



BEST FRIENDS ANIMAL SOCIETY

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EXECUTIVE SUMMARY

Best Friends Animal Society is a non-profit organization that operates one of the largest sanctuaries for homeless pets in the United States. They promote pet adoptions, spay/neuter, and educational opportunities to highlight their no-kill initiative of the organization.

We used Brandwatch to analyze different sets of data including owned, earned, comparable organizations, and topical data. For owned data, we analyzed 397 tweets spanning from May 1, 2022 to August 28, 2022. For earned and comparable organization data, we analyzed 13, 570 mentions from platforms Twitter and Tumblr ranging from April 1, 2022 to September 30, 2022. Within the earned data, we were able to categorize the mentions into various themes including slogan, foster, forever home, adoption, adoption events, charity and rescue. The comparable organizations included data from the Humane Society and ASPCA. For topical data, we analyzed 208,968 posts from Twitter and Tumblr spanning from March 28, 2022 to September 26, 2022. For topical data, the posts were broken down into 3 topics within the No-Kill Shelter query by using custom classifiers. Common themes included medical treatment, sanctuaries, and donations. We analyzed these data sets to gain actionable insights to provide use with the tangible recommendations for BFAS, so that they can have more presence with the overall conversation and more engagement on their social media accounts. To formulate these recommendations, we examined the breakdown of sentiment, gender, top URLs, top hashtags, and influential users. By analyzing BFAS owned and earned data, the competitors data, and data within the broader conversation of No-Kill Shelters, we were able to formulate concise recommendations to improve the use of Twitter and Tumblr, and therefore, gain more engagement.

EXECUTIVE SUMMARY

THE DATASET

The dataset analyzed included owned, earned, and topic data on Twitter and Tumblr regarding Best Friends Animal Society (@bestfriends).

Volume:

- Owned: 397 tweets
- Earned: 13.57k mentions
- Topic: 208,968 mentions

Time Frame:

- Owned Data: May 1-August 28, 2022
- Earned Data: April 10-September 30, 2022
- Topic Data: March 28- September 26, 2022

Key Performance Indicators (KPIs):

- Sentiment: Attitude of different social media posts and if the audience has a positive, negative, or neutral point of view.
- Engagement: Measuring how involved BFAS audience is through Twitter (retweets) and Tumblr postings.
- Share of Voice: analyzing BFAS number of total posts on Twitter compared with other organizations.

QUESTIONS EXPLORED:

- What conversations are going on in relation to Best Friends Animal Society and no-kill shelters?
- What are some relevant topics and their sentiments in these common themes?
- How can BFAS use this information to leverage engagement on social media?

BUSINESS PROBLEMS:

Best Friends Animal Society lacks consistent and relevant engagement on social media. Conversations stray from the focus of Saving Them All, limiting opportunities for awareness and philanthropic success.



RECOMMENDATIONS



RECOMMENDATIONS

ENGAGEMENT

We recommend that best friends animal society increases efforts to mention other animal-centered organizations to increase engagement levels.

WHAT TO DO?

Increase engagement by mentioning accounts of animal-centered organizations that BFAS works with and/or vice-versa.

HOW TO DO IT?

Posts that mention other animal-centered organizations such as corporate affiliates and animal shelters garner high engagement. These posts show how corporate and local organizations support BFAS and vice-versa.

WHY?

Looking at the different types of mentions (excluding other and none) in FIGURE 1 “Other Animal-Centered Organizations” have the highest average engagement by retweets (n=42, Average=17.60), while the count only totaled 42 out of 397 posts. If BFAS mentioned other non-profit rescue organizations more often, this may increase attention from all of the mentioned organization’s followers. In addition, BFAS could also specifically create posts that address the importance of other animal-centered organizations and how corporate affiliates impact BFAS work.



We recommend that Best Friends Animal Society focuses on posting tweets with themes that pull on the heartstrings of their viewers through sad or emotionally-charged media contents.

WHAT TO DO?

BFAS should focus on posting tweets with themes that pull on the heartstrings of their viewers through sad or emotionally-charged media contents.



HOW TO DO IT?

Best Friends should increase the number of posts with media contents that reflect an animal with a negative connotation. This includes sick or injured animals. Also, call for donations within these types of posts.

WHY?

Imagery that shows an animal with a negative connotation received the highest number of average retweets by far at 41.19 as shown in FIGURE 2. By using emotion to appeal to users, BFAS could continue to prompt retweets and further engagement to share their purpose to save these animals in poor conditions. Furthermore, pairing this increase in posts featuring more negative imagery with a donation theme could motivate users to contribute to the BFAS cause, as donation posts tend to do well in terms of engagement with an average of 18.78 retweets.

We recommend that Best Friends Animal Society pairs holiday/event themed posts with holiday-event hashtags.



WHAT TO DO?

Best Friends Animal Society should increase engagement on holiday and event themed posts.

HOW TO DO IT?

In order to increase engagement when posting about holidays or events, BFAS should pair the content with a holiday or event hashtag.

WHY?

Posts with a holiday or event theme received the lowest number of average retweets out of all the theme categories at 9.22 as shown in FIGURE 1. When examining hashtag type, posts with event/holiday hashtags received an impressive average of 17.77 retweets as shown in FIGURE 5. This category contained the highest count of retweets in comparison to the other hashtag types we examined, making up 87 of the 195 total retweets for hashtags studied. Considering the large amount of holiday/event themed content BFAS posts and the lack of user engagement with it, adding related holiday or event hashtags could increase engagement.

We recommend that best Friends Animal Society should focus on increasing their donation posts.



WHAT TO DO?

Increase the number of posts calling for donations pairing them with a call to action hashtag. Mentions involving BFAS and comparable organizations use call-to-action hashtags. The top hashtags in each theme are mostly call-to-action.

HOW TO DO IT?

Increasing the number of posts calling for donations, pairing the post with a call to action hashtag. The call to action hashtag already has a large number of average retweets, which can help leverage these donation posts and encourage users to actively engage in donating or sharing the post to those who will donate.

WHY?

Best Friends Animal Society has great potential here as there are only 9 donation-themed posts out of 397 on their twitter, but they account for an average number of 18.78 retweets as shown in FIGURE 1. Considering the necessity of donations and the potential for growth here in comparison to other high-engagement posts, BFAS may benefit by implementing more donation posts. Call to action hashtags have significantly more engagement than other categories of hashtags, with an average of 28.78 retweets as shown in FIGURE 5. Pairing donation posts with a call to action hashtag may drive further engagement while simultaneously raising funds for their purpose in an effective way. Mentions involving BFAS and comparable organizations use call-to-action hashtags. The top hashtags in each theme are mostly call-to-action.

We recommend that Best Friends Animal Society increase male involvement in social media conversation.



WHAT TO DO?

Increase male involvement in the social media conversations about animal rescue and no-kill shelters

HOW TO DO IT?

Best Friends should post content that targets men and gets them involved in rescue efforts, whether financially or physically. Specifically, BFAS should post about fundraisers and include a call to action.

WHY?

From the full data description, females have a mention volume of 24,394, while males have substantially less mentions at 10,249. This trend continues by theme as well where many more women are in the conversations about sanctuaries, medical care, and donating to animal rescue organizations. By getting more males involved in the conversation, awareness and engagement will simultaneously increase. Existing male conversations primarily include comments about animal sanctuaries and fundraisers, so leveraging this could increase male interest in BFAS on social media.

We recommend that Best Friends Animal Society continues the use of call to action posts and leverage initiative by using relevant hashtags.



WHAT TO DO?

Continue to use of call to action hashtags to garner high engagement

HOW TO DO IT?

Use #foster and #adopt hashtags on Twitter when talking about a related theme.

WHY?

Best Friends and comparable organizations use call-to-action hashtags and all themes across these relevant organizations have higher engagement when a specific call to action hashtag is accompanying the context of the post. Call-to-action hashtags are listed as top hashtags for APSCA and various themes such as "forever home."

We recommend that Best Friends Animal Society promotes transparency in their use of donations.



WHAT TO DO?

Increase the number of posts that promote transparency in the organization's use of donations

HOW TO DO IT?

Create posts that promote transparency within the organization, allowing viewers and the relevant conversation starters to know what the donations are going towards. Demonstrate that the organization's mission and values are being accurately played out in their daily activities.

WHY?

In the context of peer animal-rescue organizations, there are transparency issues regarding the use of funds and staying true to an organization's mission statement. Mentions including one or multiple of the organizations analyzed criticized the organization for not saying true to their mission statements and not protecting the animals.

We recommend that Best Friends Animal Society Incorporates more content regarding animal medical care.



WHAT TO DO?

Reach new potential audiences in the animal rescue conversation through incorporating more medical content in their posts.

HOW TO DO IT?

Best Friends Animal Society should post more about animal medical care. This could include posts about their efforts to heal rescued pets, as well as posts promoting veterinary care facts or education about basic medical procedures.

WHY?

Conversations in the Medical theme of our analysis show that users are talking about medical bills, neutering, and vet clinics with a primarily neutral sentiment (73%). The medical theme is a large topic of conversation and BFAS does not typically post about these subjects so incorporating veterinary-related posts could attract these users already in the conversation to BFAS.

We recommend that Best Friends Animal Society increases engagement with new audiences.



WHAT TO DO?

Increase engagement with new audiences through donations.

HOW TO DO IT?

Increase the amount of posts centered around donations. Posts should include specific information on how to donate online, why donations are needed, and how donations are used within the shelter to provide necessary care to the pets at the BFAS shelter.

WHY?

The theme with the highest volume is Donate (106,218 posts). By posting more about donations, users already in the animal rescue donation conversation will be exposed to Best Friends Animal Society on social media. Whether that be calls to donate or even updates on how BFAS is using donation funds, this could be an effective way to increase engagement with new audiences.

We recommend that Best Friends use their platform as a source of information to educate people.



WHAT TO DO?

We recommend that Best Friends use their platform as a source of information to educate people on the importance of adoption and no-kill shelters in addition to their call-to-actions to donate.

HOW TO DO IT?

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 why they should support these specific organizations.

WHY?

Conversations in the “Sanctuary” theme showcase the importance of rescue and adopting these pets from either tough situations or the shelter. Although this is the correct information being presented in this topic, only 13% of posts within twitter are allocated to this custom classifier, and this could be increased to encourage people to learn and grow their knowledge on the subject.

We recommend that Best Friends Animal Society increases use of positive language.



WHAT TO DO?

Best Friends should use more positive language rather than negative in their posts.

HOW TO DO IT?

Best Friends should continue their conversation in the rescue and no-kill conversation, but should use less negative language.

WHY?

In the custom classifiers and breakdown by platform, sentiment is overwhelmingly more negative than positive. Using more positive language within their posts can allow an increase in their positive sentiment value, and increase engagement through the supports that interact more with positive posts.

We recommend that Best Friends Animal Society increase posts about adoption events.



WHAT TO DO?

Increase the number of posts including links for adoption events.

HOW TO DO IT?

Increasing number of posts with content about adoption events, pairing them with an adoption event hashtag or link.

WHY?

Adoption Events make up 6.4% of the earned data set. Best Friends can participate in the conversation about adoption events. 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 including more posts about adoption events in the area and what they support.

OWNED DATA



AVERAGE ENGAGEMENT BY THEME OF POST

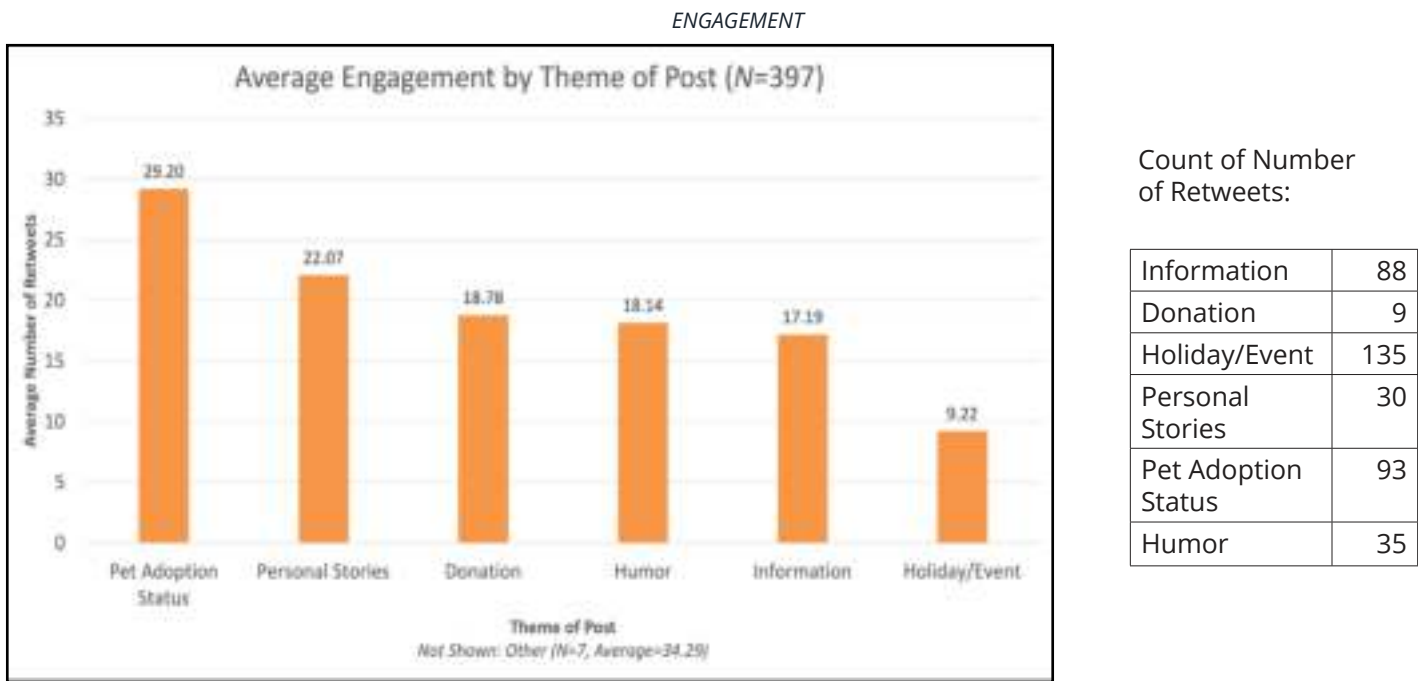
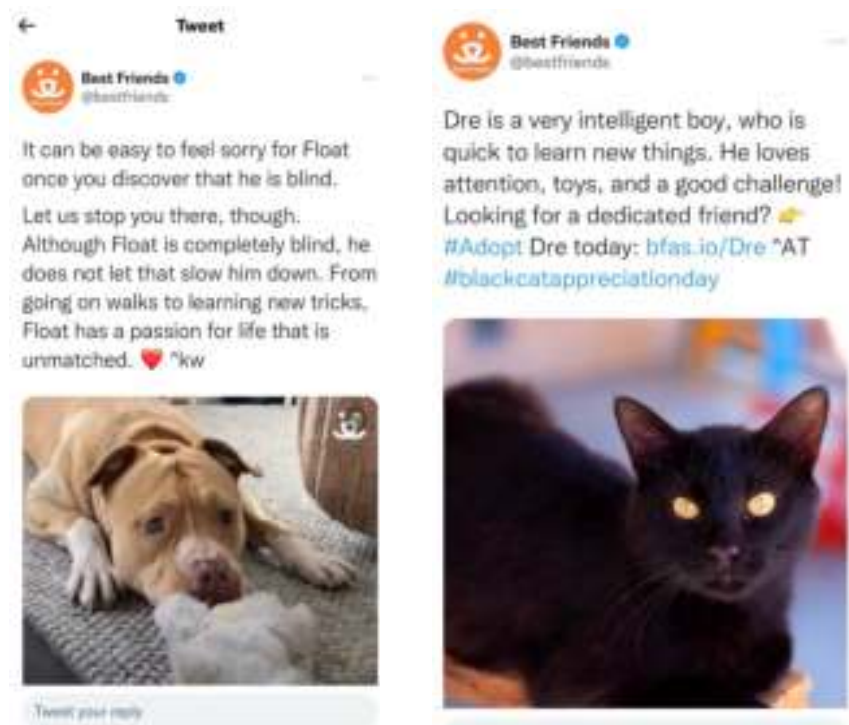


Figure 1

Posts were categorized by the most predominant themes observed in Best Friends’ original posts. This graph displays that posts with “Pet Adoption Status” were the most likely to receive engagement in the form of retweets even though there were only 93 out of 397 posts with this theme. In addition, “Personal Stories” had the second highest levels of engagement through average twitter retweets despite having the second lowest number of posts in that category.



