

The Humane Society Final Report

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The Executive Summary

Using Brandwatch, we were able to track social media data and analytics of the National Humane Society's platforms. Through this earned data and theme analysis, we could make informed recommendations to further help the National Humane Society's social media strategy. Through actionable insights such as spike analysis, theme analysis, and sentiment analysis, we could identify problems that the National Humane Society was having. Our general recommendation is encouraging overall positive sentiment across platforms, which is initially pretty low. This can ultimately help us with an overall positive image. We will work closely to encourage positive conversations on platforms like twitter and Instagram. We recommend implementing this by the use of a series of hashtags like #adoptdontshop for example to inspire positivity around Humane Society adoption. We also would recommend pushing the idea of the home, before and after adoption. This will increase positive sentiment around the link between a happy home and adoption. We will be focusing more on pets and household animals, as the Humane Society already does really well at advertising their efforts towards wildlife and farm animal protection.

Competitors:

- ASPCA or The American Society for the Prevention of Cruelty - **42428 total mentions**
- Best Friends Animal Society - **105572 total mentions**
- Animal Welfare Institute - **2464 total mentions**

Organized Earned Data

- Volume: 180,439 mentions
- Dates 8/1/22-12/31/22
- Tracking on Instagram and Twitter

The Agenda

- **Executive Summary**
- **Organizational Data**
- **Comparable organization and Peer organization**
- **Topic Data set**
- **Custom Classifier**
- **Social Media Listening tools**
- **Recommendations**
- **Mock Posts**
- **Appendix**

**ORGANIZATIONAL DATA
DATA SET #1**

Data set 1 Overview: The Humane Society

Data Overview

The data tracked was from August 1, 2022 to December 31, 2022. We tracked platforms Instagram and twitter. The overall total mentions was 180,315.

Trending Topics

The trending topics were Local Humane Society, Humane Society US and Animal Shelter.

Overall Sentiment

The overall positive sentiment was 18%, the neutral was 59% and negative was 23%.

Gender Analysis

There was a total of male 14,857 authors and a total of 17,370 female authors.

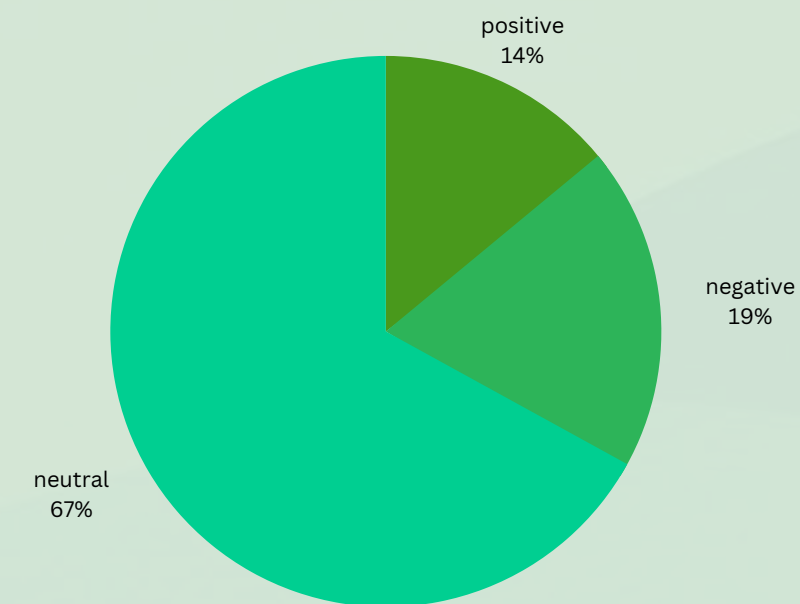
TOP MENTIONS...



Twitter Analysis

The 14% of positive conversations on Twitter are about donations made to local humane society's and comments made by people who have adopted from their local shelters.

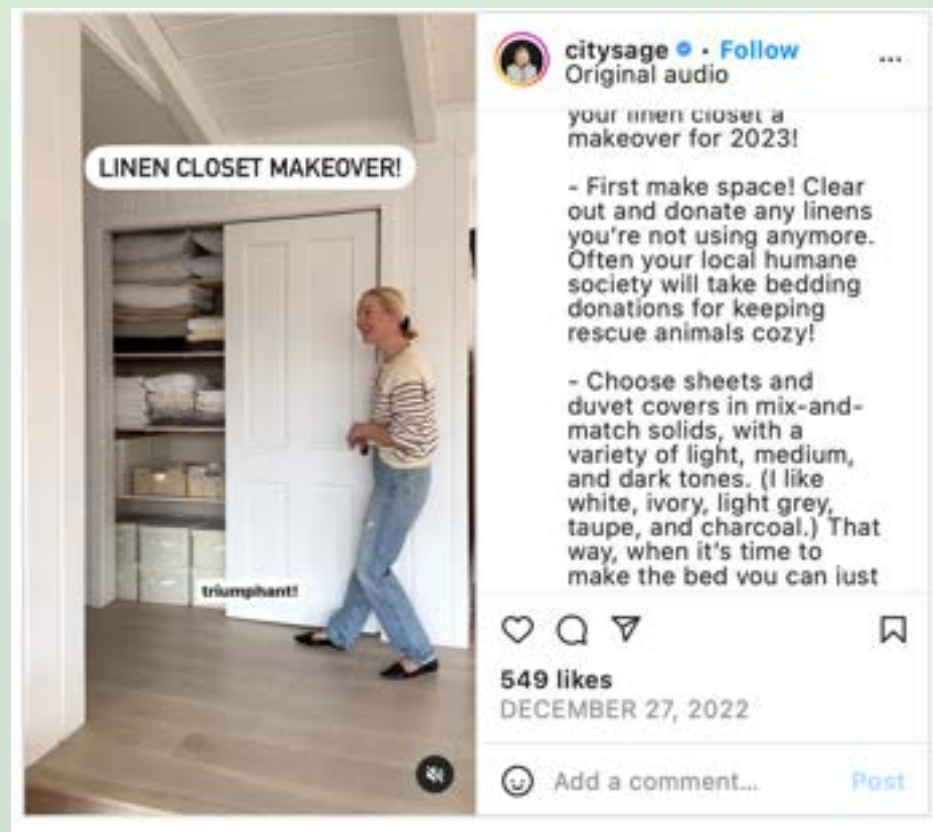
The 19% of negative conversations are about lost and found animals in the area. There are also posts about people having to surrender their pets to the humane society due to the economy.



Key insights

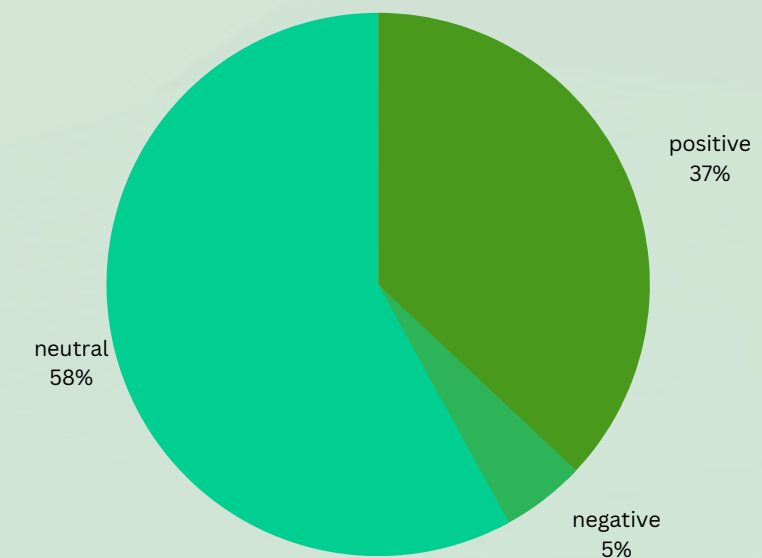
- 127,929 total twitter posts
- 180,315 total cross-platform posts
- Most Mentioned Tweeters: @humanesociety @hrw @unhumanrights
- Top Hashtags: #dogsoftwitter #adoptdontshop #adopt #dogs

TOP MENTIONS...



Instagram Analysis

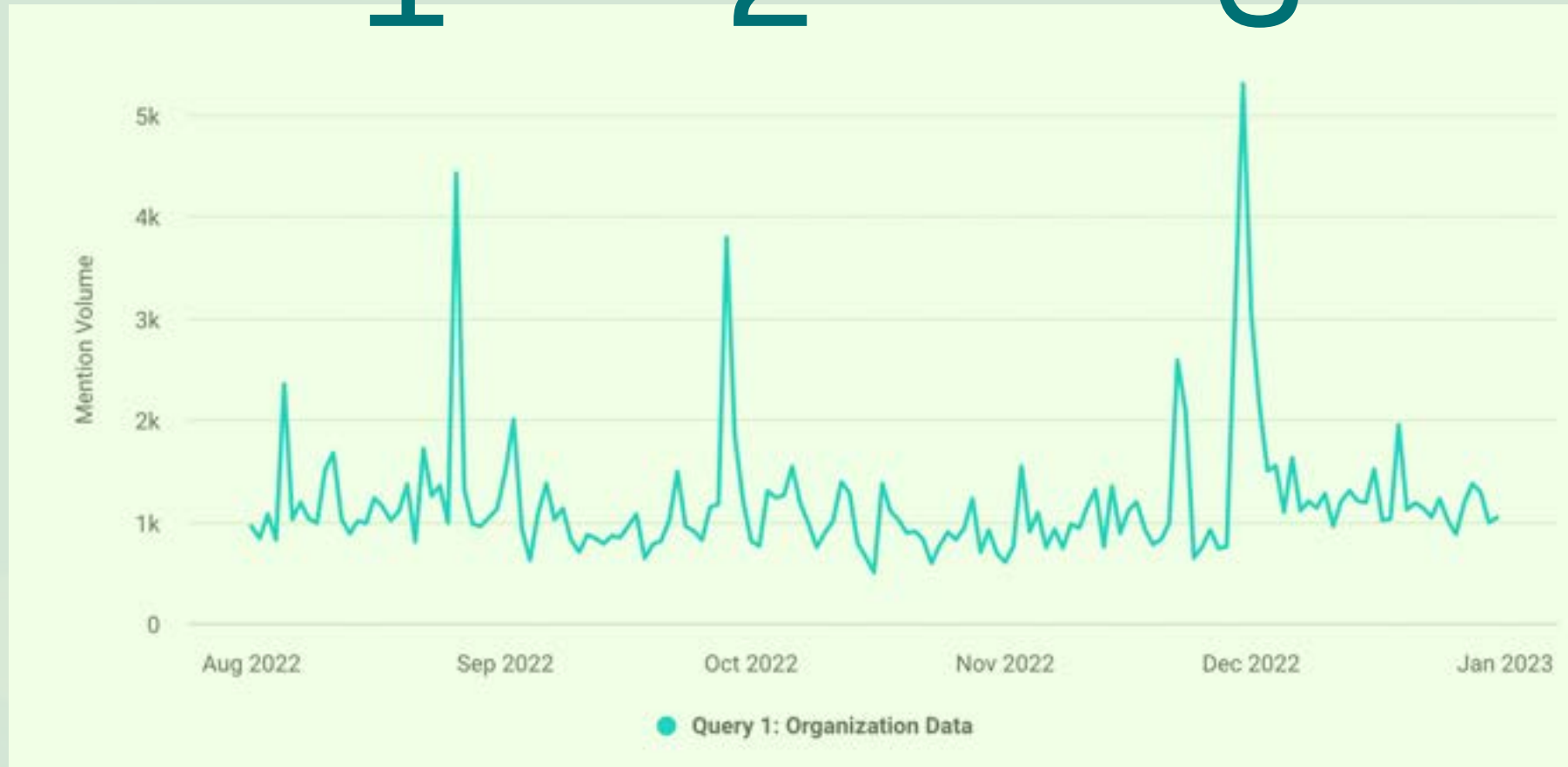
The 37% of positive conversations are about local humane society's partnering with other groups to fundraise for their shelter. There is also conversation about humane society's taking old bedding donations for their rescue animals. There are also local humane society's posting and wishing their followers a happy holidays. The 5% of negative conversations are about animals being out in the cold during the winter months. The other posts are about people taking injured animals to their local humane society's.



