

Kali's Wish Cancer Foundation

A social media makeover

Objective: To revise and build on the pre-existing social media efforts, increase the number of followers and overall follower engagement

Achievements:

- Created a consistent social media presence and posting schedule
- Developed a loyal and engaged social media following
- Implemented several successful social media contests and other initiatives

In June 2015, The Agency began working with Kali's Wish Cancer Foundation, a non-profit organization that offers resources for families facing a pet cancer diagnosis. Kali's Wish had a small online presence and wanted to step up their social media game to coincide with the non-profit's re-brand.

The first step was to conduct a social media audit to review Kali's Wish's past efforts on social media. This included an analysis of how their pre-existing Facebook page was performing, their comparison to competitors, and determining what opportunities could be capitalized on going forward.

We created accounts for Kali's Wish on applicable social media platforms deciding which platforms were most relevant, and where the organization would have the most impact. Ultimately it was decided that Facebook, Twitter, Instagram, Google+, and Pinterest were ideal ways to reach the target audience of pet owners and animal lovers because of each platform's ability to share both visual and written content.

Once the social accounts were up and running, we had to brand each profile. Kali's Wish had recently undergone an organizational rebrand, with new logos and an updated website. We used these materials to create banners where applicable and to ensure each account included the correct information, updated logo, as well as the right colours.

Before we began connecting with people on social media we drafted posts using content from the website to populate the accounts giving new followers something to read. We then followed local pet/animal organizations, veterinarians, and dog/cat accounts run by pet guardians.

In order to achieve success with each of the new social accounts, we also created a weekly posting schedule and provided an outline for what type of content to post. This ensured that we had consistency across all platforms. To date, The Agency team has been implementing the posting schedule with great success and engagement. The posting and content schedule has also been updated over the last year to reflect the feedback and engagement that we have seen in response to what the target audience has enjoyed, liked and commented on.

Overall, Kali's Wish Cancer Foundation has established a strong social media presence as a result of The Agency's efforts over the last 12 months. Each month has seen an increase in followers across the social platforms, with several dedicated followers who comment on and share the content that is being generated.



Outcomes

- Created, updated, and maintained branding and accounts on Facebook, Twitter, Instagram, Google+, and Pinterest
- Twitter followers increased 381% over 12 months
- Facebook followers increased 438% over 12 months