AVERAGE ENGAGEMENT BY MEDIA CONTENTS

ENGAGEMENT

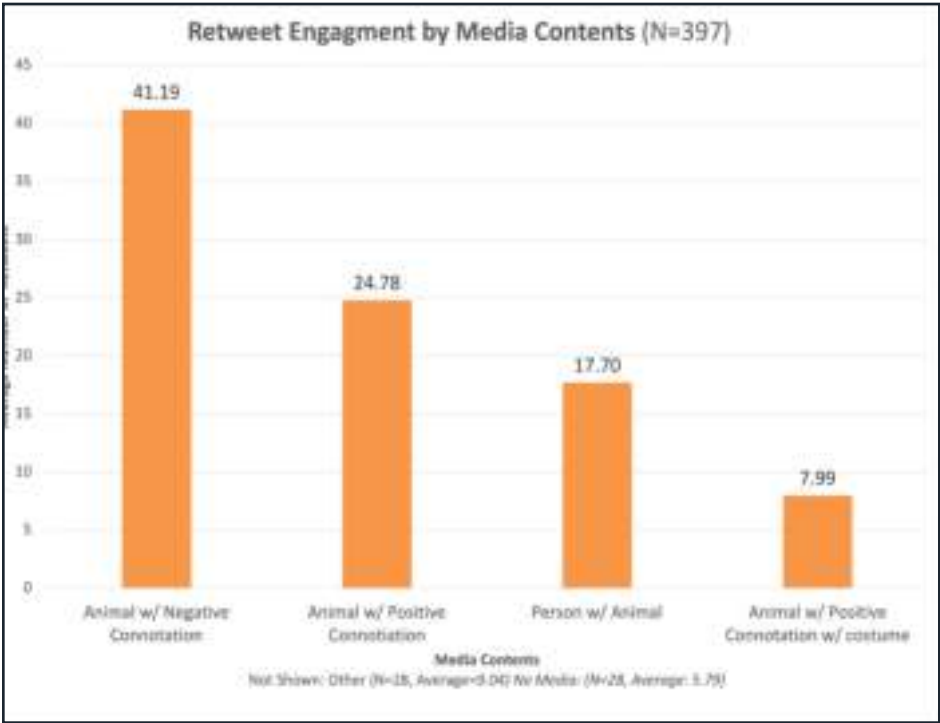


Figure 2

Count of Number of Retweets:

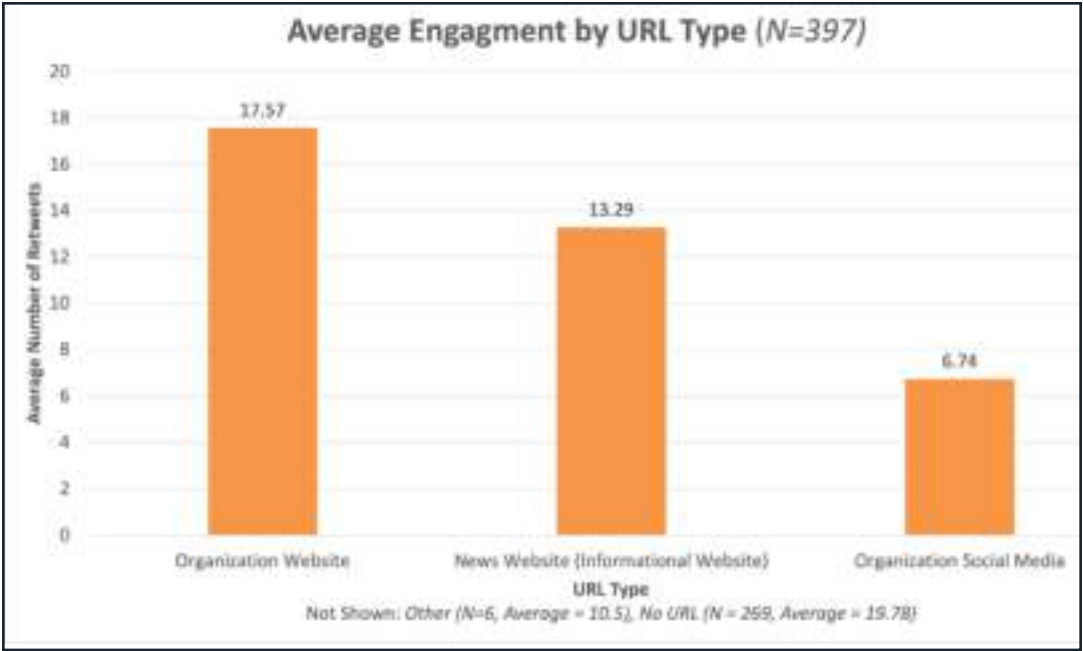
Animal w/ Positive Connotation	146
Animal w/ Negative Connotation	16
Animal w/ Positive Connotation w/ costume	70
Person w/ Animal	109

For Media Contents, posts were categorized into 4 types of contents in the media of the tweet. This graph displays that the categories with the highest average engagement are “Animals with Negative Connotation” and “Animals with Positive Connotation”. While the category of “Animals with Negative Connotation” have the lowest number of posts compared to other categories, it has the highest number of average retweets.



AVERAGE ENGAGEMENT BY URL TYPE

ENGAGEMENT



Count of Number of Retweets:

Organization Website	81
Organization Social Media	27
News Website (informational Website)`	14

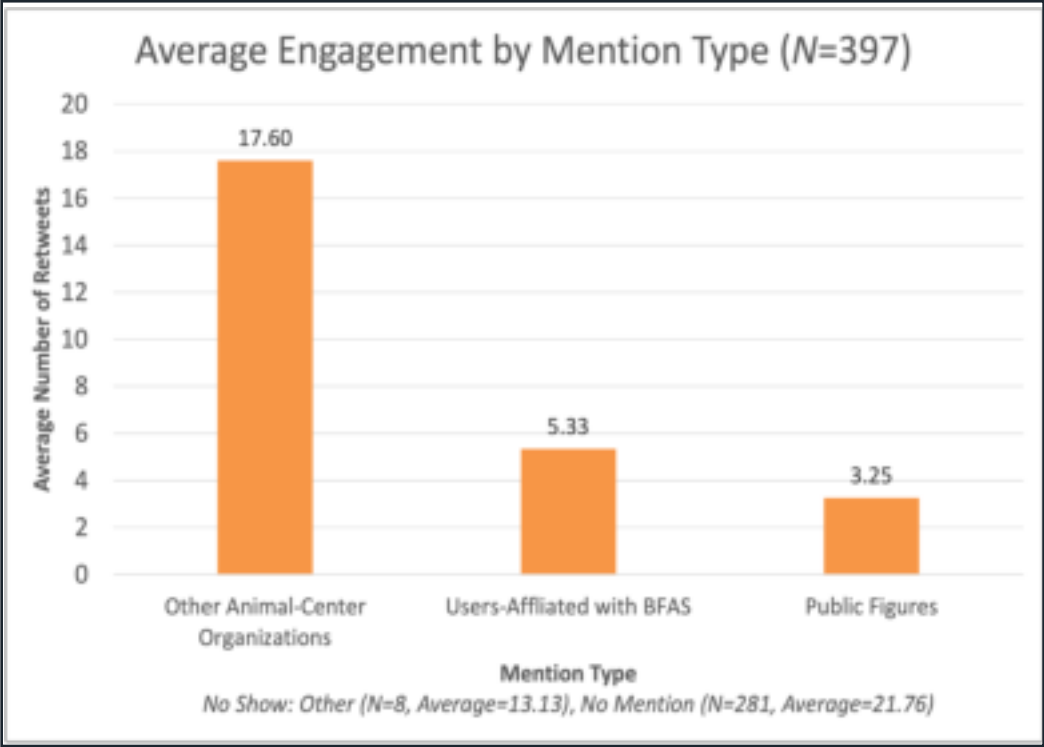
Figure 3

Tweets that included URLs to Best Friends Animal Society's website had the highest amount of engagement despite most of their posts not having URLs embedded onto them. With BFAS's website having components for adoptions, shop their store, or information about the organization, it is important to include this URL in their tweets. The second highest average engagement by retweets is "News Websites" that bring the viewer to an informational website about current events.



AVERAGE ENGAGEMENT BY MENTION TYPE

ENGAGEMENT



Count of Number of Retweets:

Other Organization	42
Users Affiliated with the Organization	3
Public Figures	63

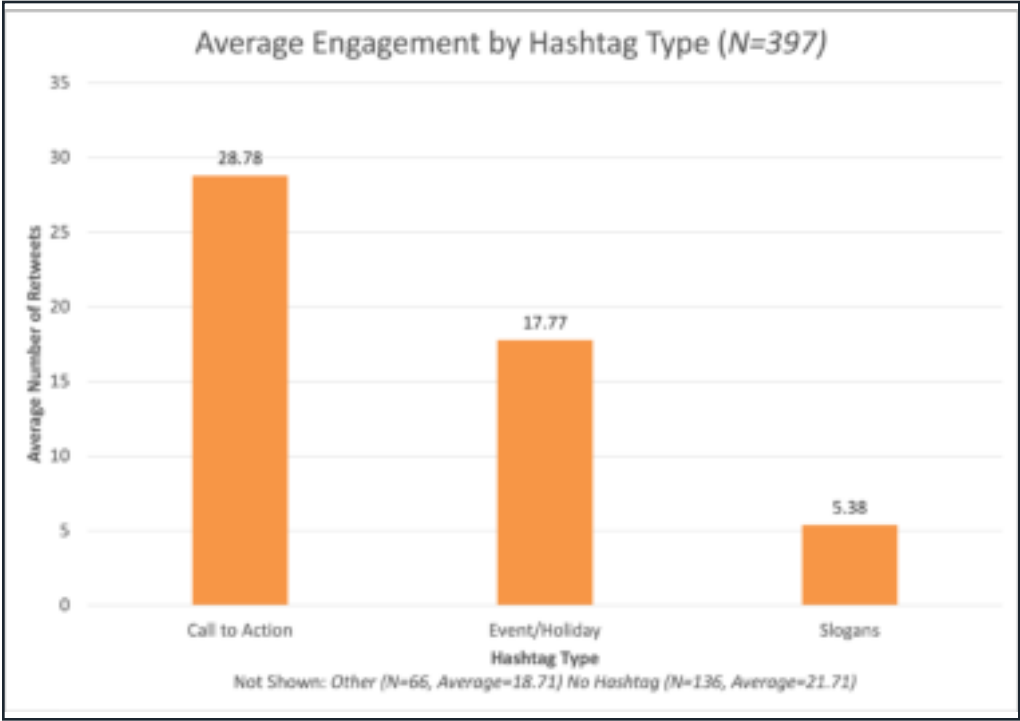
Figure 4

Posts were categorized by “Mention Type” by different types of mentions within the tweets. The graph displays that posts that mentioned “Other Animal-Centered Organizations” had the highest level of engagement despite the majority of posts not having a mention within the tweet. Tweets that mentioned “Other Animal-Center Organizations” had much more average engagement by retweets compared to “Users-affiliated with BFAS” or “Public Figures”; therefore, tweets that tag other animal-centered organizations show viewers that BFAS has a community that is eager to help and support BFAS.



AVERAGE ENGAGEMENT BY HASHTAG TYPE

ENGAGEMENT



Count of Number of Retweets:

Slogans	71
Event/ Holiday	87
Holiday/Event	37

Figure 5

Amongst the 3 different categories of hashtags, tweets with hashtags with a Call to Action received the highest average engagement despite having the least amount of posts within their category. The next category with the highest engagement by retweets is holiday/event hashtags. While slogans had the second highest number of posts within its category, it had the lowest level of engagement. BFAS should continue to post call to action hashtags within their tweets to encourage viewers to take action within this organization.