Key Insights

- 214 total Instagram posts
- 180,315 cross-platform posts

1 2 3



Cross Platform Spike Analysis

Key insights #1

- This spike in August was a huge fundraising push for National Doge Day, with users urging people to learn more about dogs and donate to one of the many non-profits including the National Humane Society

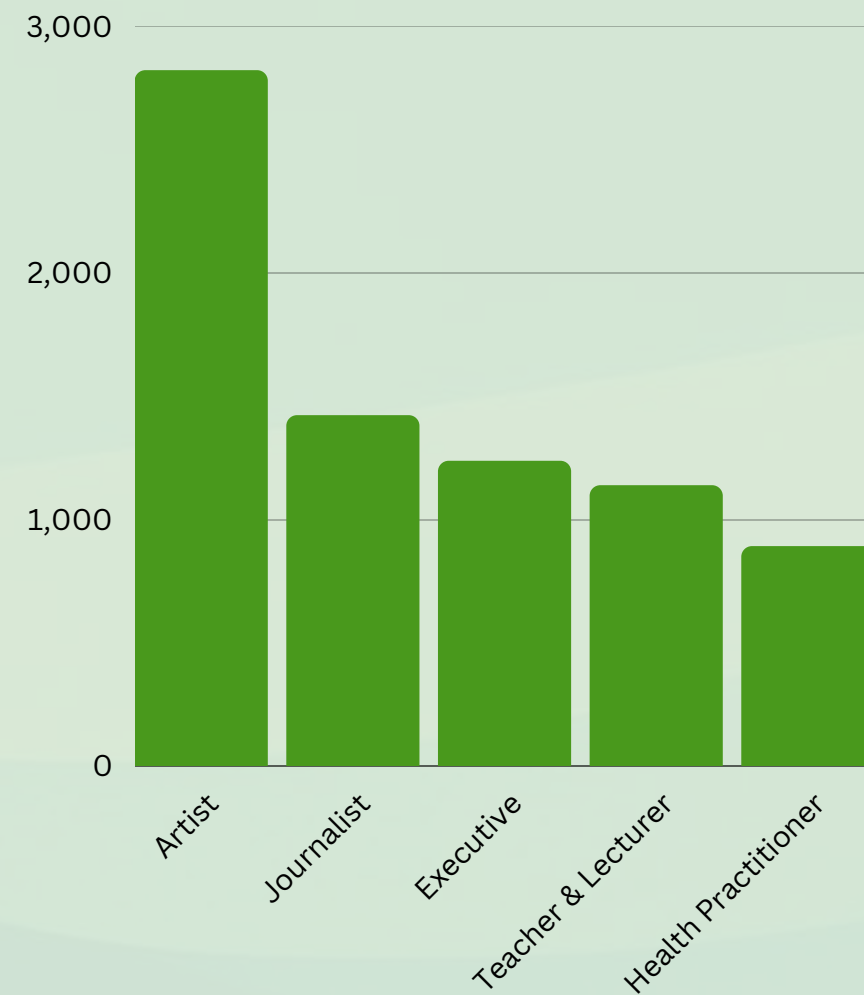
Key insights #2

- In September, users were concerned about pets affected in Hurricane Ian

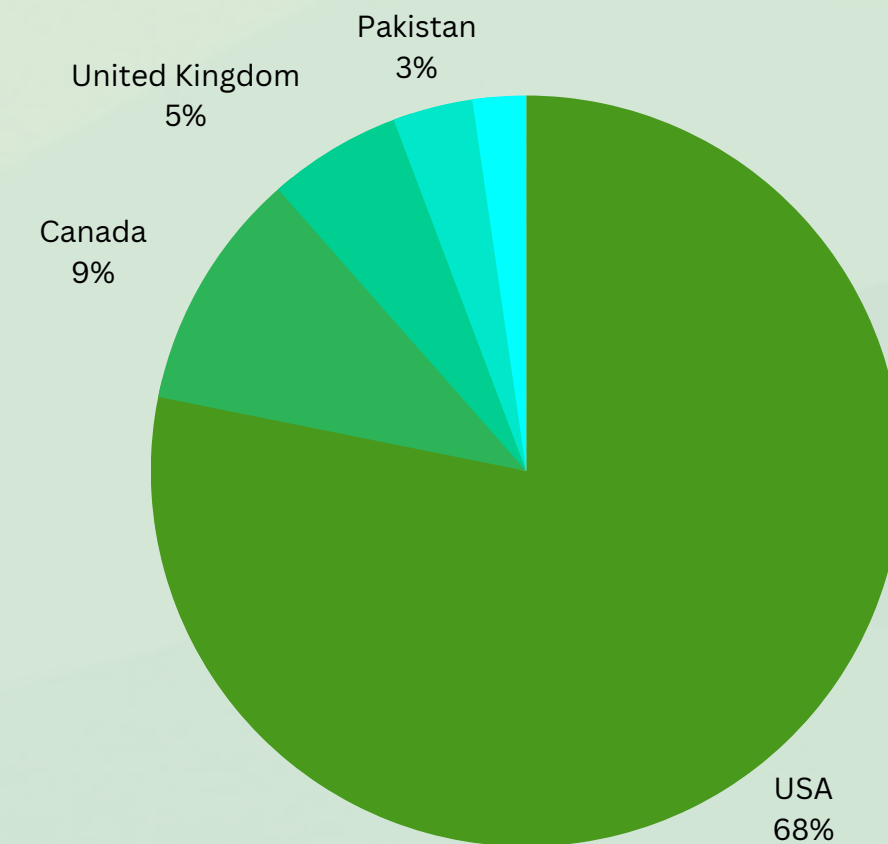
Key insights #3

- In November, there was a huge spike due to a tumblr page talking about their local humane society's adoption page due to them naming a cat "Katya"

Humane Society Mentions By Regions and Professions



The twitter conversation about the Humane Society is dominated by users in the artist profession followed by journalists, executives, teachers and lecturers, and health practitioners.



68% of of tweets about the Humane Society originate from the United States of America .

Our 3 Themes & Analysis

Local Humane Society

The National Humane Society is a non-profit charity organization that encompasses all shelters and humane societies nationwide. Because of this, we thought "**local humane society**" would be one of the major themes. Making up **9.1%** of all tweets in our dataset, "local humane society" was a theme in **16,678 posts**. The conversations regarding local humane societies were mainly **positive**, with **46%** of all related tweets being optimistic. Some examples were tweeters talking about their recent donations to their local humane society and promoting their support for the organization.

Adoption

Adoption is one of our main themes because the National Humane Society's mission is "**to find abandoned animals homes and to help rectify the over-population crisis of dogs and cats in the US.**" Taking up **12.6%** or **182613** of all posts in our dataset are posts surrounding our theme of adoption. The majority of posts are positive, with **47%** of all posts. Tweets in this category discussed animals up for adoption near them. Another post praised their local shelter as a "**good adoption center.**" Negative posts comprised **22%** of the theme, mainly discussing tweeters' negative feelings about being in their local shelter.

Home

Our last theme is **home**. We chose this theme because of the National Humane Society's mission. This theme takes up **8.9%** or **16263** posts in the dataset. The majority of posts with this theme were neutral (**61%**). **21%** of posts were positive, talking about looking for "forever homes." Negative posts made up for **18%** of all posts in the trend. Examples of negative posts include one tweeter talking about a pair of kittens being adopted but then returned back to the shelter.

COMPARABLE ORGANIZATIONAL AND PEER
ORGINIZATIONS
DATA SET #2

Data set 2 Overview: Competition Data Set



Dates
August 1 - December 31 2022

Total Mentions
149,275

Gender Analysis

Female: 57% (8496 Authors)
Male: 43% (6532 Authors)

*Cross Platform Data
Overview*
Overall Sentiment

Positive: 7% (31,437)
Negative: 12% (41,771)
Neutral: 81% (107,107)

