctuary OR "forever home" OR #foreverhome OR volunteer OR donor OR fundraise OR fundraising OR "breed discrimination" OR "put down") NOT #pitsmad

(ADDITIONAL)
"animal right OR animal rights" OR "dog rights" OR "cat rights
"white house OR "biden" OR "oval pawffice"
"no kill

COMPETITION

PETA OR @peta OR ASPCA OR @aspca OR "Association for the prevention of cruelty to animals" OR "The Humane Society of the United States" OR HSUS OR @humanesociety OR "Mercy for animals" OR @mercyforanimals

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