EARNED MEDIA

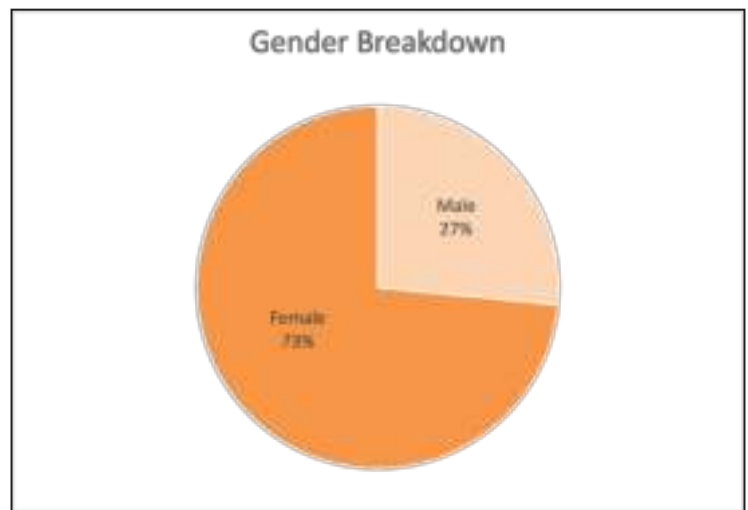
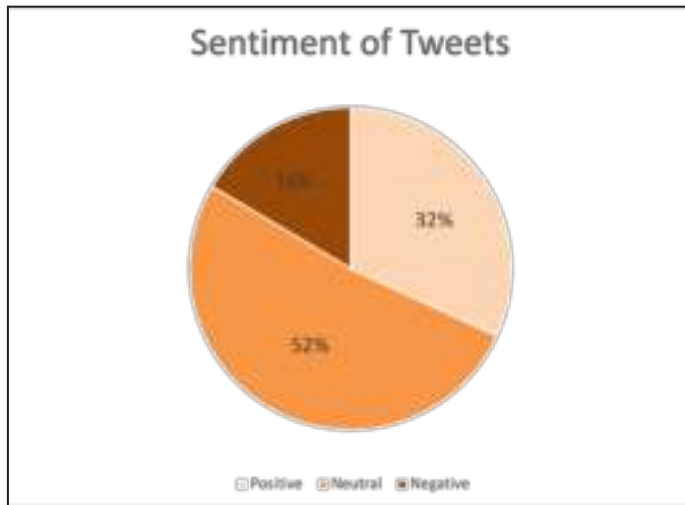


EARNED MEDIA OVERVIEW

Total Mentions: 13.57K

Unique Authors: 3,740

Time-frame: April 1- September 30, 2022



**only includes 6,926 posts out of 13,570*

Top Sites:

- [BFAS Adopt & Foster Page](#)
- [BFAS Home Page](#)
- [Kitsap Humane Society](#)

Top Hashtags:

- #savethemall (374 tweets)
- #missionofmercy (272 tweets)
- #bringhomehappiness (134 tweets)
- #adopt (86 tweets)
- #adoptdontshop (77 tweets)

Top Authors:

- Discovery
- BuzzFeed
- Warner Brother Pictures

Influential Users:

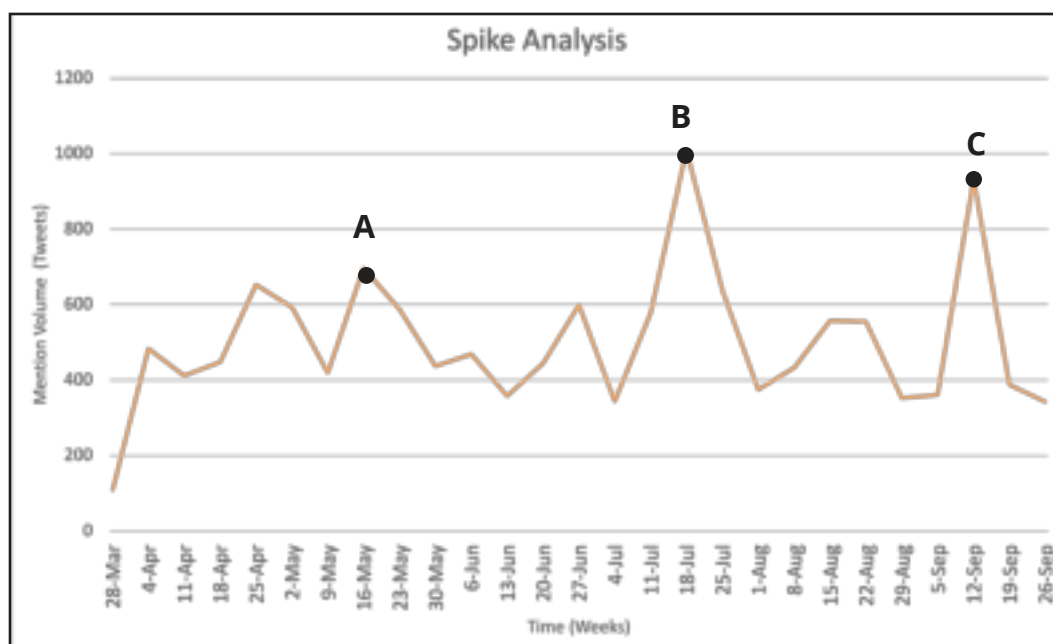
- **@sherian_holt** (1,682 followers, 746 relevant tweets) Grandmother who loves animals and advocates against animal abuse. She has 8+ cats and 5 dogs. Frequently reposts tweets about animals that are going to be killed and need to be adopted.
- **@FindaBuddyNYC** (3,291 Followers, 598 relevant tweets) Share links to adoption profiles of dogs in New York City to help residents find a furry friend.

Narrative By Sentiment:

Positive: Positive conversation surrounded adoption promotions and pets up for adoption. Tweets also highlighted work and events of Best Friends Animal society, often praising the organization.

Negative: Negative conversation mainly centers around "kill" animal shelters, calling for them to be banned as they are harmful to animals. Conversation also surrounded sick or unhealthy pets that need help.

SPIKE ANALYSIS



Spike A: May 18-22 (Mention Volume: 656)

National Rescue Dog Day was on May 20th, and Bounty partnered with Best Friends Animal Society to reduce adoption fees at partner shelters across the US. The hashtag #nationalrescuedogday was used in many of the tweets.

Spike B: July 18- 24 (Mention Volume: 1,010)

Mentions increased by 137% due to National Adoption weekend taking place, where Best Friends Animal Society waived adoption fees at various shelters around the US. The event was promoted using #bringhomehappiness and #nationaladoptionweekend.

Spike C: September 12-18 (Mention Volume: 933)

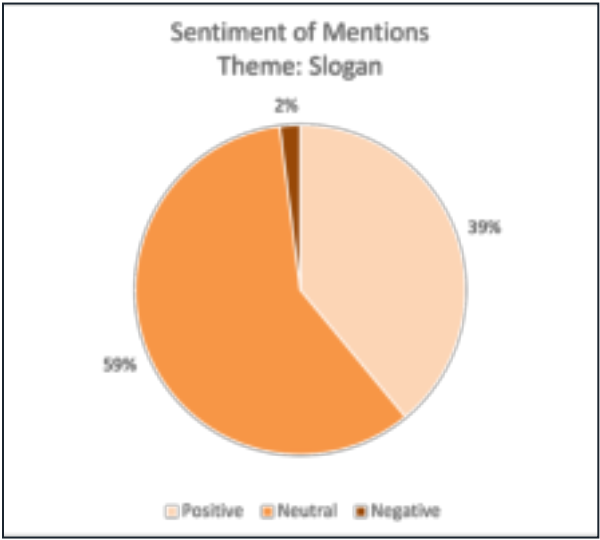
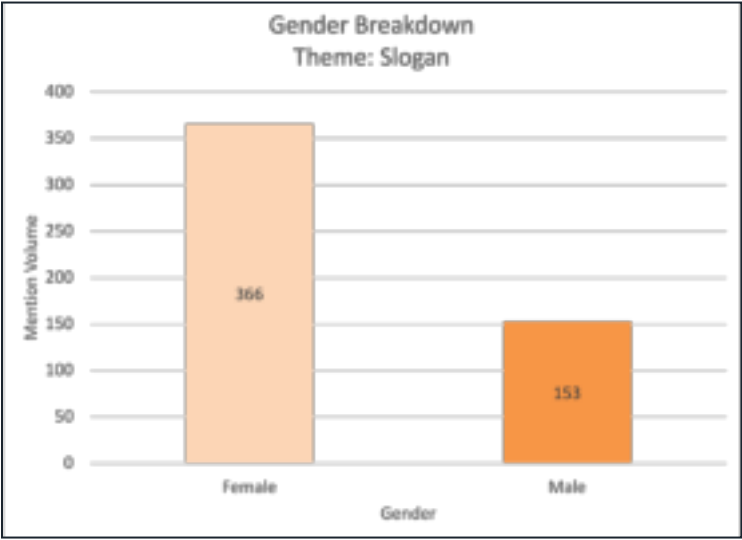
Best Friends sponsored another National Adoption weekend in September which increased conversation by 114%. Shelters partnered with BFAS to waive or reduce adoption fees. The hashtag #bringhomehappiness was used to promote the event.



THEME ANALYSIS: SLOGAN

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 1,036



The Best Friends’ slogan “Save Them All” is a popular theme discussed within tweets. It can be seen in a variety of contexts and is presented in both tweet text content, a hashtag, and above all, a call to action. The message behind Save Them All is to adopt, donate, or help these animals in some way to get them out of kill shelters. The conversation in this theme discusses the No Kill 2025 goal for BFAS, making a difference for shelter animals, and adoptable pets. Everything from fostering, finding adoptive homes, and volunteering are highlighted within this theme.

Positive conversations share stories about BFAS saving kittens or celebrating national holidays to spread awareness for the cause. Also, there are conversations about partnership brands supporting BFAS, such as the Ally race car bearing the Best Friends logo for a weekend race in July. Negative conversations include sad personal stories about shelter animals. There are posts that highlight specific pets in relation to BFAS who are waiting to be adopted or have endured trauma before being held at BFAS.

TOP ITEMS:

Hashtags:

- #savethemall (374 tweets)
- #nokill2025 (24 tweets)
- #bfinspired (967 tweets)

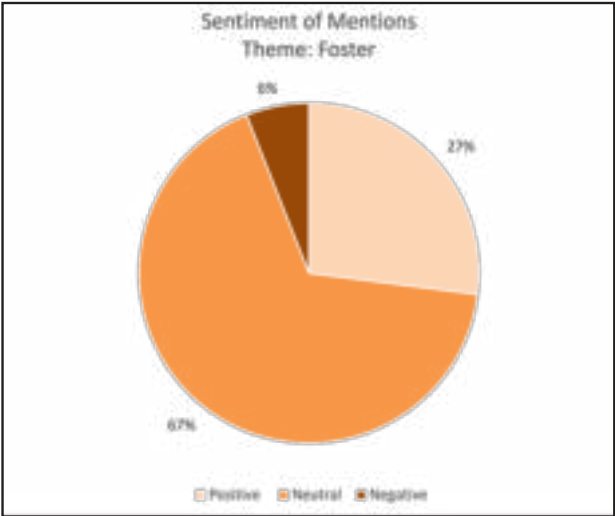
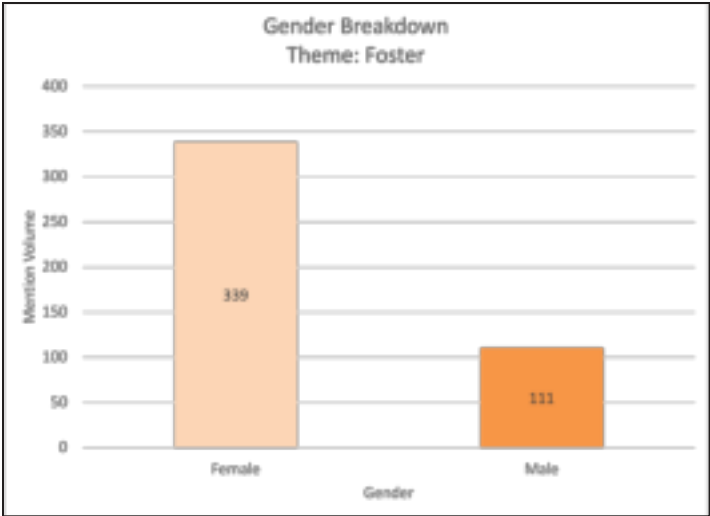
Links:

- [BFAS Adopt & Foster Page](#) (12 tweets)
- [BFAS Events page](#) (46 tweets)

THEME ANALYSIS: FOSTER

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 850



In organizations similar to Best Friends Animal Society, fostering a source of hope and love for animals, which is reflected within the themes of these tweets. The theme can be expressed in a various ways including the use of the context of foster or foster home in a tweet or with the hashtag (#foster). The conversations within this theme include the use of the "Save Them All" or adoption. Although these are separate themes themselves, fostering is a main way that BFAS can help ensure that they "Save Them All". A majority of the conversation within this theme encourage individuals to foster pets or are thanking the current foster parents and foster homes that have supported BFAS through fostering.

The positive conversations within this theme raise awareness for the fostering community and show that every pet matters no matter where they came from or where they end up. There are many shared positive conversations about the success of the foster home for these pets, and how it has impacted the animal and the parents lives for the better. Negative conversations within this theme share stories of animals that weren't as lucky when it comes to their past. In addition, these tweets talk about the hardships of fostering including trauma and having to let go of a pet that you have become so close to over the fostering period.

TOP ITEMS:

Hashtags:

- #foster (48 tweets)
- #savethemall (23 tweets)
- #bfinspired (5 tweets)

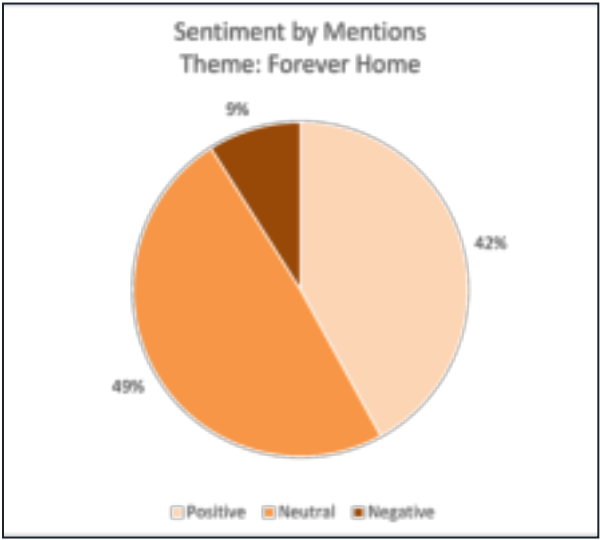
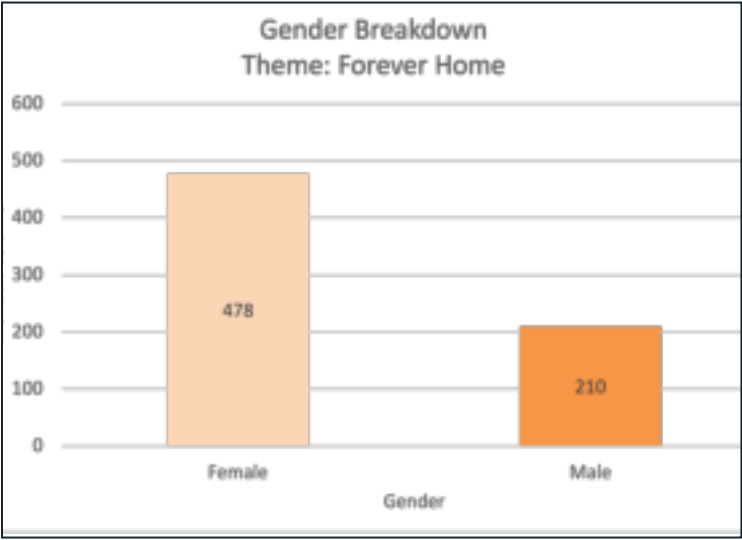
Links:

- [BFAS Adopt & Foster Page](#) (7 tweets)
- [Become foster parent to a kitten](#) (46 tweets)
- [Little Bit of Heaven Rescue Facebook Page](#) (46 tweets)

THEME ANALYSIS: FOREVER HOME

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 1,415



The conversations within this theme highlight the aspect of bringing a pet to their home. Whether it be to a temporary foster home or their forever home, they have a family that loves them and a place to call home. Within this theme, there is inclusion of adoption and fostering topics along with National Adoption Week. These conversations all lead to the overarching goal of finding these pets a home, and one that they will be loved and cherished at.