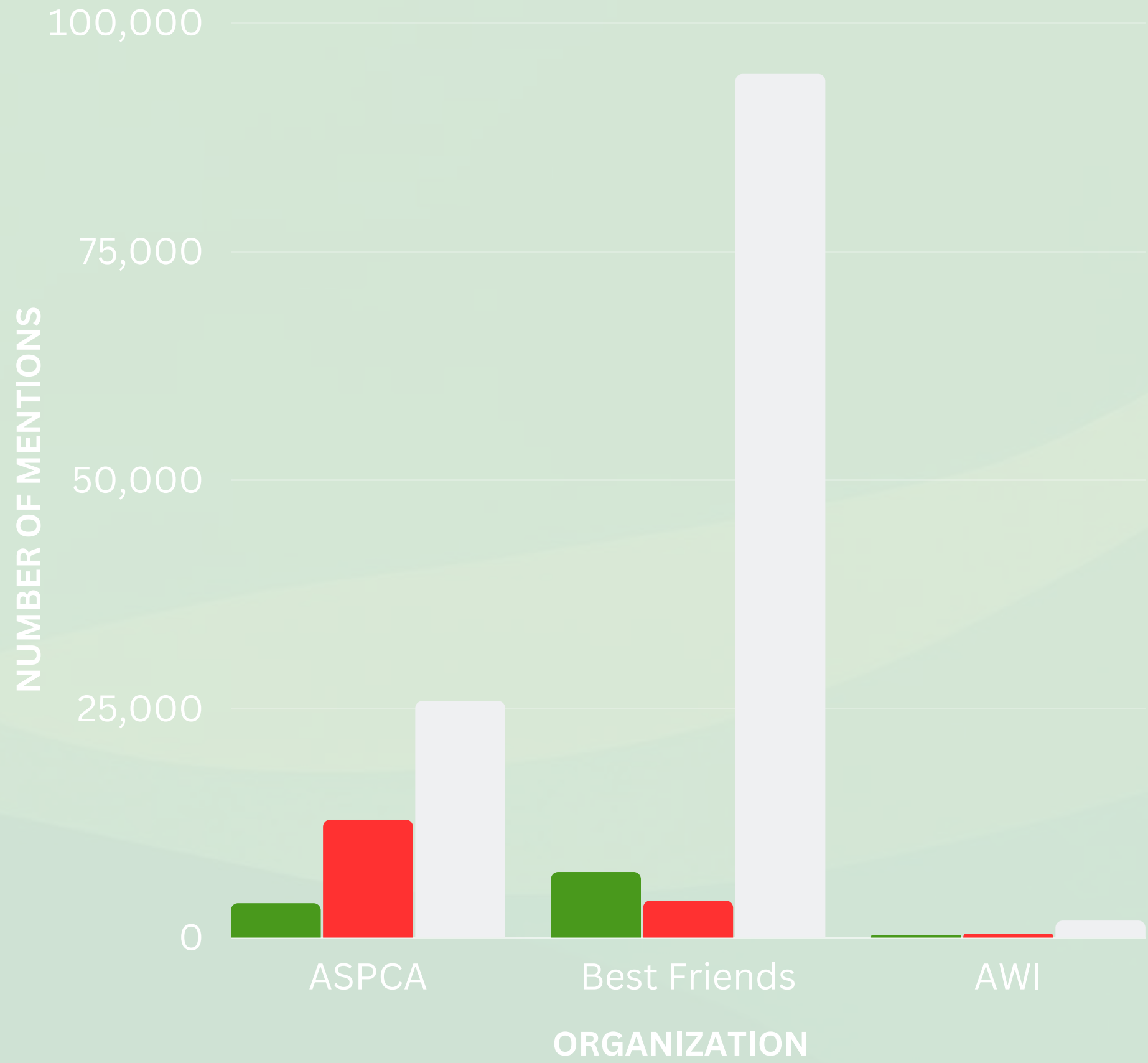
Trending Topics

- Friends Animal Society
- Loving Homes
- Animal Cruelty



**Best
Friends
Animal
Society**





Comparable Sentiment Analysis

In this chart, we have shown the sentiment on Twitter per organization. We show our organization's, The National Humane Society, competitors. ASPCA, Best Friends Animal Society, and the Animal Welfare Institute are shown. As you can see, Best Friends has a significantly higher number of mentions on Twitter; therefore, they have the highest number of positive mentions. Even though they don't have the highest number of mentions, ASPCA has the highest number of negative mentions.

- 149,271 total twitter posts
- 158,241 total cross-platform posts

KEY:
GREEN = POSITIVE
RED = NEGATIVE
WHITE = NEUTRAL

Competition data share of voice chart

In this graphic, we have illustrated our share of voice on Twitter amongst our competitor organizations. Best Friends Animal Society has the highest number of posts (volume) followed by ASPCA and then AWI. There is a significant gap between Best Friends and AWI with the Animal Welfare Institute having such a low amount of posts that they only account for 1 percent of the whole data set.

71%

28%

1%

BEST FRIENDS 71%

105,573 mentions

ASPCA 28%

42,314 mentions

AWI 1%

2461 mentions

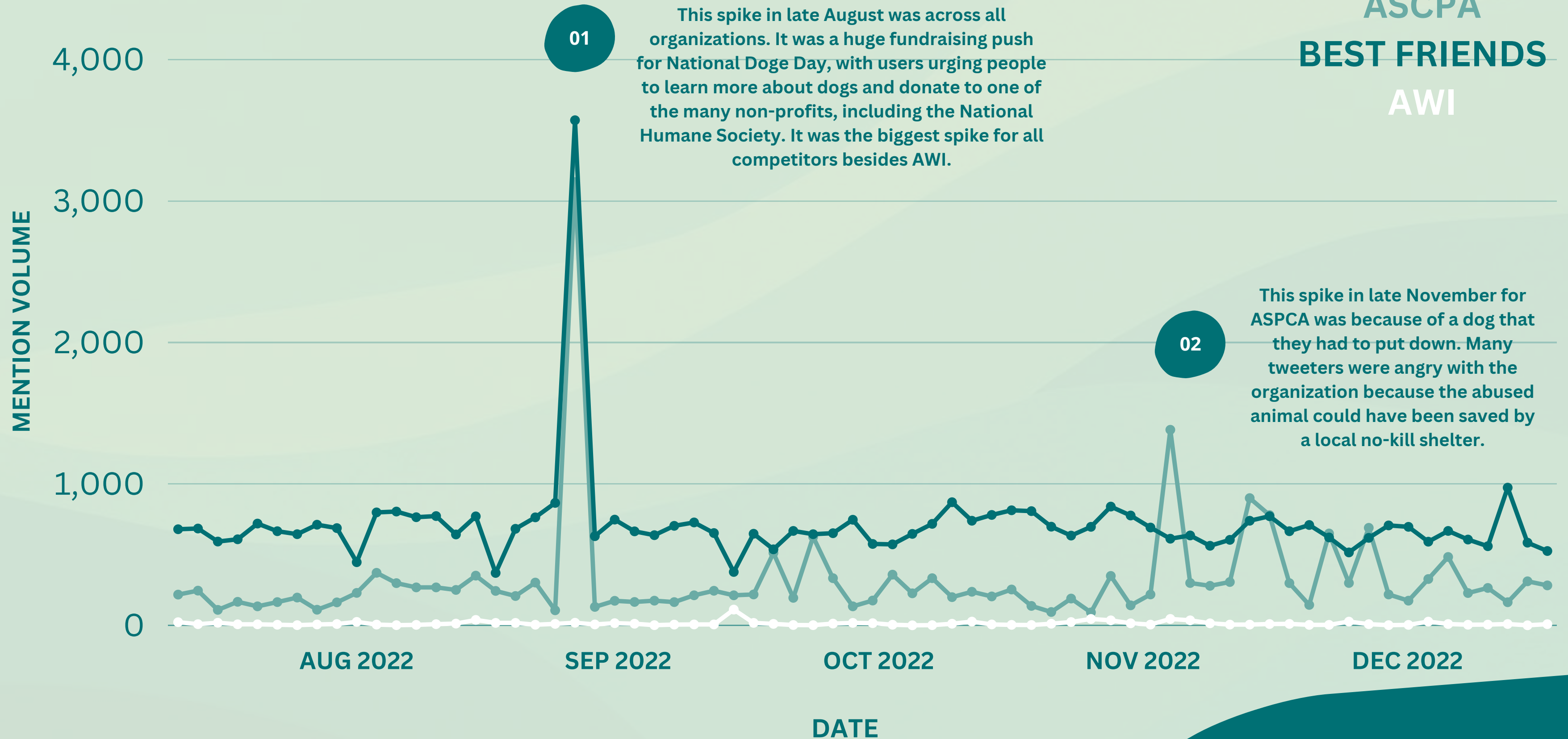
Comepetition data Spike Analysis

KEY:

ASCPA

BEST FRIENDS

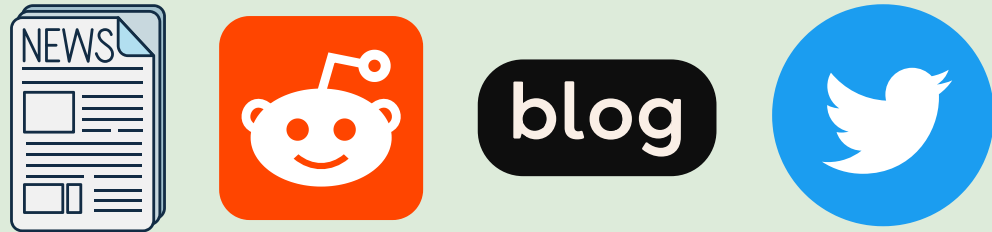
AWI



TOPIC DATA SET
DATA SET #3

Data set 3 Overview:

Platforms Tracked: News, Reddit, Blogs, & Twitter



Total Mentions: 2,852,078

Mentioned Tweeters:

- @UN
- @POTUS
- @antonioguterres

Top Hashtags:

- #UK
- #trigraygenocide
- ABIY

Top Countries:

- USA 40%
- UK 17%
- India 6%

Top URLs:

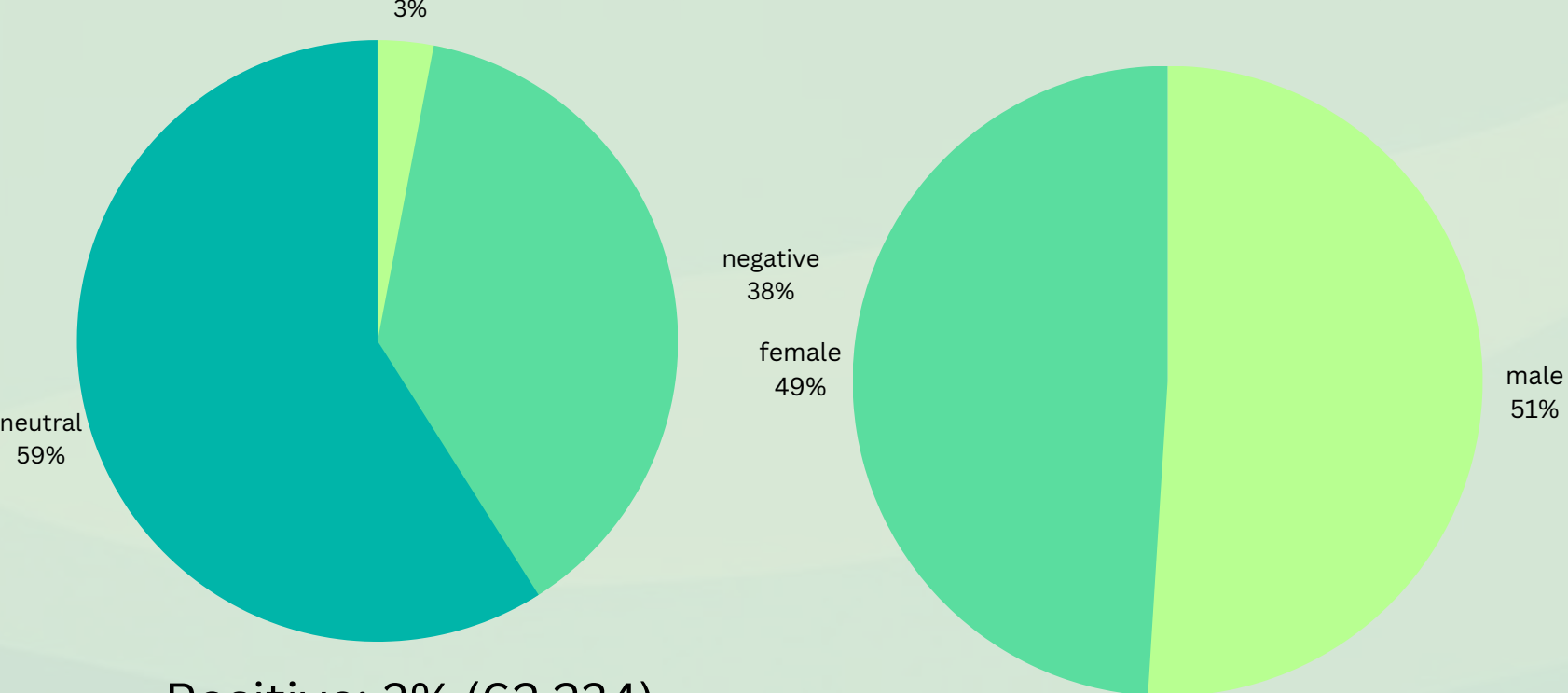
- sinnfeinie/contents/64238actaccessnow.org/page/116140/action/1reuters.com/article/uk-ethiopia-conflict-rape-iduskbn29sobg

News Analysis

2,012,174 total news posts

The overall conversation discusses topics like animal cruelty. A man dyed his dog's hair to look like Pikachu in one news article. One user says, "I don't think the dog signed off on that paint job."

News Sentiment Analysis: News Gender Analysis:



Positive: 3% (62,234)
 Negative: 38% (771,530)
 Neutral: 59% (1,178,410)

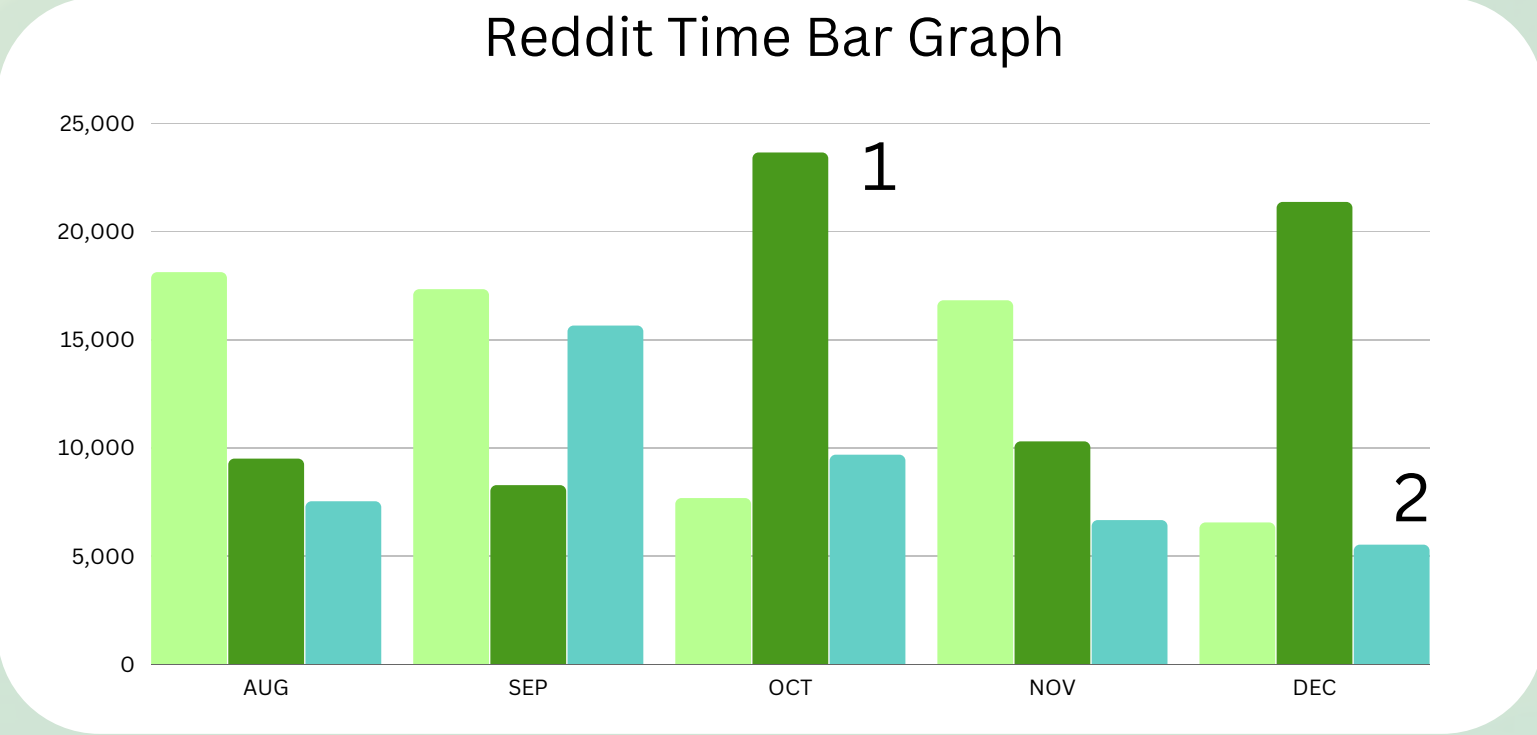
Positive Conversation: the top positive conversation in the news was about the horrible reality of New Year's Eve. Unfortunately, numerous birds die from blunt-force trauma when they are hit by fireworks and debris.
Negative Conversation: The top negative conversation is about a small dog being torn apart in the road after being hit by a car.

Most Mentioned Tweeters:
 @un
 @potus
 @antonioguterres

Top Countries:
 USA: 46%
 UK: 17%
 India: 6%

Top Hashtags:
 #uk
 #trigraygenocide
 #abiy

Top URLs:
sinnfein.ie/contents/64238
act.accessnow.org/page/116140/action/1
reuters.com/article/uk-ethiopia-conflict-rape-idUSKBN29SOBG



- 1 The highest spike is in October. The top conversation is two hog-farm protestors in Abbotsford appealing their convictions.
- 2 In late December, the lowest dip in posts occurs. One news article tells pet owners all of the harmful plants common during Christmas time.

Blog Analysis

189,012 total blog posts

The overall conversation discusses topics like horse trading in India and how being vegan is the better option since it doesn't promote animal cruelty.

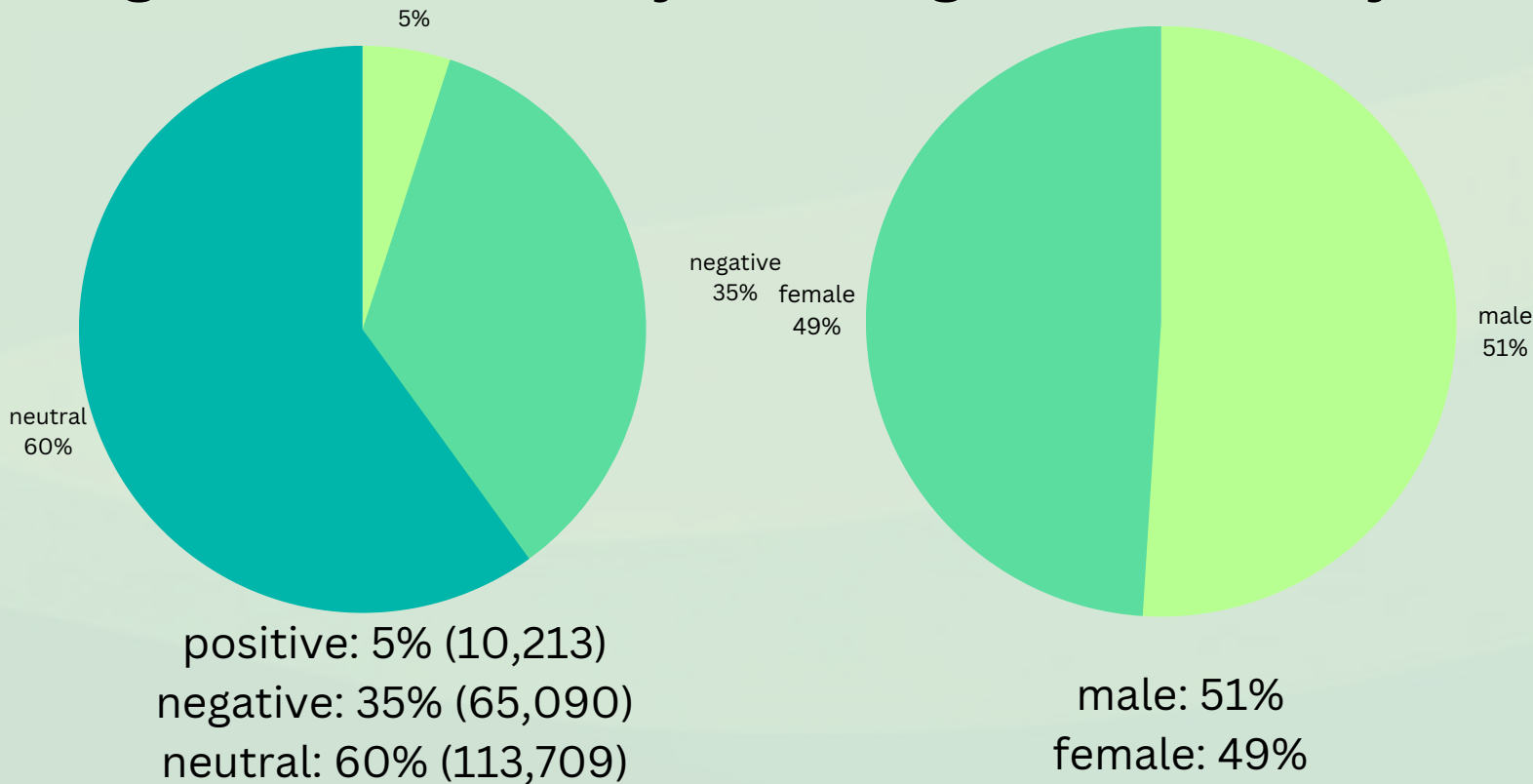
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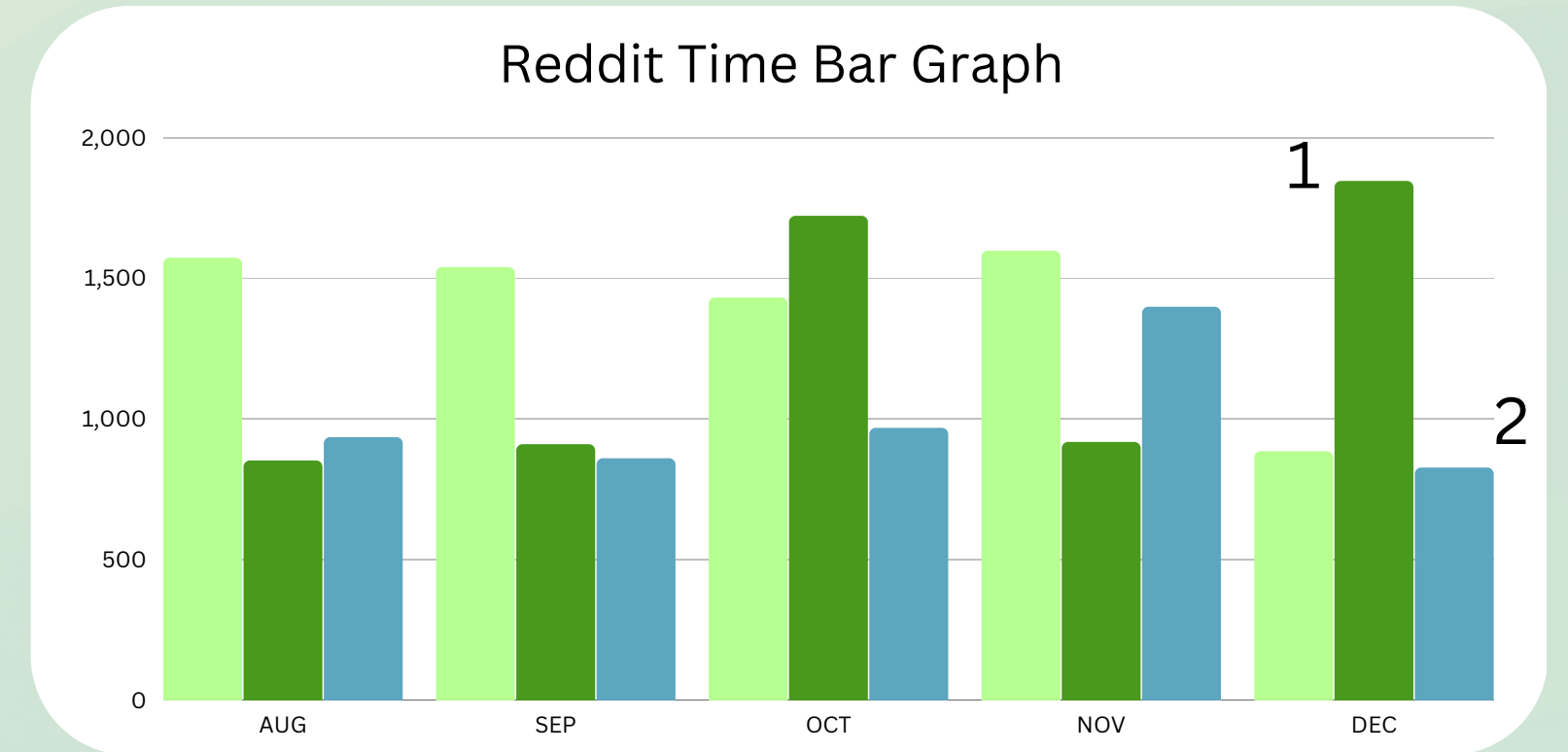
Top URLs:
sinnfein.ie/contents/64238
act.accessnow.org/page/116140/action/1
reuters.com/article/uk-ethiopia-conflict-rape-idUSKBN29S0BG

Blog Sentiment Analysis: Blog Gender Analysis:



Positive Conversation: the top positive conversation is a blog post about a cat being rescued after being abandoned on the side of a highway.