The positive conversations within this theme showcase the pets that have found a home. They showcase the importance of them enjoying their new home whether it be a kitten bird watching on his new back porch or seven goats all going to their

new home in the same neighborhood, it highlights they have a home and are welcomed in with open arms. The negative conversations include the pets that are having a hard time being adopted or fostered, and BFAS can't find them a home. Most commonly older or diseased animals in these conversations are the ones that have the hardest time finding a home or a person to look after them outside of the shelter.

TOP ITEMS:

Hashtags:

- #bringhomehappiness (45 tweets)
- #adopt (14 tweets)
- #foster (12 tweets)

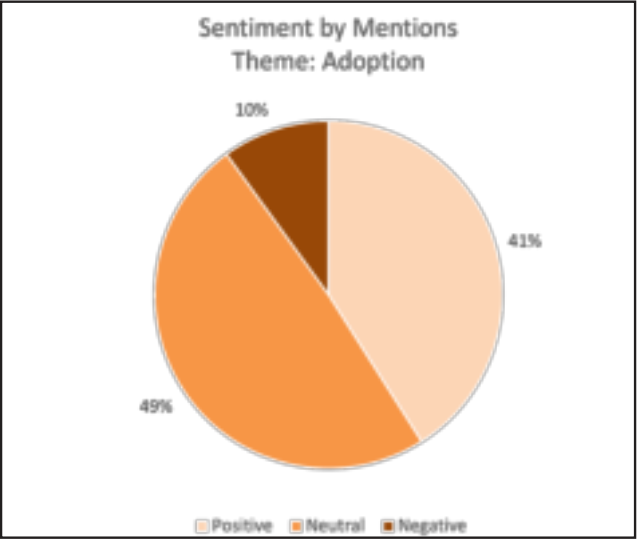
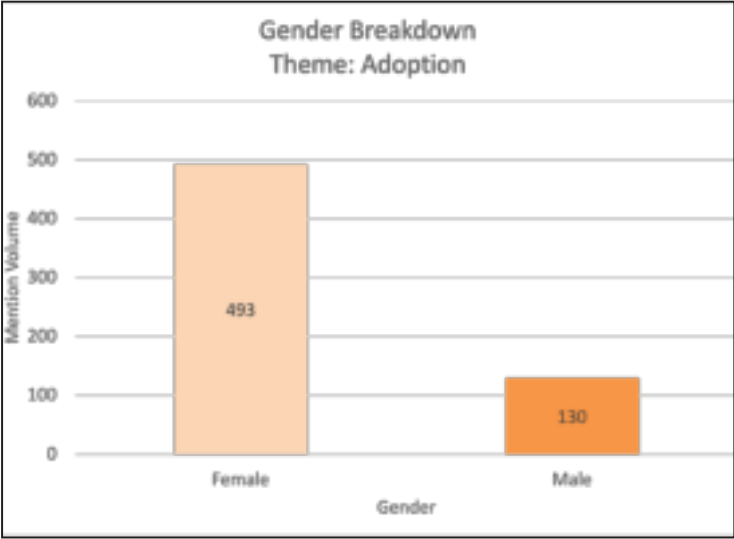
Links:

- [Go Fund Me Page for Animals impacted by Hurricane Ian](#) (2 tweets)
- [Find a Pet Cat Profile](#) (8 tweets)
- [Texas Urgent Code Red Cats Facebook Group](#) (1 tweet)

THEME ANALYSIS: ADOPTION

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 1,084



The main conversations within this theme showcase pets that are up for adoption. Within the majority of this theme’s tweets, they are showcasing animals’ profiles that need homes. Whether it be Grasshopper, the guinea pig, or Binghamton, the husky, there are individuals all throughout this theme advocating for these animals to be adopted. There is a reason to adopt and not shop because there is a lonely animal that needs its human, and they are doing and BFAS is doing their best to find that pair.

Positive conversations within this theme lead to adoption profiles for all types of animals that can be adopted.

There is extensive information about the animal including breed, name, age, and others. These are paired with cute and happy photos of these animals leading to a positive conversation that this pet has hope for a brighter future within adoption. The negative conversations include pets that have been up for adoption for a long period of time. Majority of these unadopted pets have health problems or have had a traumatic past. Other negative conversations are bashing the length of time that animals have had to spend at these shelters before being adopted. These periods of time are presented as inhumane and horrible from some users, and that there isn’t enough being done to help these poor pets.

TOP ITEMS:

Hashtags:

- #foster (48 tweets)
- #savethemall (23 tweets)
- #bfinspired (5 tweets)

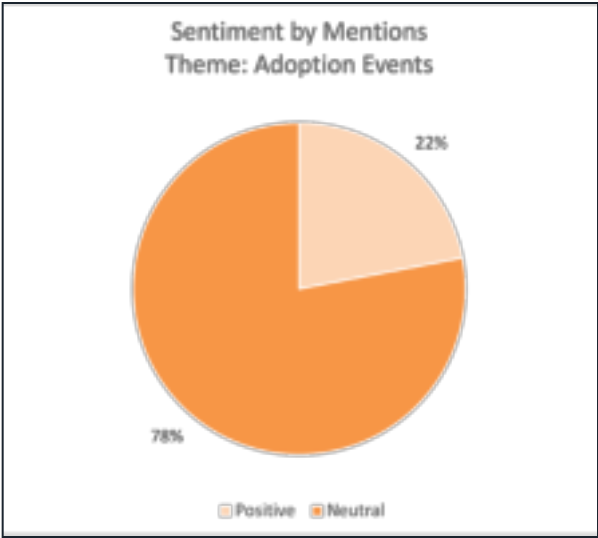
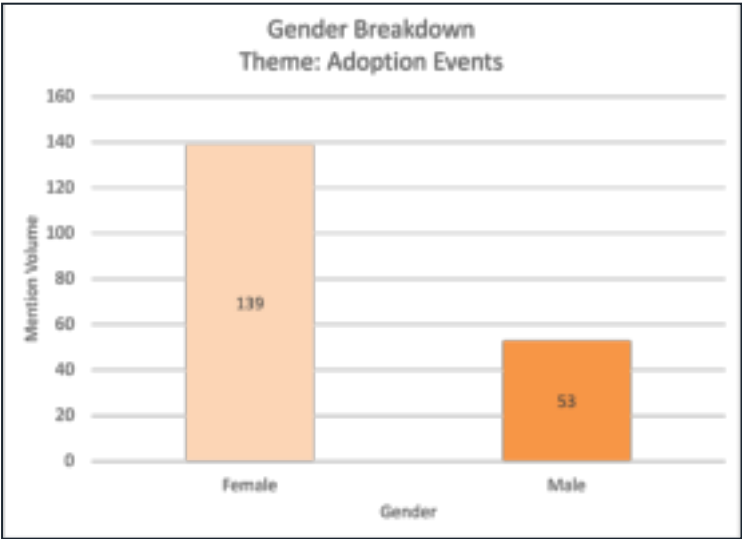
Links:

- [Find a Pet Cat Profile](#) (8 tweets)
- [Animal Photo Calendar Shop](#) (1 tweets)
- [Best Friends Animal Society Website](#) (1 tweet)

THEME ANALYSIS: ADOPTION EVENTS

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 863



Conversations in this theme primarily center around events Best Friends hosts. One of the primary events was National Adoption Weekend in which Best Friends worked with its shelters to have adoption fees reduced. An adoption event in May sponsored by Bounty had adoption fees waived for two days.

Positive conversations discuss the pets available for adoption during these events. Whether it be

Beauty from the Kansas Humane Society or Darla the chihuahua from pets Lifeline, there are a variety of pets ready to find their forever home at these adoption events. There are no stories with negative sentiments in this theme.

TOP ITEMS:

Hashtags:

- #bringhomehappiness (96 tweets)
- #savethemall (83 tweets)
- #bountytotherescue (25 tweets)

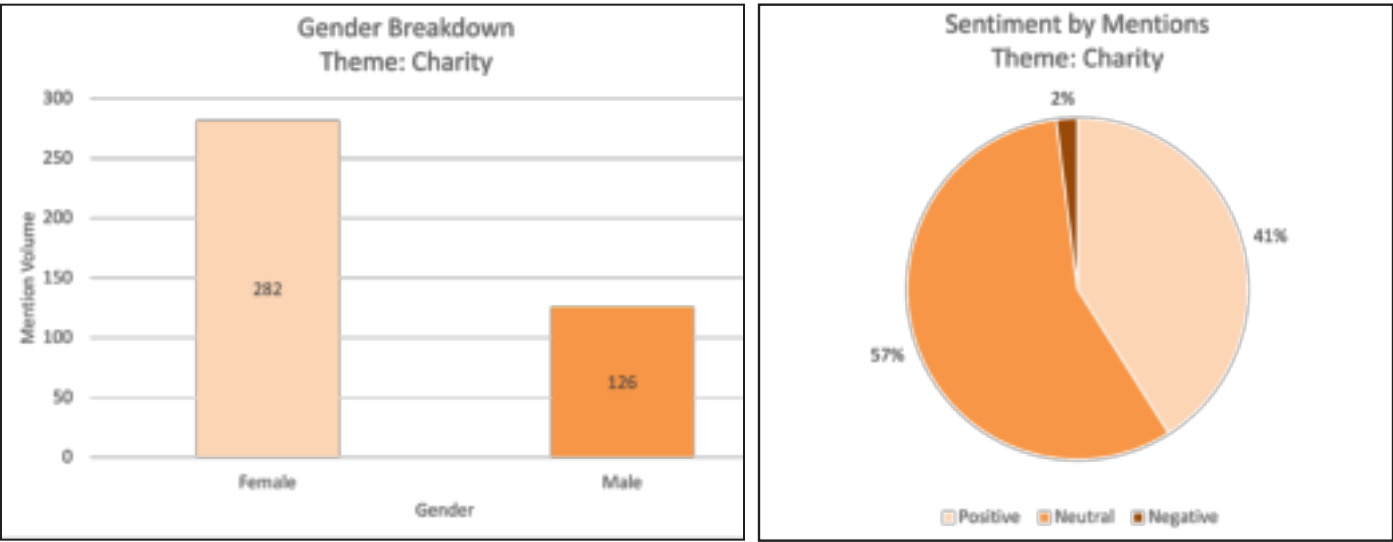
Links:

- [KHS Pet Adoption Page](#) (13 tweets)
- [Best Friends Animal Society National Adoption Weekend Information Page](#) (44 tweets)
- [Humane Society Twitch Account](#) (4 tweets)

THEME ANALYSIS: CHARITY

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 777



Conversations in this theme stem from charity partners and helping homeless pets. Supporting the BFAS mission is the main sentiment here and support, donations, and partnerships are ways people are contributing online. Other businesses, humane societies, and professionals trying to help are central to the conversations. Animals (whether through images or stories) are used to leverage motivation for charity work among the twitter community.

Positive conversations discuss relationships between owners and adopted pets, creating a strong emotional connection through a successful

adoption story that then calls for donations for more stories like these to occur. Other ways to donate, such as shopping at the BFAS merchandise store, are promoted. Beyond this, many tweets simply include a call to donate by using national holidays as motivation, such as Amazon Prime Day. Positive conversations use bright, cute images of pets and uplifting messaging to encourage other twitter users to donate money, time, or items necessary for BFAS to function. Negative conversations still call for donations but in a severe or matter-of-fact way. For example, some users call for donations to animal shelters instead of using that money to buy fireworks on the Fourth of July. Some tweets also ask for aid to help other animal shelters that have been damaged in some way due to natural disasters.

TOP ITEMS:

Hashtags:

- #missionofmercy (54 tweets)
- #savethemall (16 tweets)

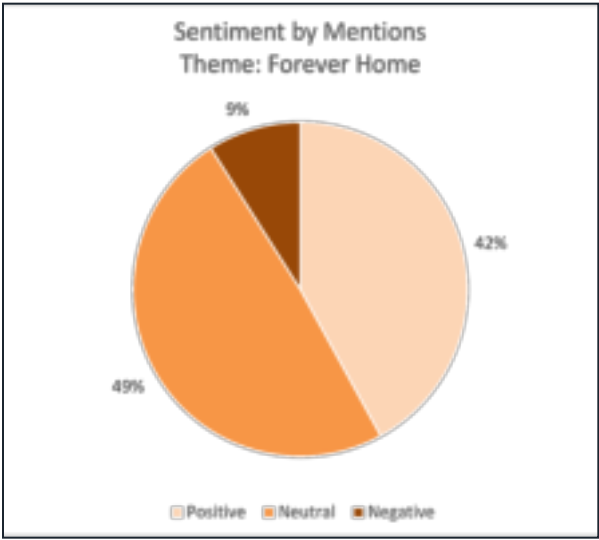
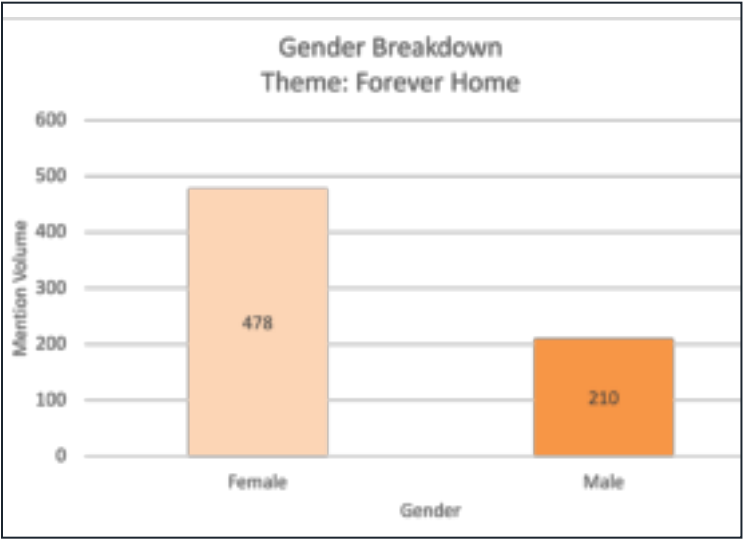
Links:

- [Go Fund Me Page for Animals impacted by Hurricane Ian](#) (2 tweets)

THEME ANALYSIS: RESCUE

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 1,415



The majority of posts under this theme are calling for action to rescue animals from various shelters. Some of the posts highlight a specific pet in need of help while others emphasize action in general. Organizations that work to rescue animals or groups that helped find animals currently at Best Friends are highlighted. For example, Veterans Pet Rescue and SWATT have helped bring dogs and cats to BFAS.