Negative Conversation: The top negative conversation is about a New York property fireworks causing harm to their neighbors, many of whom had pets. Another blog post discusses the barbarism of slaughtering innocent calves just to eat veal.



1 The highest spike is in December. One blog post is about a boy in Singapore throwing a cat from the 22nd floor of a building. This angered many people and there was even a police report filed.

2 In late December, the lowest dip in posts occurs. One blog post discusses how businesses will have to reduce the harm they inflict on wildlife.

Reddit Analysis

650,892 total reddit posts

The overall conversation discusses topics like fireworks being illegal and how they are considered abuse to animals and people who suffer from PTSD and other problems.

Most Mentioned
Tweeters:
@un
@potus
@antonioguterres

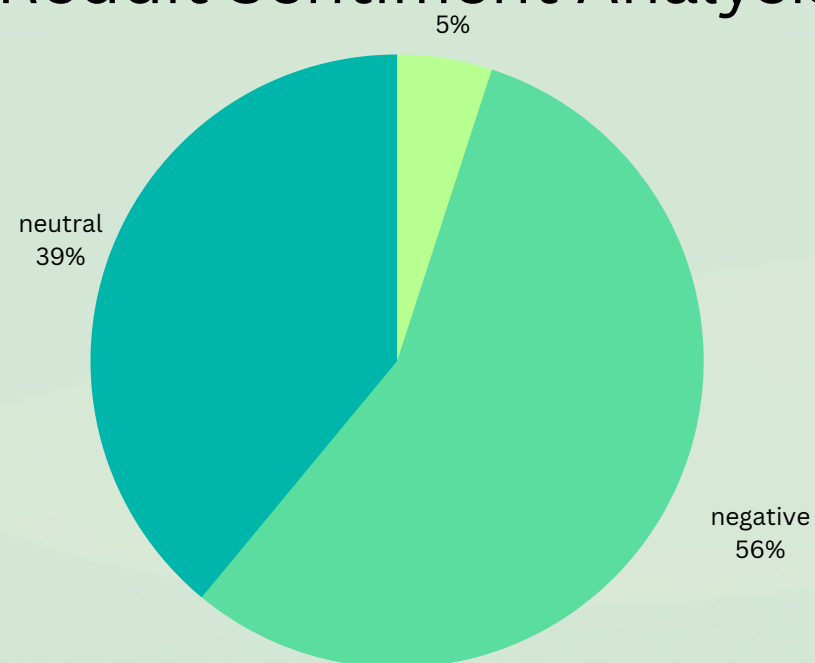
Top Countries:
USA: 46%
UK: 17%
India: 6%

Top Hashtags:
#uk
#trigraygenocide
#abiy

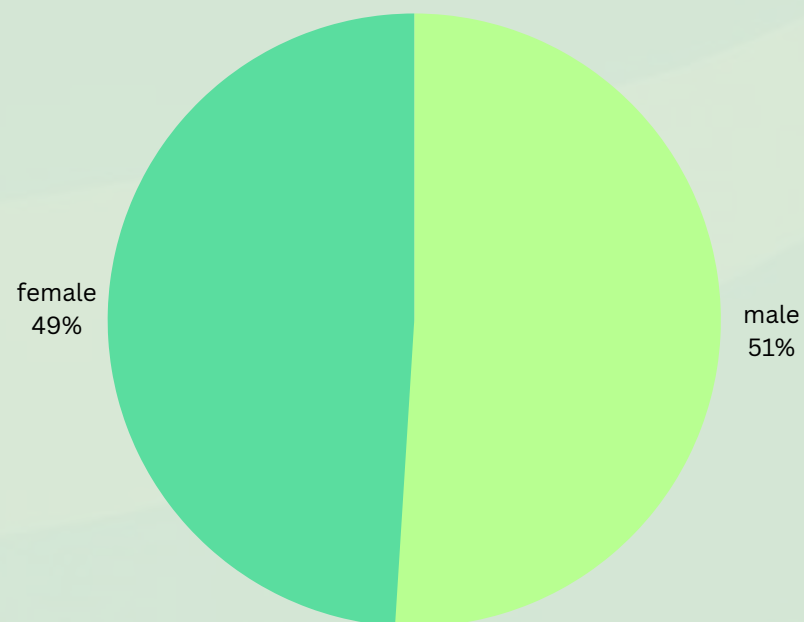
Top URLs:
sinnfein.ie/contents/64238
act.accessnow.org/page/116140/action/1
reuters.com/article/uk-ethiopia-conflict-rape-idUSKBN29SOBG

Reddit Sentiment Analysis:

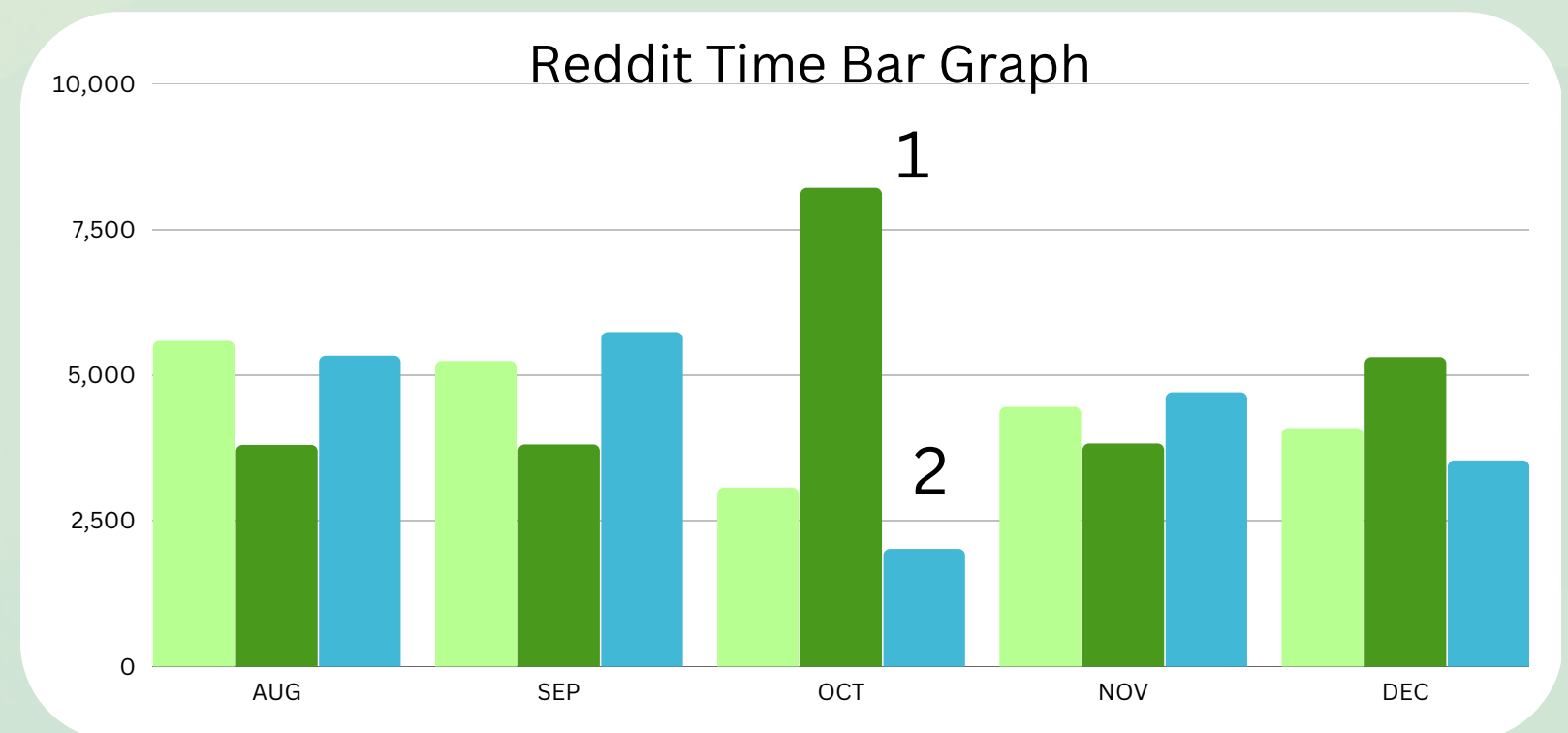
Reddit Gender Analysis:



positive: 5% (29,143)
negative: 56% (365,776)
neutral: 39% (255,973)



male: 51%
female: 49%



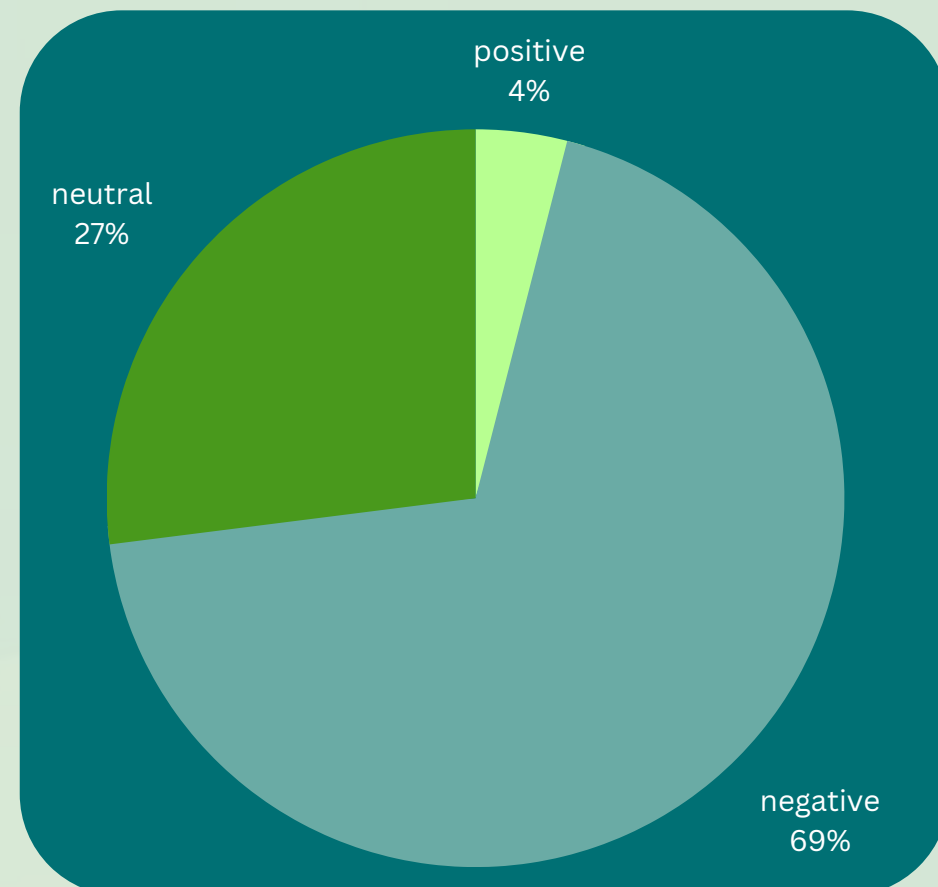
Positive Conversation: The top positive conversation is a Reddit user discussing how Avatar 2 made them realize how cruel humans are to animals when it comes to meat consumption. Another asks if keeping their border collie in a city apartment is cruel.