Positive posts in this theme highlight dogs that were rescued and found their forever home. Negative posts in this theme share how rescue groups have been affected by high intake volumes and the rising cost of care. Furthermore, people are calling upon Best Friends to rescue animals that are going to be killed in other shelters.

TOP ITEMS:

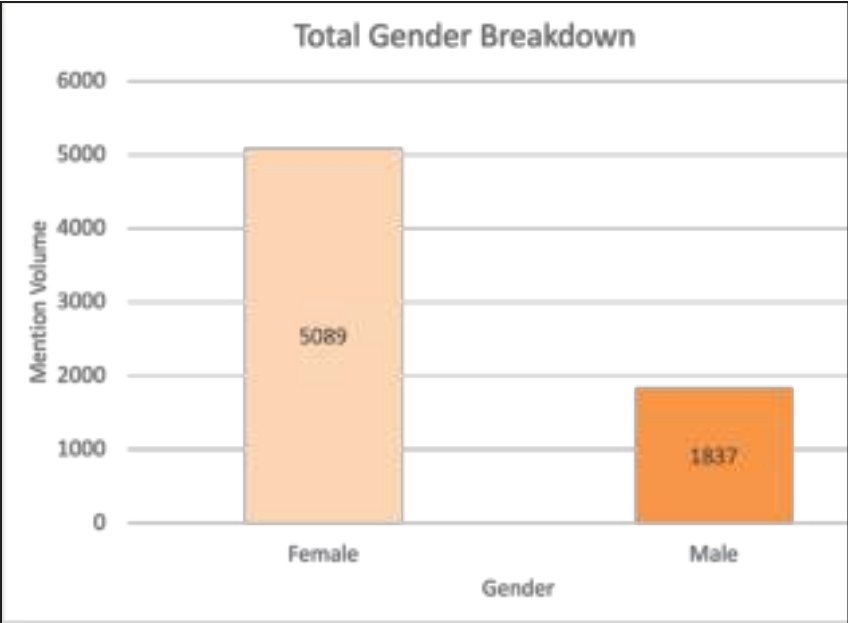
Hashtags:

- #missionofmercy (251 tweets)
- #doge (1 tweet)
- #doges (1 tweet)

Links:

- [Foster A Pet](#) (71 tweets)
- [Little Bit of Heaven Rescue Facebook Page](#) (71 tweets)
- [Beagle Rescue](#) (5 tweets)

GENDER



FEMALE:

Conversations:

Female conversation focused on highlighting pets that are up for adoption. This included conversation surrounding adoption stories, adoption promotions, calls to foster or adopt, and pet profiles.

Links:

- BFAS Adopt & Foster Page
- BFAS Event Page
- BFAS Home Page

Hashtags:

- #missionofmercy
- #savethemall
- #adopt

MALE:

Conversations:

Male conversation focused on various initiatives organizations were doing to help animals. This includes brand partnerships, calls to donate to various shelters, and promoting adoption stories.

Links:

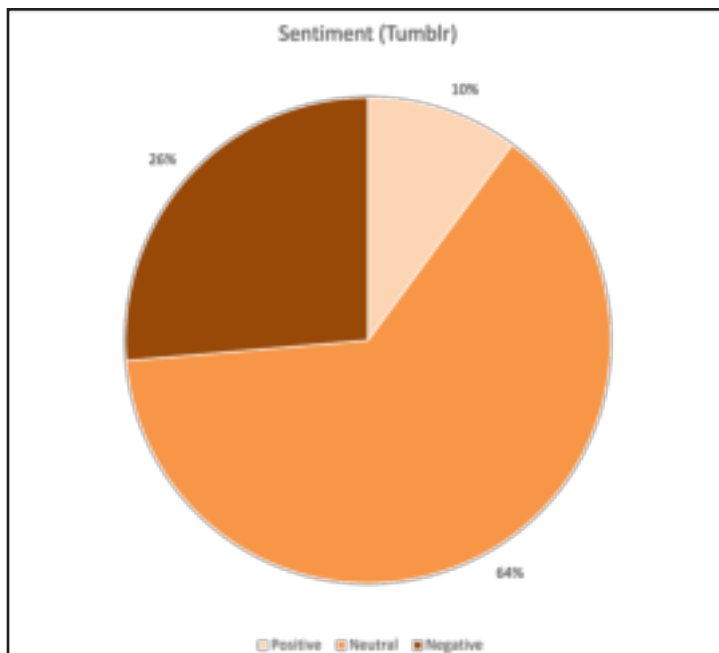
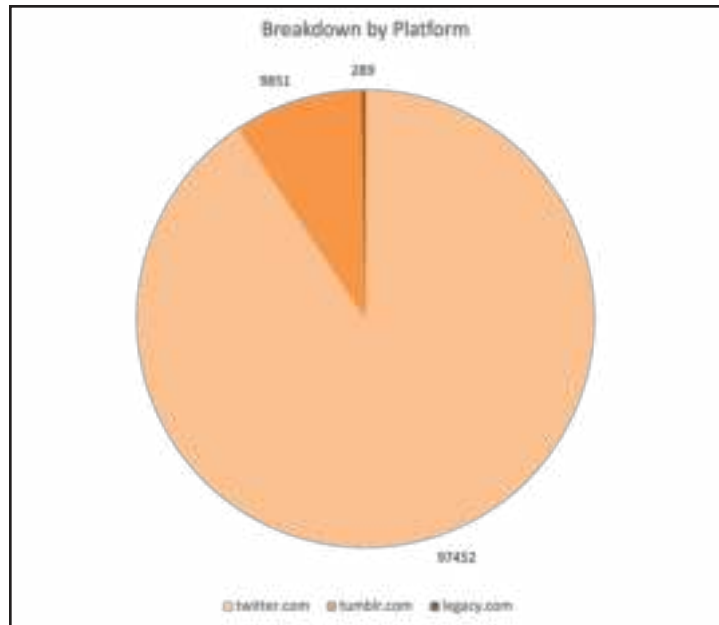
- BFAS Adopt & Foster Page
- BFAS Home Page
- Kitsap Humane Society

Hashtags:

- #savethemall
- #adopt
- #foster

OTHER PLATFORMS

TUMBLR



The positive conversations within Tumblr are mainly about contributing donations to a good cause, and showcasing the animals that have been given a new chance at life. These posts showcase what the donations funds do within organizations, and individuals show how their new found friend is happy in their new home after leaving the shelter. The negative conversations showcase people's concerns with donating to these organizations by means of the organizations being corrupt, and not being transparent about what the funds go towards. In addition, these conversations show animals that have been mistreated in organizations that do not uphold their morals and values within the organization.

Top Hashtags:

- #adopt
- #adoptdontshop
- #savethemall

Top Authors:

- 5aial
- Abbeyfealegolfclub
- 4shfur

Top URLs

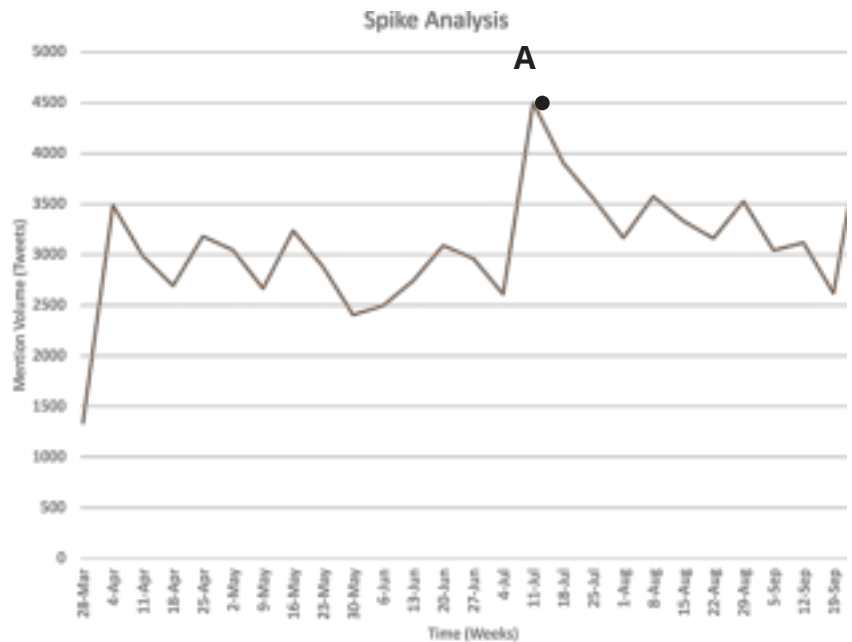
- Kentucky Humane Society Facebook Fundraiser
- ABC 7 News Article
- Salvation Army Hurricane Relief

Top Influences:

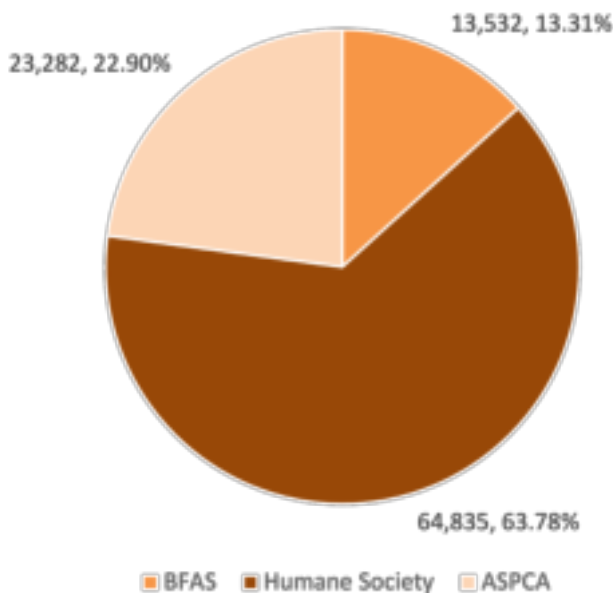
- Aztinamk: individual who uses her account to promote pet profiles and encourage adoption of said pets. Most posts are about animals at the Arizona Animal Welfare League & SPCA
- Mazine28: Individual who posts mixed content but primarily related to animals. Posts include horse races, stories about adopted pets from shelters, shared news stories about donations to pet charities.

COMPARABLE ORGANIZATIONS

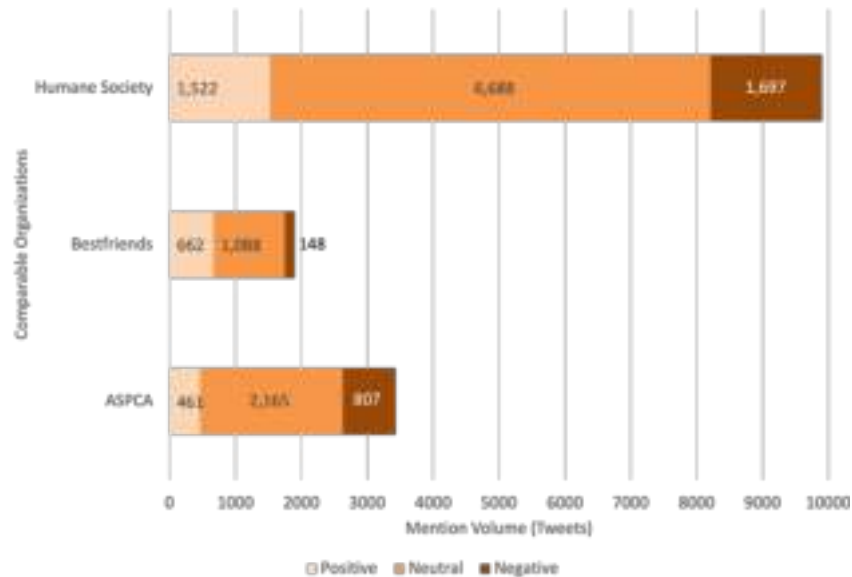
A: A spike occurred from July 11- July 17, 2022. Volume was 45% higher and driven by a tweet by @GalileaFarias promoting the Arizona Humane Society adoption fee waived for a limited time. The tweet received 1,218 retweets.



Share of Voice



Sentiment by Comparable Organization



BEST FRIENDS

Geography by Mentions:

- California: 1,995
- Florida: 1,465
- New York: 1060

Top Hashtags:

- #savethemall
- #adopt
- #missionofmercy

HUMANE SOCIETY

Geography by Mentions:

- California: 6,231
- Florida: 3,307
- New York: 3,268

Top Hashtags:

- #4000beagles
- #adoptdontshop
- #dogs

APSCA

Geography by Mentions:

- New York: 3,253
- California: 2,153
- Florida: 1,188

Top Hashtags:

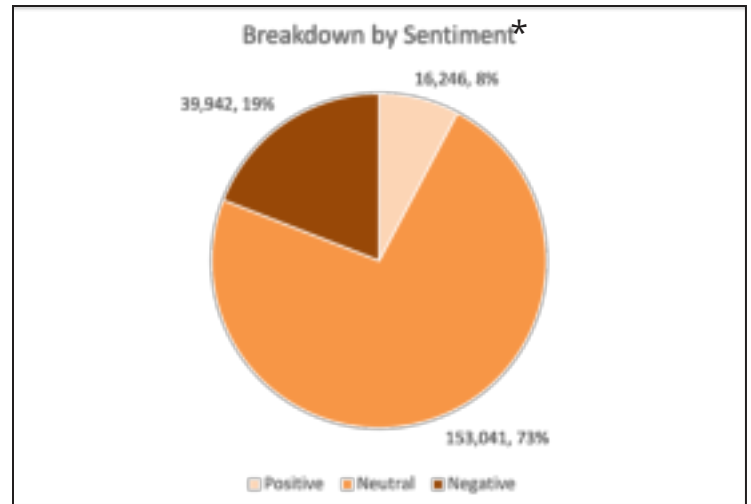
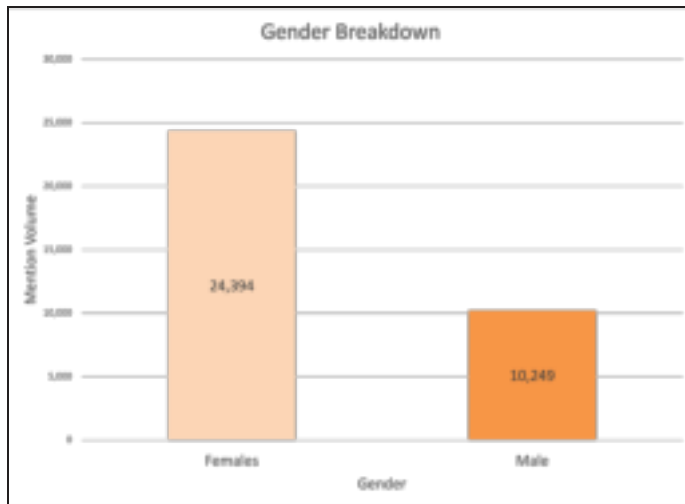
- #aspcas
- #sara
- #foster