Negative Conversation: The top negative conversation is a user advising someone to kill 4 dogs who tried to attack a kitten since pepper spraying them is considered animal abuse.

- 1 This spike in October has one Reddit post pleading with an owner to euthanize their dog since the way they treated them was just inflicting them with pain and abuse.
- 2 In October, there was a drop in posts, but the most talked about Reddit thread was about a Youtube ad showing animal cruelty.

Gender Based Analysis

Female Sentiment:



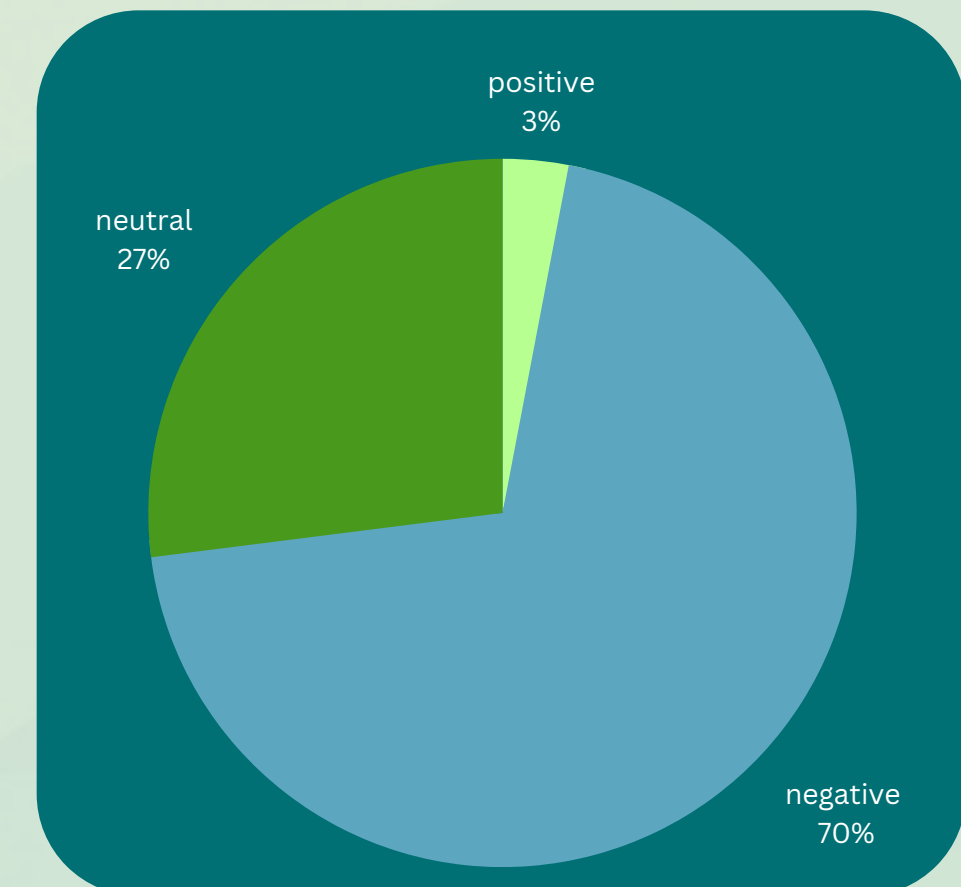
Positive: 4% (14,660)
Negative: 69% (267,205)
Neutral: 27% (106,695)

Positive Conversation: The positive conversations lead by female authors consist of users encouraging people of authority who fail to uphold the ban of fox hunting to "be better".

Negative Conversation: The negative conversations lead by female authors consist of users calling out owners who have mistreated or neglected their pets. Other posts include users with pets being angry about fireworks and calling it "animal cruelty".

Males and females have a very similar sentiment breakdown. Surprisingly, there was very little cross-over on specific topics; we did not find male and female authors tweeting about the same incident.

Male Sentiment:



Positive: 3% (10,769)
Negative: 70% (243,009)
Neutral: 27% (95,445)

Positive Conversation: The positive conversations lead by male authors consist of a user discussing the difference between loving your dogs like pets and killing other animals for food. Other posts include a user encouraging people to join the fight to end factory farming.

Negative Conversation: The negative conversation lead by male authors consists of a user calling the UK out for calling themselves a "nation of pet lovers", when there was a cat cut in half, over 40 dogs covered in filth, and 3 puppies found in freezing cage at a puppy mill. The users' call for longer prison sentences for animal abusers.

**CUSTOM CLASSIFIER
DATA SET #4**

CC DATA TOPIC 1: WILD LIFE

The Conversation

The Conversation in this theme involves a wide scope of users trying to end different types of wildlife hunting. One post, which had over 300 retweets, advertising a peition to end seal hunting in Canada. Another post, which had over 100 posts, was a user asking for Northern Ireland to ban fox hunting.

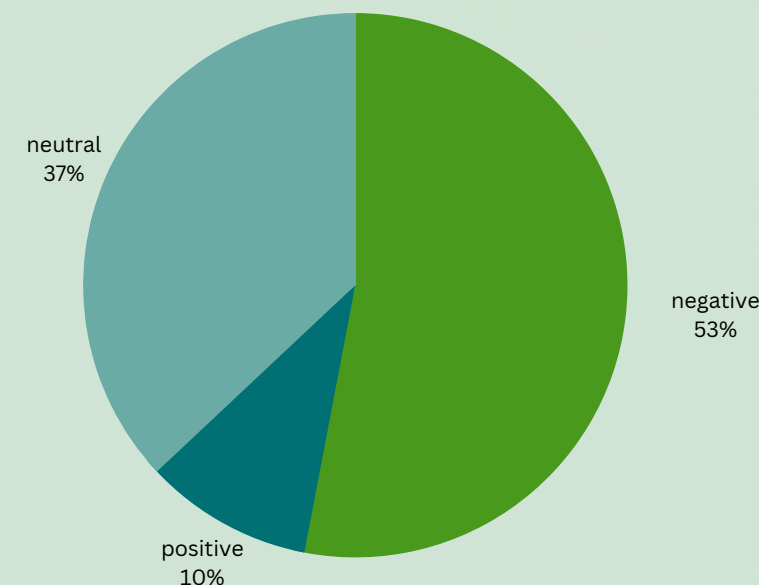
Overall Sentiment

There are 16,360 total mentions. The negative sentiment is at 53%. The positive sentiment is at 10% (1,662) and the neutral sentiment is at 37% (6,114). Most of the positive conversation in this theme has to do with users encouraging the stop of fox hunting. The majority of the posts within this theme are people speaking out against trophy hunting. Other posts were about users wanting hunting with dogs to be banned because of the risk of the dog getting hurt.

Gender Analysis

There are 61% Female (1,293 authors) and 39% Male (820 authors)

Sentiment for Wildlife Hunting



What's at the top?

- Top Interests: Animals & Pets/Politics/Family & Parenting
- Top URLs: cuddly.com/donate/4915253/penny AND relistwolves.org AND bbc.co.uk/news/uk-64092254
- Top Hashtags: #uk #dogs #bantrophyhunting
- Top mentions: @hoperescue @bernabepphoto @keeptheban_
- Top countries: United Kingdom 47%/ United States 28%/ India 4%

CC DATA TOPIC 2: FACTORY FARMING

Top Interests

Animals & Pets,
Beauty/Health & Fitness, &
Politics

Top Hashtags

#GoVegan
#Vegan
#EndSpeciesism

Top Mentions:

@MoveTheWorldUS
@PETA

Top Countries

USA (30%)
UK (25%)
India (15%)

The conversations surrounding factory farming were mostly about treating animals poorly and under cruel conditions. One conversation spoke about chickens being exploited and used for their eggs. They are starved, mutilated, confined, and finally slaughtered. They urge users to stop supporting animal cruelty and ultimately go vegan. More posts of chickens show videos of them being cooped up and crowded to the point where they can barely walk. They want to end factory farming together. Lastly, one tweeter shared that King Charles abolished bear fur hats for his coronation.

Gender Analysis for Factory Farming



56.5% Female (2,979 authors)

43.5% Male (2,295 authors)

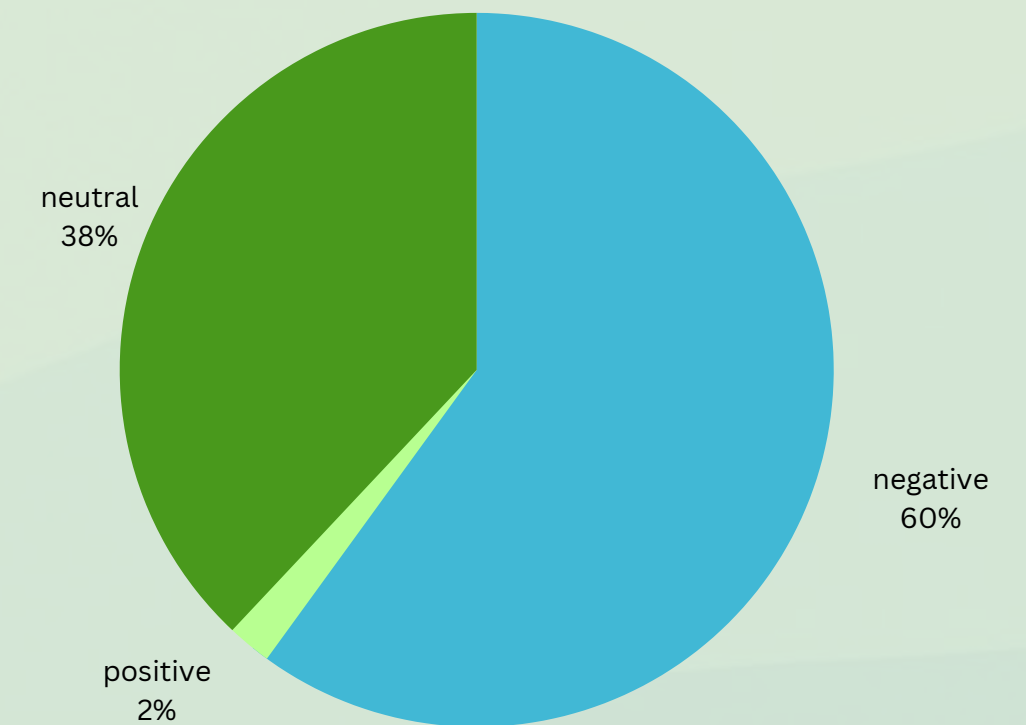
51,903 total mentions

60% negative (31,319)

2% positive (978)

38% neutral (19,606)

Sentiment for Factory Farming:



Positive Conversation: In positive conversations, @CompassionUSA fights to end factory farming. Other tweets praise certain foundations for helping bring awareness to animal cruelty. There was also a tweet about a petition to stop eating meat and drinking cow's milk because of the pain the animals endure.