TOPIC DATA: THEME ANALYSIS



DATA DESCRIPTION

NUMBER OF POSTS: 208,968



Top Authors

- @cobbkitties (964 tweets)
- @tomjumbogrumbo (826 tweets)
- @findabuddynyc (653 tweets)

Top Sites:

- [Adopt a Dog Bleakholt](#) (9,036 tweets)
- [Go Fund Me](#) (412 tweets)
- [Paypal Cats with No Hope](#) (407 tweets)

Hashtags:

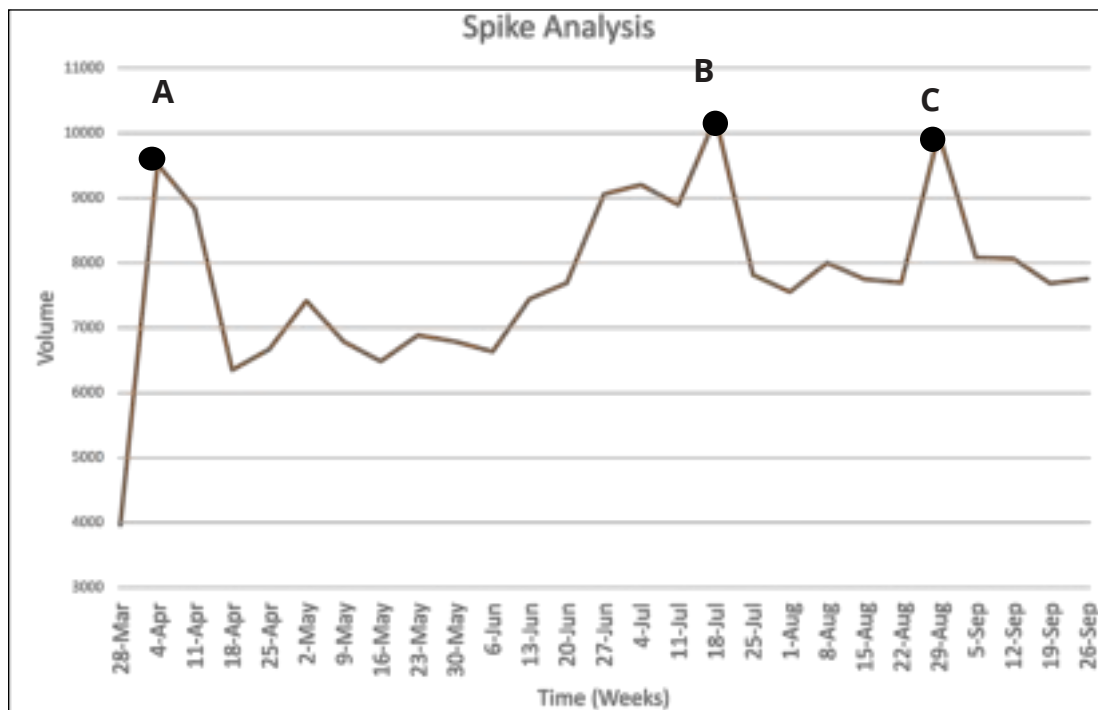
- #savethemall (69,438 tweets)
- #adoptdontshop (68,903 tweets)
- #kittens (67,949 tweets)

Influential Users:

- @JohnOberg: (106.7K followers, 9 relevant tweets) Animal advocate and speaker. Talks about how to use social media to save animals
- @VoiceRescue: (3.2k followers, 52 relevant tweet) Non-governmental and non-profit organization
- @amusejanetmason (25.2K Followers, 623 relevant tweets) Author, vegan, animal advocate



SPIKE ANALYSIS



Spike A: April 4 (Mention Volume: 9,448)

Individual animal advocate quote retweet shares a sad story about a shelter pet who has not been adopted and calls for transfer to a no-kill shelter to save his life. Popular news website ABC News shares a playful video of cubs at a wildlife sanctuary. This was a highly viewed post for sanctuaries within the no-kill theme. Mention volume increased with links to this website.

Spike B: July 18 (Mention Volume: 10,186)

Multiple posts from the verified @FarmSactuary garner increased levels of engagement and in turn mention volume. Key words such as “animal” and “sanctuary” relate to our no-kill theme and are found in these posts that contribute to the spike. Links to articles about animal rights activism also contribute to the spike.



Spike B

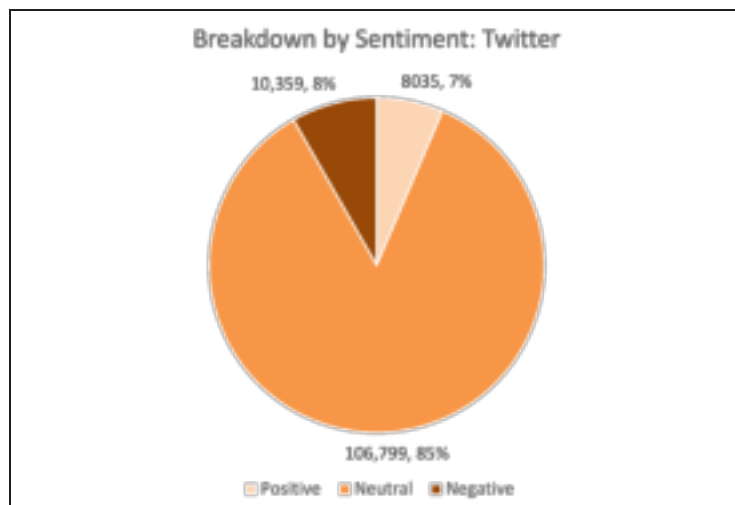
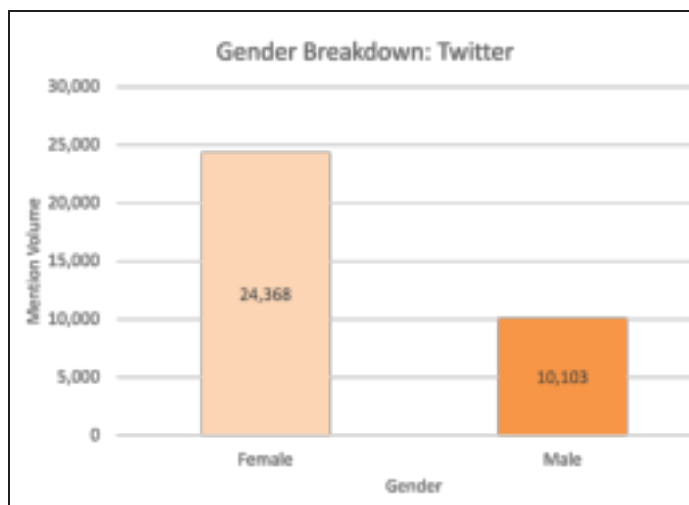
Spike C: August 29 (Mention Volume: 9,993)

Posts tagging specific animal sanctuaries, such as this one tagging @WildwoodOregon, contribute to higher mention volume in the spike. Interactive content such as videos attracts users. The hashtag #loveALLanimals contributes to the spike.



Spike C

TWITTER DATA



Geography:

- Colorado (68,976)
- New York (4,827)
- Florida (3,583)

Top Hashtags:

- #savethemall (68,891 tweets)
- #adoptdontshop (68,366 tweets)
- #kittens (67,426 tweets)

Most Mentioned Tweeters:

- @cobbkitties (953 mentions)
- @tomjumbogumbo (824 mentions)
- @findabuddynyc (649 mentions)

Top Stories:

- [Bleakholt Animal Sanctuary website;](#) Adopt a dog (8885 tweets)
- [Go Fund Me for The Twelve Tails Senior Dog Home;](#) calling for donations to help cover medical expenses for 6 ill dogs in their care (404 tweets)
- [Direct link](#) to Paypal account @catswithnohope run by Tammy Gato (403 tweets)

Narrative by Sentiment:

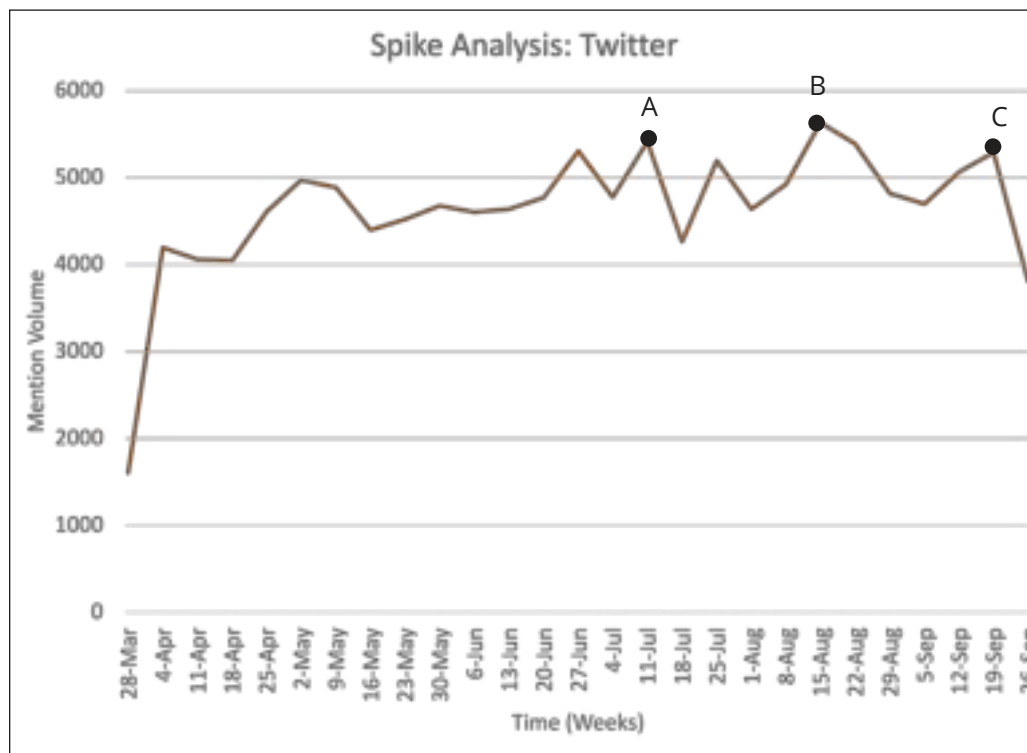
Positive:

Conversations with a positive sentiment discuss various animal sanctuaries and the successful work they are doing to save many kinds of animals beyond typical household pets. Farm animals, cats, and dogs are discussed throughout and their stories are told in an uplifting way to prove that every animal deserves the right to live a safe, healthy, happy life. Specifically, many animal rescue stories, staff spotlights, and pet profiles are seen within this sentiment.

Negative:

Negative conversations include urgent calls to actions to save specific animals awaiting euthanization and spreading news about over-capacity no-kill shelters. There are also conversations exposing animal shelters operating unethically or illegally.

TWITTER DATA



Spike A: July 11 (5,347 mentions):

Increased mentions, retweets, and quote tweets sharing link to popular news website CBS and their news story about California wildfires damaging a tortoise sanctuary. Increased mentions also were driven by sharing the link to Blackberry the dog's pet profile that calls for adoption on the Pet Finder website. Blackberry has since been adopted.

Spike B: August 15 (5,567 mentions):

Increased mentions tagging @manhattanda (Alvin Bragg Manhattan DA) to expose mistreatment of horses in New York City for tourism and transportation purposes and @TWULocal100 (New York's Industrial Transportation Union). The spike is also driven by increased mentions with the URL link to the petition to place the abused horse in a sanctuary.

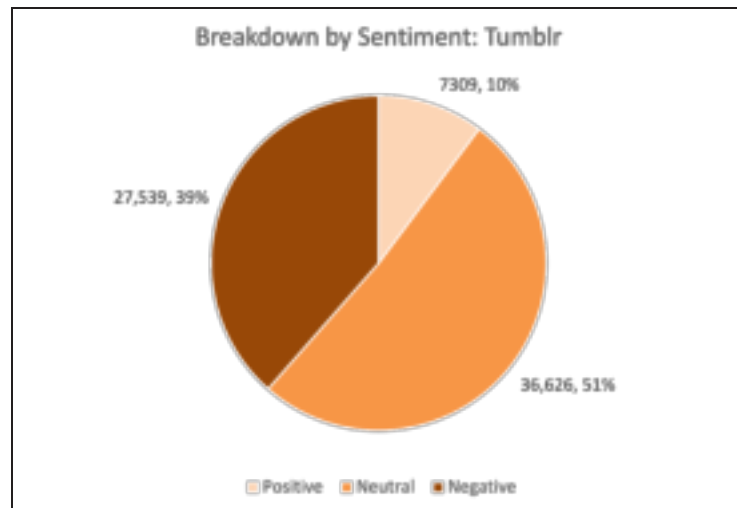
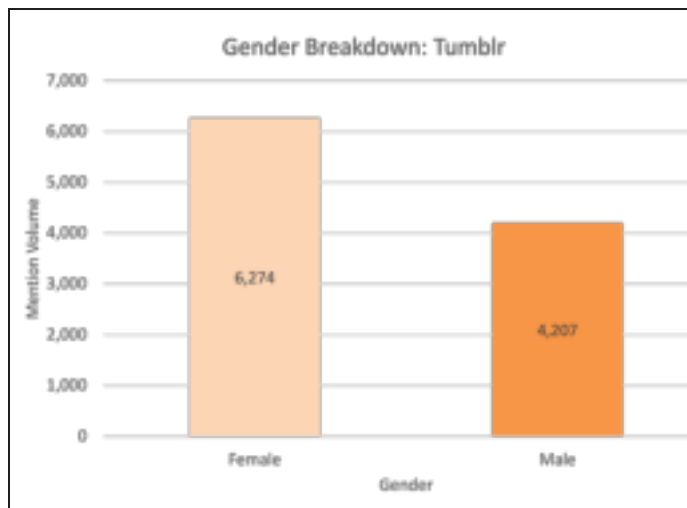
Spike C: August 15: (5,219 mentions)

Increased mentions with the URL link to purchase this t-shirt promoting Steph De Lander (Former WWE NXT Superstar) and Fields of Freedom animal sanctuary.



Spike B

TUMBLR DATA



Geography:

- Not available

Top Hashtags:

- #savethemall (68,891)
- #adoptdontshop (68,366)
- #kittens (67,426)
- #cats (67,389)
- #tnr (66,597)
- #spay (66,573)

Top Stories:

- [Bleakholt Animal Sanctuary website](#); Adopt a dog (8885)
- [Go Fund Me for The Twelve Tails Senior Dog Home](#); page is calling for donations to help cover medical expenses for 6 ill dogs (404)
- [Direct link](#) to Paypal account @catswithnohope run by Tammy Gato (403)

Narrative by Sentiment:

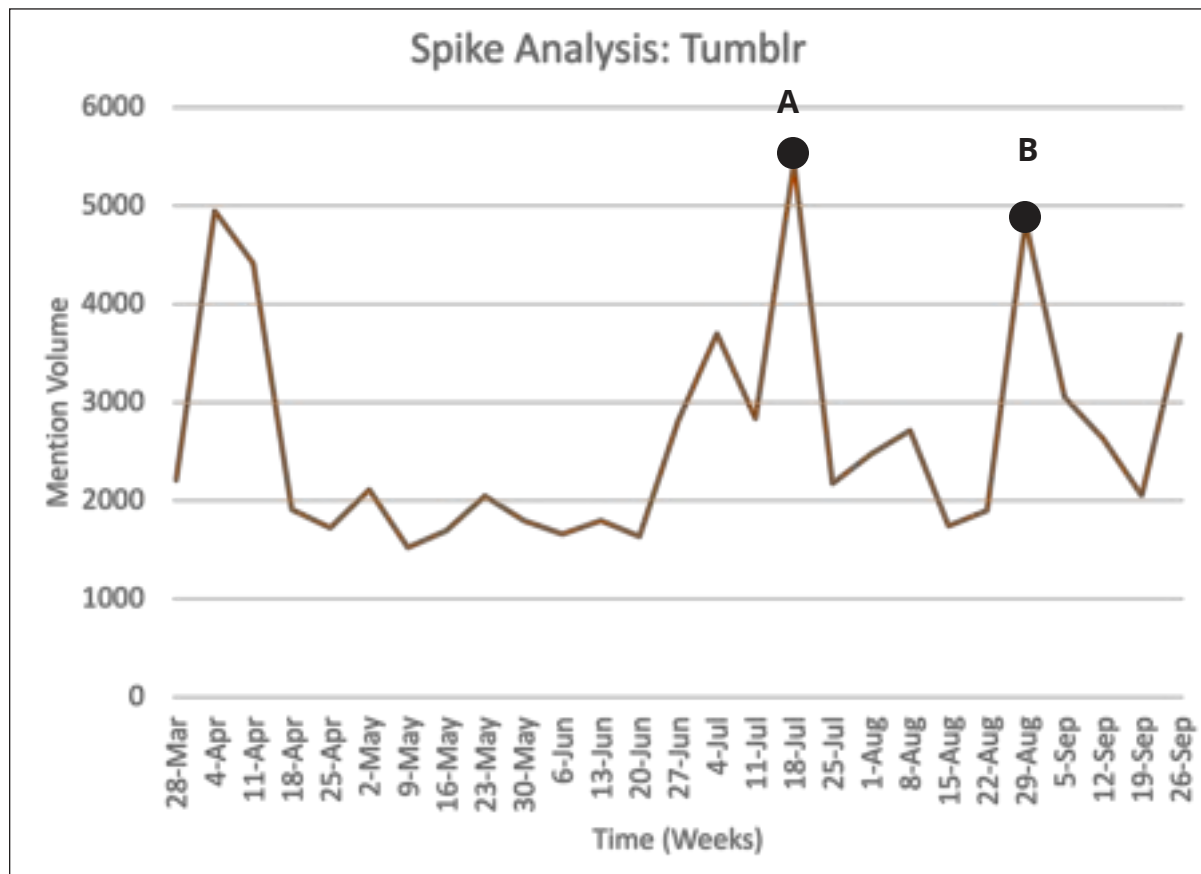
Positive:

The positive conversations on Tumblr involve posts that highlight good works of various shelters to save homeless pets and provide necessary care to animals. There are also an abundance of funny videos about animals that share their personalities. Having a visual medium with a humorous tone encourages a positive emotional connection with users.

Negative:

The negative conversations on Tumblr include posts about exotic animal sanctuaries where animal care may be different or not up to the standards we have here in the United States. Some of these posts denounce or expose other sanctuaries for their practices. Also in the negative conversation are posts about rescuing animals from poor situations. These pity stories often contain upsetting imagery even if the story has a happy ending, thus placing it in the realm of negative conversations

TUMBLR DATA



Spike A: July 18 (Mention Volume, 5,487)

Hashtags of #cats #video #animals, Posts sharing information about Wildcat Ridge Sanctuary, which was popularized by a reposted TikTok showing a big cat with a teddy bear. Conversation talks about the welfare of the animals and the sanctuary's history.

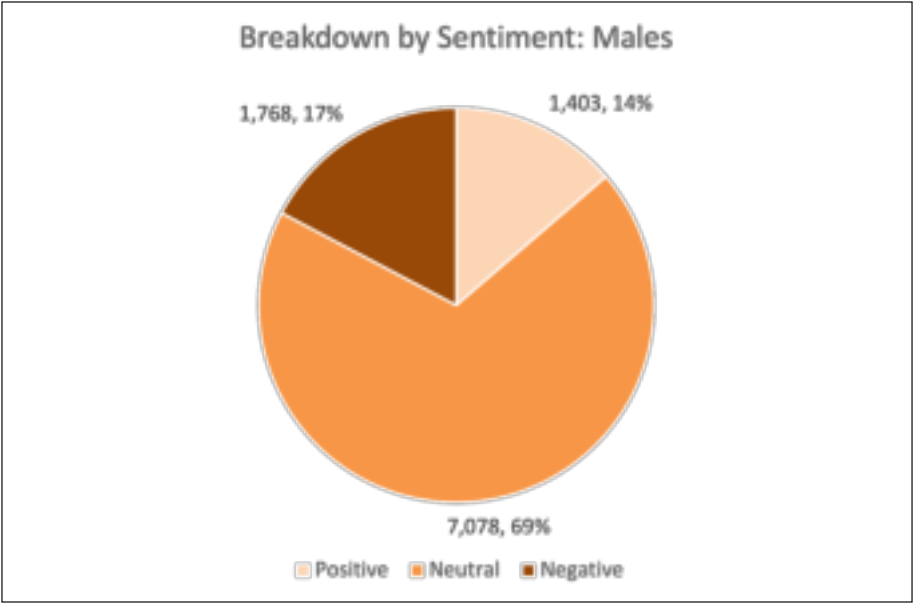
Spike B: August 29 (Mention Volume: 4,793)

Yorkshire pigs in animal sanctuary in Poolesville, Maryland. Links to the image on the right were reblogged.



GENDER BREAKDOWN: MALE

Volume: 10,249



Hashtags:

- #Lancashire (1,672 mentions)
- #Dogs (1,388 mentions)
- #uk (1,101 mentions)

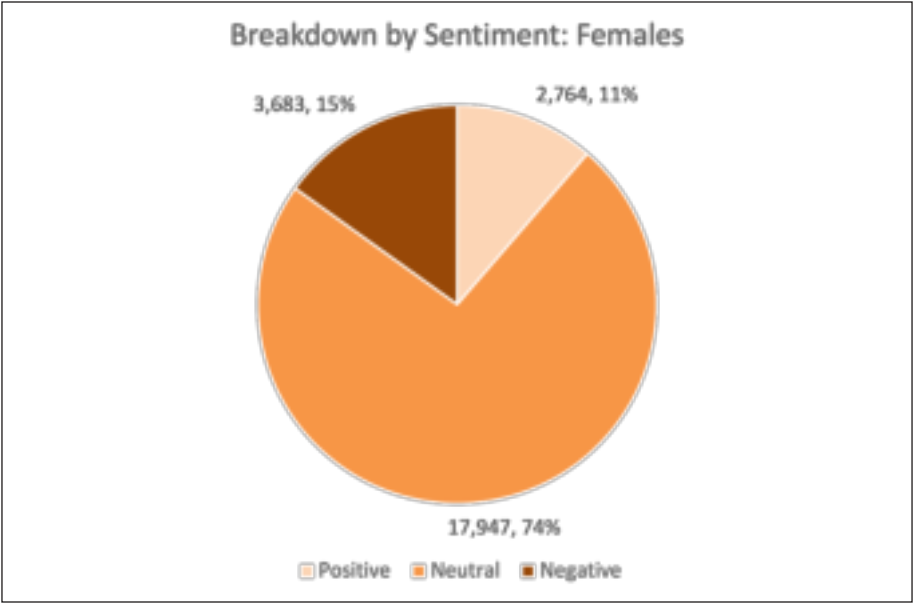
Top Sites:

- [Snakes and Critters Animal Sanctuary](#) (161 mentions)
- [News Article on Pigs in Italian Animal Sanctuary](#) (48 mentions)

Male conversations surrounding the topic of “no kill” talk about animal sanctuaries, fundraisers, or have some form of call to action. Tweets include users sharing photos and videos from various animal sanctuaries often accompanied by a heartwarming story. Conversations also center around fundraisers supporting no kill shelters or some other form of call-to-action. For example, people are asking for help fostering or adopting a pet to prevent it from being killed. Positive conversations centered around different events happening at various animal sanctuaries. Negative conversations talk about animals at risk of euthanasia at local shelters and asking for help.

GENDER BREAKDOWN: FEMALE

Volume: 24,394



Hashtags:

- #Lancashire (3,994 tweets)
- #Dogs (3,502 tweets)
- #uk (2,730 tweets)

Top Sites:

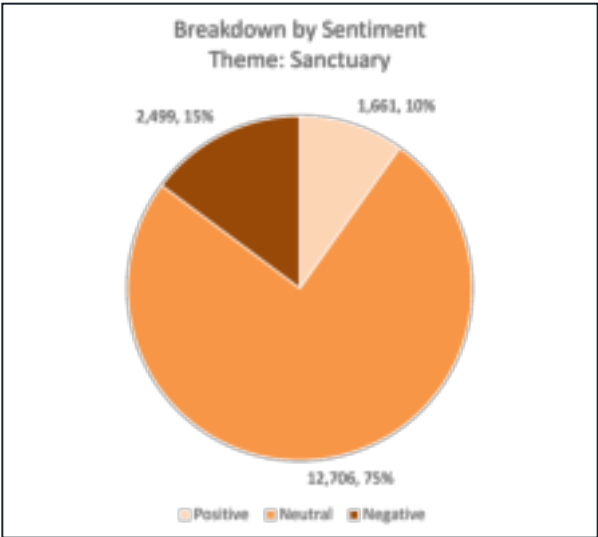
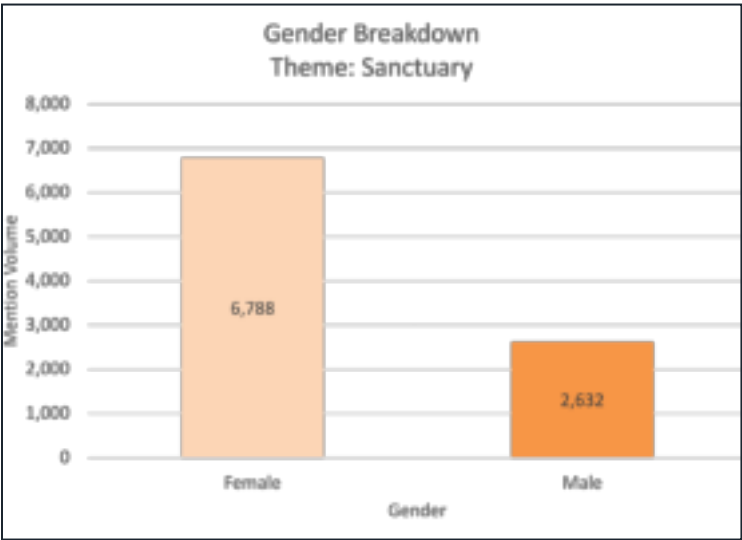
- [Blog Post on Cow Sanctuary:](#) (319 mentions)
- [Story on Confined Coyote](#) (232 tweets)

Conversation centers around calls to action to adopt, donate, or foster to help no kill shelters or help animals at risk for being killed. PETA's tweets were also categorized under female, which may skew our data since they are such a large outspoken organization on this issue. Positive conversations are expressing gratitude to local no-kill shelters or sharing stories about pets at these shelters. Negative conversations criticize kill shelters and plead for people to stop these practices or help save the animals.

THEME ANALYSIS: SANCTUARY

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 16,866



The conversations in this theme center around rescuing animals and providing them a safe shelter to reside in. The focus of the conversations in this theme are the organizations and buildings themselves, as well as the people doing the rescue efforts, to save each animal. The sanctuary theme involves various animal sanctuaries and shelters and their efforts to save homeless or hurting pets from negative situations.

The positive conversations in this theme involve humane shelters and sanctuaries, as well as the work they are doing to rescue animals.

Happy dogs are a major point of conversation, as well as holidays and celebrations such as animal birthdays, National Dog Day, or promoted organization events. The negative conversations in this theme call for help and mention how some sanctuaries do not have the necessary resources to carry out all of the desired rescue efforts. There are also posts about animals dying in shelters due to undesirable circumstances.

TOP ITEMS:

Hashtags:

- #Lancashire (6766 tweets)
- #Dogs (6357 tweets)
- #Uk (4978 tweets)

Links:

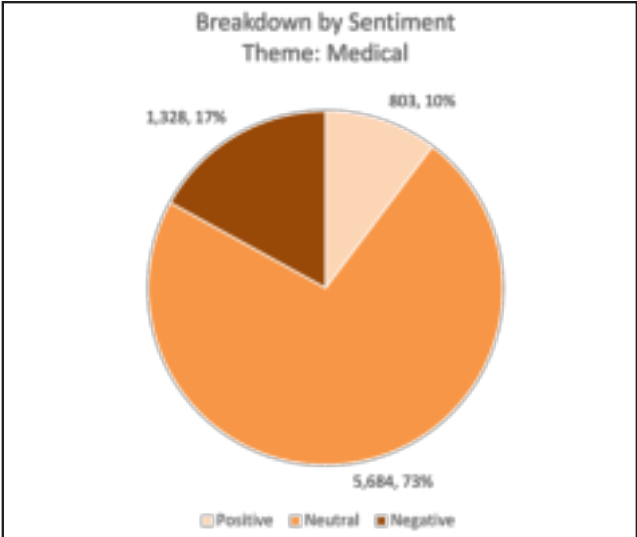
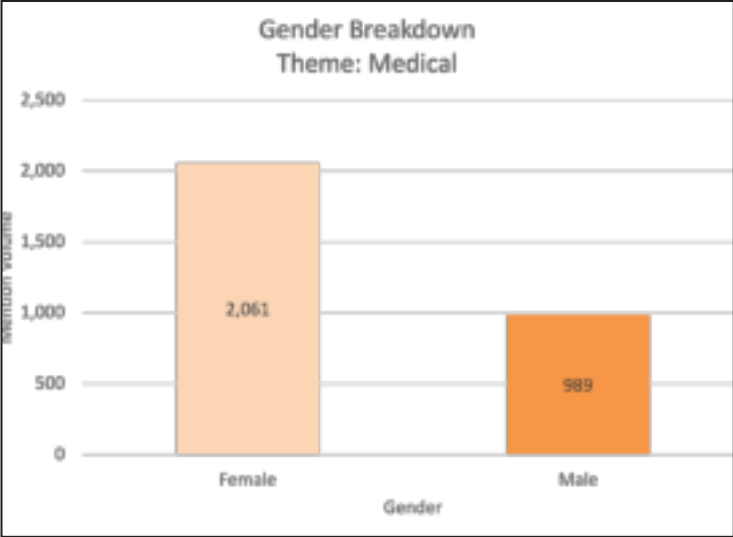
- [Pacific Pup Rescue](#) (205 tweets)
- [Free Spur the Tortise](#) (203 tweets)

THEME ANALYSIS:

MEDICAL

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 7,815



The conversation in the medical theme includes specific veterinary care objectives. Euthanasia is a big point, as some shelters use this practice to alleviate overcrowding. This is a controversial topic and there is a big push by many sanctuaries and organizations toward a no-kill future. Other points of conversation include medical bills for pets, which is a very expensive difficulty associated with rescuing animals who have been in unfortunate circumstances. Neutering is mentioned many times as well because it is a necessary practice to control the birth of new pets within the sanctuaries or limit the number of pets that need to be rescued due to homelessness outside the shelters. Veterinary clinics and veterinarians are central to the conversation, as they are vital to medical care for all pets.