Negative Conversation: In negative conversations, Gumtree Ireland bans the sale of dogs from cruel puppy farms, and Facebook bans the sale of pets in the UK. Another post from the UK discussed how they found 40 puppies covered in filth at a puppy mill, saying, "this cruel form of farming is the main cause of #animalsuffering and abuse."

CC DATA TOPIC 3: PET ABUSE

Top Interests

Animals & Pets, Books, and Business

Top Hashtags

#adoptdontshop
#animalliberation
#animalrights

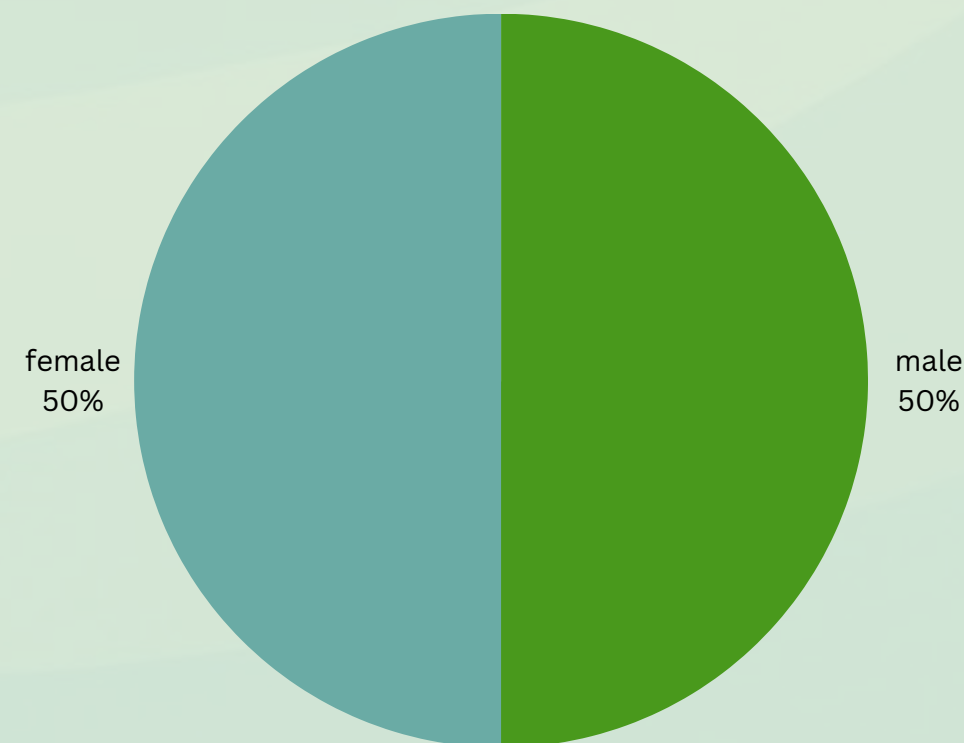
Top Mentions:

@boringprufrock
@looping_jocer

Top Countries

India (33%)
UK (33%)
Germany (17%)

Gender Analysis for Pet Abuse

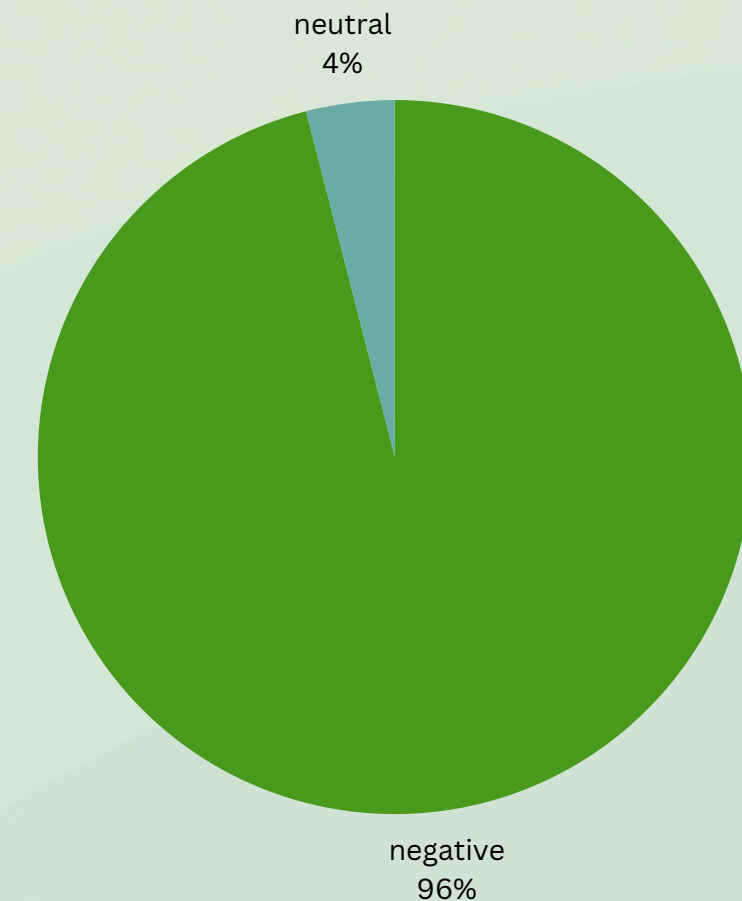


50% Female (3 authors)

50% Male (3 authors)

The Conversation: The conversation in this data set was users advocating for the end of puppy mills, pet stores, and breeders.

Sentiment for Pet abuse



225 total mentions
96% negative (8,584)
0% positive (1,662)
4% neutral (6,114)

Positive Conversation: There was no positive sentiment within this theme.

Negative Conversation: The negative conversation in this data set was users advocating for the end of puppy mills, pet stores, and breeders.

SOCIAL MEDIA LISTENING ALTERNATIVE TOOLS

TOOL 1: BRAND24

Brand24 separates mentions by social media, non-social media, user-generated content, tik-tok, etc., whereas Brandwatch separates only positive and negative sentiment. Brand24 also has better ease of use and an influencer sections to see what important accounts have mentions The Humane Society. Another great feature is the comparison tab, where you can see side by side the different metrics of your competitors compared to your brand.

DATA

Top Public Profiles:
@hostile_bean (48% Voice Share and 177k Influence)
@CTVNews (7.6% Voice Share and 28,000 Influence)
@MLive (5.4% Voice Share 19,800 Influence)

The Humane Society Presence Score: 47

72% bigger than other brands measures brand online popularity at any given time

Mentions:
User-Generated Content: 530
Social Media Likes: 786
Videos including Tik Tok: 39
Positive Mentions: 259
Negative Mentions: 90

BRAND24

**Note only last 30 days of data (for full time period you have to pay)

TOOL 2: BUZZSUMO

Buzz Sumo collects a much more unique collection of insights than Brand-Watch does, including the following:

Top Emoji Reactions,

Average Engagement by Day Published,

Average Engagement by Content Length,

Average Engagement by Content Type (video, podcast, interview, etc.), and

Average Engagement by Content Length.

Overall, the site set-up and navigation is very similar to Brandwatch.

Buzzsumo

DATA

Average Engagement by Content Length:

1) 10,000+ has average engagement of 96

2) 0-1,000 has average engagement of 68

3) 1,000-2,000 has average engagement of 38

Top Reactions: (85.4K reactions collected)



"love" 81%



"sad" 12%

Best Day to Publish:

Articles published on Thursday have an average engagement of 134.

RECCOMENDATIONS
OVERALL

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Increase positive sentiment on Twitter</p> <p>1</p>	<p>Push the "adoption" theme by asking our audience to share pictures of their pets adopted from the Humane Society with hashtags like</p> <p>#adoptedfurbabies #adoptdontshop</p>	<p>Twitter makes up 70.95% of all conversation about the Humane Society and only 14% of the conversation on the platform is positive. The "adoption" theme is our most common theme (found in 12.6% of data set) as well as our most positive theme (47%) and could be used to increase positive sentiment on Twitter. Also, the current positive conversation on Twitter is dominated by users commenting about their animals adopted from local animals shelters, so using the already popular hashtag #adoptdontshop makes perfect sense.</p>
<p>Increase positive conversation on Instagram</p> <p>2</p>	<p>Posting more for traditional holidays (Christmas, Easter, Valentine's Day, etc.) but also for smaller holidays like national dog/ cat day and other fun post ideas like national whip cream day (feed the shelter animals whip cream)</p>	<p>There is only 214 Instagram posts in our organizational data, which is very low compared to our 130,315 total cross-platform posts. Increasing our presence and positive conversation on Instagram would overall increase our reach as an organization. From our Instagram analysis, we can see that the positive conversation includes our organization wishing their followers a happy holidays.</p>

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Increase overall mentions on Twitter.</p> <p>3</p>	<p>By posting more about events that the Humane Society is hosting, users will be more likely to repost and mention their account. They should also set up a photo booth for newly adopted pets to get photos with their new families. When the owners post the photo, they will tag @HumaneSociety.</p>	<p>This would be a good way to increase overall mentions on Twitter. Most of the Humane Society's mentions are on Instagram, since their platform relies heavily on photos. By posting text-heavy informational details on Twitter, they will increase the platforms mentions.</p>
<p>Increase overall positive instagram sentiment in order to gain followers.</p> <p>4</p>	<p>To help combat the 5% negative sentiment on instagram (mostly due to animals being out in the cold during winter months) we could create the hashtag #donationsfordogs to further advertise a donation of sheets.</p>	<p>The sheets could be donated to help keep shelter dogs warm during the winter months. This could be promoted and pushed especially in colder weathered states to combat the negative sentiment. Users who were previously upset about the animals being outside in the cold will now have a positive feeling towards the Humane Society and want to follow them.</p>

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Increase twitter hashtag use for the hashtag #fightforallanimals in attempt to get a spot on the "trending page"</p> <p>5</p>	<p>In every twitter post that relates to helping wildlife we should add the tag line "join us in our #FightForAllAnimals to get the community centered around the fight for animals and involved in hashtag usage on twitter.</p>	<p>Hashtags associated with our competitors have much more engagement than our organization's hashtag "#FightForAllAnimals", does. Our competitor, Best Friends Animal Society has a hashtag called #savethemall that accrued 31663 tweets, 10135 retweets, and 213,437,812 impressions. Hashtags are crucial for relevance and traffic on Twitter. The trending page on twitter is the worlds most talked about topics and The Humane Society could claim a place there.</p>
<p>Increase positive sentiment within the theme of home to make a connection between a positive lifestyle at home when a pet is present.</p> <p>6</p>	<p>Encouraging fellow adopters to post the lifestyle of inside the home to increase positive sentiment to the home with an adopted pet. We can channel this by issuing a contest on our social accounts to challenge adopters to post their pets at home using the hashtag #Humaneathome on ALL socials. We can promote this upon adoption and across ourb page</p>	<p>The home theme only had a 21% positive sentiment. The adoption theme is 47%. The local humane society is 24%. It is important to increase and keep that positive sentiment within the household to ensure the overall positivity of having an adopted pet in your home.</p>

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Have the @HumaneSociety social accounts respond to more articles that are in the news sentiment analysis section.</p> <p>7</p>	<p>The Humane Society social platforms under @HumaneSociety will post more day-to-day animal cruelty posts in addition to national topics and awareness posts.</p>	<p>The News sentiment analysis seems to speak about smaller circumstances and situations regarding animal cruelty and pet abuse. For example, the positive conversation in that section is regarding the death of birds on New Years eve due to fireworks. When diving into the Humane Society social platforms, these circumstances aren't mentioned. While this is less broad of a topic, the Humane Society would benefit from circulating this topic of conversation to build more awareness about topics both of big and small magnitude.</p>
<p>Create political movements on the @HumaneSociety social pages that could lead to change in laws that better protect animals. The hashtag could be #TheHumaneMovement.</p> <p>8</p>	<p>The Humane society social pages could host a series or movement where they get followers to repost, share or even post their own ideas of different ideas to change the act of animal cruelty. For example, having John Doe use the hashtag #TheHumaneMovement while posting a petition to ban fireworks in areas with heavy bird populations.</p>	<p>In the topic data set overviews, one of the top hasthtags is #POTUS. This means many people are in the news, blog posts and reddit trying to channel our country leader to change animal cruelty and pet abuse for the better. The Humane society has a large platform and could be a vessel for change by leading the movement while also inspiring people to take a stand.</p>

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Increase use of hashtag #AdoptDontShop in order to increase following and loyalty.</p> <p>9</p>	<p>Hold an adoption event at the local Humane Society and have the main focus of the posts be #AdoptDontShop. Encourage the adoption of pets by offering discounted pet supplies when you adopt at the event and zero dollar adoption fees.</p>	<p>By having @HumaneSociety promote the #AdoptDontShop hashtag, they are connecting with users to gain more followers and a following that feels passionately about the cause. This will also result in more mentions and reposts.</p>
<p>Increase use of hashtag #BanTrophyHunting</p> <p>10</p>	<p>@HumaneSociety can discourage wildlife hunting by promoting the hashtag #BanTrophyHunting. They can post about how this will end the risk of extinction for animals like elephants, lions, and rhinos.</p>	<p>The majority of posts within the "Wildlife Hunting" theme are negative (53%) and most users are speaking out against trophy hunting. With so many users so passionate about stopping hunting for souvenirs, @HumaneSociety can connect with their followers by promoting an end to trophy hunting.</p>

Our Recommendations

What to do?	How to do it?	Why do it?
<p>Increase over all Pet Abuse total mentions.</p> <p>11</p>	<p>Have @HumaneSociety socials praise organizations for ending pet abuse.</p>	<p>The total mentions in our custom classifiers for Pet Abuse are significantly lower at only 225 mentions. For such a prevalent topic, it is vital to raise praise on organizations ending pet abuse like mentioned in wild life hunting. The positive and negative sentiment will help increase overall mentions.</p>
<p>Increase overall conversation about vegan-ism.</p> <p>12</p>	<p>The @HumaneSociety social pages can also ad #Vegan to the end of their posts to their posts to show their praise for the diet while also posting the benefits of veganism to their pages in curated posts.</p>	<p>For being Pro-animal the @HumaneSociety lacks the conversation of vegan support. In the conversation of factory farming, veganism is brought up. It should be encouraged in all brackets of the custom classifier.</p>

MOCK POSTS

MOCK POSTS

1&2



MOCK POSTS

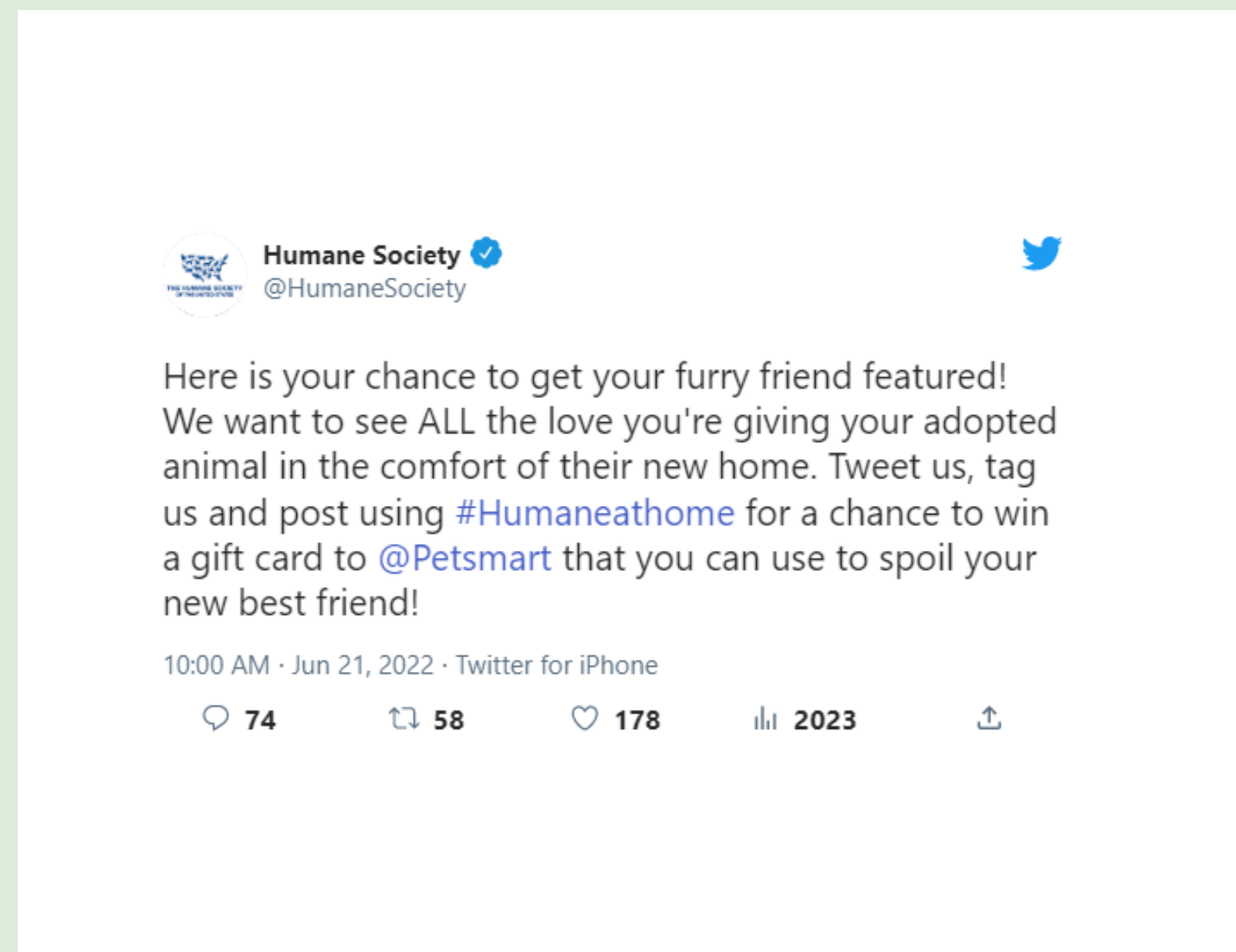
3&4





MOCK POSTS

5&6



MOCK POSTS

7&8



The Humane Society of the United States
@HumaneSociety

A 29-year-old Reno man faces up to 6 months in jail after he was convicted of animal cruelty for beating his dog. More updates to come.

12:00 PM · Feb 15, 2023

3 Retweets 11 Quote Tweets 76 Likes

Icons for Reply, Retweet, Like, and Share



The Humane Society of the United States
@HumaneSociety

Today we collected over 600 signatures for a ban to stop fireworks in areas with Barred Owls. What are some recent acts you've done to prevent harm to endangered animals or stop animal cruelty? Use the hashtag [#TheHumaneMovement](#) to show your support!

12:00 PM · Feb 21, 2023

7 Retweets 42 Quote Tweets 375 Likes

Icons for Reply, Retweet, Like, and Share

 HumaneSociety  · Following



THE HUMANE SOCIETY OF NORTHEAST GEORGIA'S
CLEAR THE SHELTER!
 AN EMERGENCY ADOPTION EVENT!!
 JANUARY 13 - JANUARY 15, 2023
 ZERO DOLLAR ADOPTION FEES WITH
 DONATION AMOUNT OF CHOICE

146,934 likes

HumaneSociety Join us this Saturday at your local Humane Society for our Nationwide Zero Dollar Adoption Event!! [#AdoptDontShop](#) and find your best friend. All pet supplies will be 50% off so that you can start off with everything you need for your furry friend. ... more

[View all 16 comments](#)

6 days ago

MOCK POSTS

9&10

 The Humane Society of the United States 
 Humane Society

[#BanTrophyHunting](#) Help end the risk of extinction for elephants, lions, rhinos, leopards, and other animals hunted for fun to show off as souvenirs. Just like this beautiful lion, senselessly hunted and killed for sport.



End this horror
 As two trophy hunters 'celebrate' the senseless slaughter of a magnificent animal with their kiss of death, we launch our fight to ban this sick 'sport'

4:17 PM. Jan 30, 2023 · [Twitter for Android](#)

18k Retweets **160 Likes**

MOCK POSTS

11&12

 **Humane Society** Houston, TX
Yesterday at 4:45am · 🌐

Shoutout Harris Animal Cruelty task force for putting an end to pet abuse in Houston TX!




 100k 21 Comments 10 Shares

 Like  Share

View more 16 Comments

 Write a comment...    

 **Humane Society** · Follow
Dudley Park






146,934 likes

Humane Society Nothing better than a picnic with pups! Have you considered joining a vegan lifestyle? Link in bio for more benefits for you and your fur baby! #vegan #humanesociety ... more

View all 16 comments

 Add a comment...

6 days ago

Appendix

Tools used to collect and analyze data:

Brand24

Buzz Sumo

BrandWatch

Queries/ Booleans used to collect & analyze data

Dataset #1: Organizational Data:

“Humane Society” OR @humanesociety OR #FightForAllAnimals

Dataset #2: Peer Organizations Data:

ASPCA OR “The American Society for the Prevention of Cruelty” OR @ASPCA

“Best Friends Animal Society” OR @BestFriends OR #SaveThemAll

“Animal Welfare Institute” OR @AWIOnline

Topic Boolean Query:

(neglect OR neglection OR abandon OR abandonment OR abuse OR mistreatment OR harm OR cruel OR cruelty)

AND

(dog OR cat OR wildlife OR meat OR puppy OR farming OR mill OR hunting OR hunt OR fur OR trade OR cage OR killing OR killin OR contest OR shoot OR skin OR skinning OR kill OR murder OR slaughter OR eat OR survive OR survivor OR pain OR festival OR racing OR trophy OR buck OR deer OR poach OR poaching OR tusks OR ivory OR sacrifice OR factory OR ticks OR heartworm OR “heart worm” OR fleas OR jerky OR yulin OR lychee)