TOP ITEMS:

Hashtags:

- #savethemall
- #adoptdontshop
- #kittens

Links:

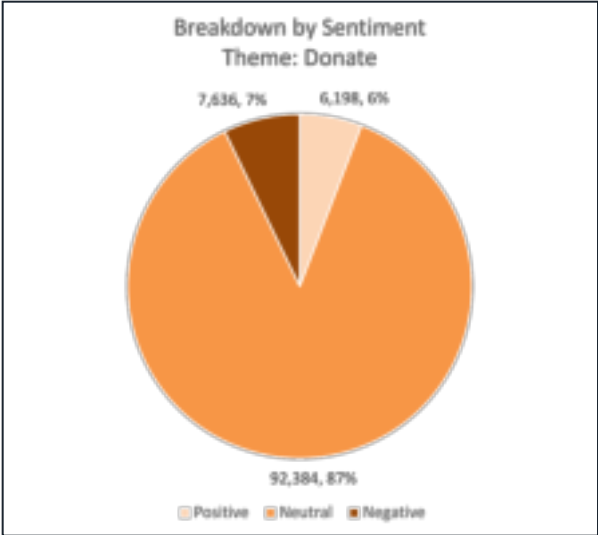
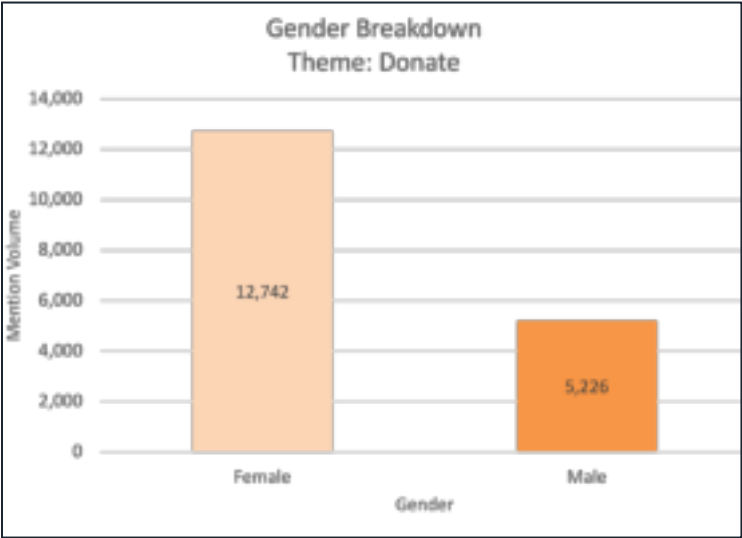
- [Bonfire.com](#) (85 tweets)
- [Voice for Animals](#) (78 tweets)

Positive conversations in this theme discuss medical help that the sanctuary provides to rescue animals. There are also posts about shelters promoting the spaying and neutering of pets and why it is important. Helping animals in general is key to the conversations in the medical theme. Negative conversations include people not allowing medical care to animals. Posts about killing animals, as well as euthanasia, are prominent. Circuses were a point of conversation in terms of lack of medical care and animal cruelty to captive animals.

THEME ANALYSIS: DONATE

GENDER AND SENTIMENT BREAKDOWN

NUMBER OF POSTS: 106,218



Conversations in the donate theme are primarily about money. Monetary donation is the primary way people get involved in rescue efforts and can be a low-commitment way to make a difference. The conversations discuss both donations for pets and donations for the shelters and sanctuaries. Donations for animals include pet supplies or money for individualized care. Donations for shelters often involve money to keep the shelter up and running, donations of time in the form of volunteering at the shelter, and donation of supplies necessary to the operation of a shelter.

Positive conversations in this theme discuss donations for support and awareness of animals,

as well as for the animal rescue organizations in general. There are also conversations promoting freedom of these animals. There are many posts specifically showing how these donations were used. Negative conversations in the Donate theme discuss killing animals, overbooked shelters, and undesirable conditions due to a lack of donation funds. There are conversations about emaciated animals, as well as starving and struggling animals that desperately need donations to receive the proper care they deserve.

TOP ITEMS:

Hashtags:

- #savethemall
- #adoptdontshop
- #kittens

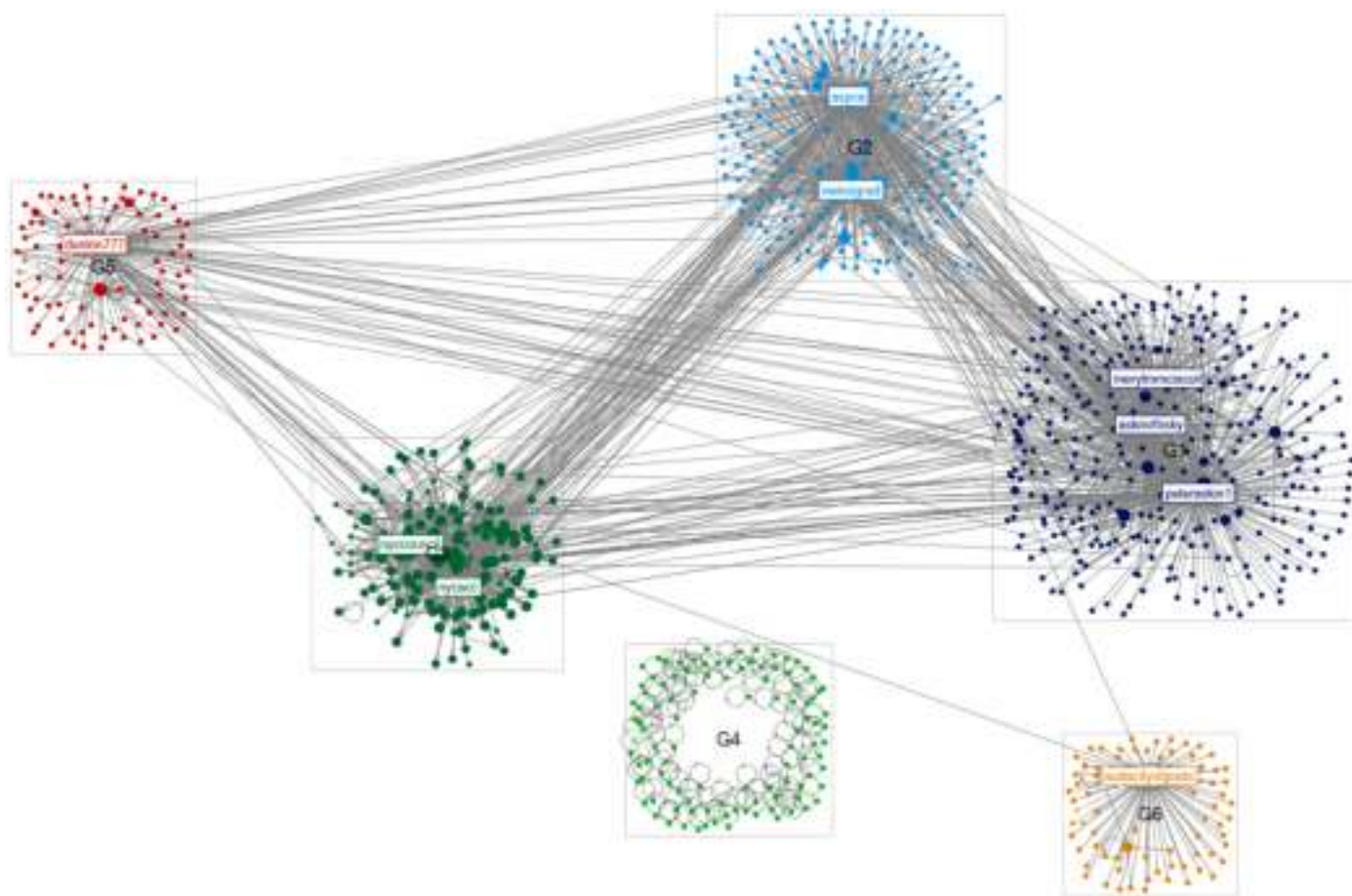
Links:

- [GoFundMe for Senior Dog](#) (399 tweets)
- [PayPal User](#) (346 tweets)

NODEXL



NODEXL



Created with NodeXL, Piv (http://visual.codex.com/) from the Social Media Research Foundation (http://www.smr.foundation.org)

Data Description:

We utilized Node XL to analyze topics of conversations surrounding Best Friends Animal Society. We chose to use the boolean search terms we used for our topic analysis surrounding the theme of "no kill." We analyzed the clusters of conversation and identified primary themes and key users.

G1: CAT ADOPTION

URLS:

- [Animal Rescue Alliance](#)
- [Cat Adoption Page](#)

Domains:

- petfinder.com
- Twitter.com
- reseausecouranimal.org

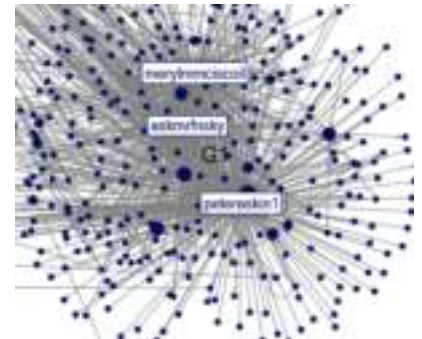
Hashtags

- donalsonvillega
- nokill
- cat

Top Tweeters

- soldier_777
- existenciala
- yarosisnancy

This cluster primarily includes content about cat adoption. The URLs and hashtags are very insightful to the cluster, as they give details about the relevant information being discussed. The top results for each (the PetFinder link and #donalsonvillega) go hand-in-hand, as the link shares information about an adoptable tabby cat from Donalsonville.



G2: NO-KILL

URLS:

- [Pitbull Euthanized](#)

Domains:

- nytimes.com
- twitter.com
- petfinder.com

Hashtags

- nokill
- foster
- rescue

Top Tweeters

- victormanuelje1
- truthglow
- morgfair

The information in this cluster pertains more to the importance of no-kill and how fostering or adoption can be a good option for saving these animals. The URLs represent this as they share relevant euthanasia stories or adoption pleas and the hashtags add relevant content to that. The top words reflect this sentiment as well and hone in on the concept of kill shelters.



G3: CAT ADOPTION

URLS:

- [Pitbull euthanized](#)
- [Tabby cat adoption profile](#)
- [Cats available for adoption](#)

Domains:

- change.org
- twitter.com
- nytimes.com

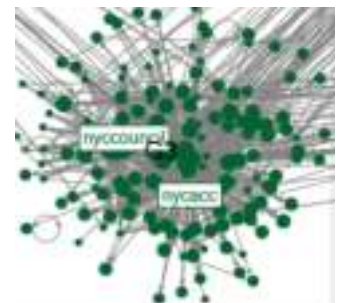
Hashtags

- nokill
- nyc
- sara

Top Tweeters

- cotey_mary
- nasrene41

The information in this cluster also pertains to the importance of no-kill and how fostering or adoption can be a good option for saving animals.



G5: SHELTERS

URLS:

- [Nation's largest no-kill shelter opens in Alabama.](#)
- [NFT community for animal lovers to adopt animals on the blockchain](#)

Domains:

- goodnewsnetwork.org
- bestfriends.org
- twitter.com

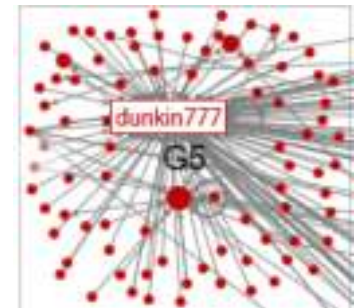
Hashtags

- savethemall
- adoptdontshop
- nokillshelter

Top Tweeters

- newsoneplace
- mary_swilling
- alyourpalster

This cluster involves actionable information and URLs that link to a news site to spread the news about the nation's largest no-kill shelter opening in Alabama, Pet Frens site to raise money for BFAS, and the BFAS donation page. Along with the hashtags, it is clear that the content in this cluster directly involves donation efforts to fund no-kill shelters and save animals.



G6: ADOPT SENIOR ANIMALS

URLS:

- [Adopt a senior rescue pet](#)
- [Tabby cat adoption profile](#)
- [Pitbull euthanized](#)

Domains:

- twitter.com
- petfinder.com
- nytimes.com

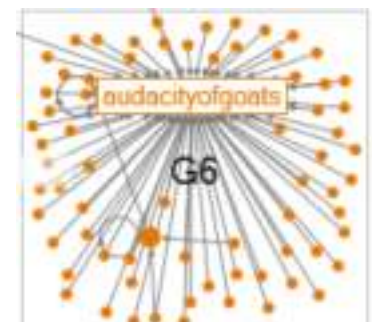
Hashtags

- savethemall
- adoptdontshop
- makeadifference

Top Tweeters

- catsfromulthar
- raluca_florea
- sandraquirnbach

Again, this cluster includes calls to adopt (specifically senior animals) as well as a story of euthanasia due to lack of adoption. The hashtags add support to the main themes of saving all the animals and adopting as opposed to purchasing from a breeder so that individuals can make a difference in these animals' lives, as well as others' directly affected by no-kill shelters.



APPENDICES:

Search Terms:

Theme Analysis:


"No Kill Shelter" OR "#nokillshelter" OR "No Kill Animal Shelter"
OR
((Animal OR Animals OR cat OR cats OR dog OR dogs OR pet OR pets)
AND
(sanctuary OR #nokill OR "No Kill" OR "no-kill" OR #nokill2025 OR
"Save them all" OR #savethemall))

Organization Search Terms

@bestfriends OR "Best Friends Animal Society" OR @
bestfriendsanimalsociety

Comparable Organization Search Terms:

@bestfriends OR "Best Friends Animal Society" OR @
bestfriendsanimalsociety OR "Humane Society" OR @humanesociety
OR #fightforallanimals OR ASPCA OR @ASPCA OR "American Society
for the prevention of Cruelty to Animals"





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