

# Kindness Matters FERRET RESCUE

## **SOCIAL MEDIA STRATEGY**

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## SUGGESTED RULE

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Rule of Thumb for Kindness Matters Ferret Rescue Social Media:

- 80% of the rescue posts should inform, educate, or entertain
- 20% should directly promote the Kindness Matters Ferret Rescue brand

## POSTING FREQUENCY

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- Instagram (posts): 3-5 times per week
- Instagram (stories): 3-5 times per day
- Facebook: 2-3 times per day
- YouTube: 2-4 times a week
- TikTok: 5-6 times a week
- Blog: 1-2 times per week

## RESCUE HASHTAG

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- Create a hashtag that the rescue will promote to volunteers, donors, foster homes, and adoptive parents - so they can share their content, and then the rescue can reshare
- **Ideas:**
  - #kmferretrescue
  - #kmferrets
  - #GAferrestrescue

## PLANNING & IMPLEMENTATION TECHNOLOGY

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The rescue is solely managed by Debbie Worley, so her days can be quite chaotic. Social media needs to be a focus, so we recommend that she invest in a social media planning and implementation program – that way she can plan out posts way ahead of time and have a system that makes the posts for her. There are several options out there, but these may be a better fit due to their user friendliness and their success in non-profits: Planology, Loomly, or Later.

## POST IDEAS/ CATEGORIES

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### Weekly Required Posts (if applicable)

- New adoptions/rehomes/fosters for the week
- Donation Tuesday (or any other specific day of the week that may work better)
- Graphic/Photo asking for donations
- Donation Highlight
- Any major donations that happened that week
- Ferret care
- DID YOU KNOW? Ferret Educational Tips
- Cute ferret playing video (at minimum once a week)
- Ferret of the week highlight

## POST IDEAS/ CATEGORIES

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### Monthly Required Posts (if applicable)

- Needed donations for the rescue (with specifics for donors) or low supplies
- A Day to Donate
- Carousel of items donated by various people for the entire month
- Individual Ferret Story
- The full story behind a ferret that needs to be adopted or has recently been adopted
- Rescue Story (of that month or past rescue stories that tug at the heartstrings)
- Adoption Events
- If there is an upcoming adoption event, have posts that are constantly reminding users of the event and why they should come help or adopt.
- Volunteer Spotlight
- Highlight a volunteer for the month to show them some love and inspire others to volunteer more at the rescue.
- Facility Updates
- Showcase updates or plan for updates of the facility - share with donors where their donations are going and why they need to keep donating.

## POST IDEAS/ CATEGORIES

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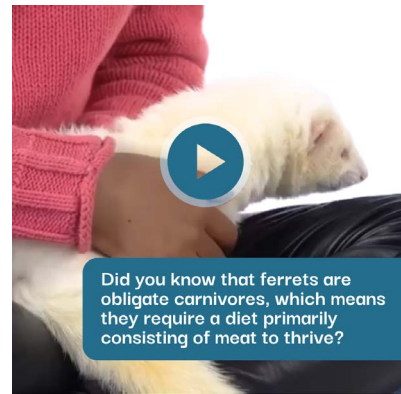
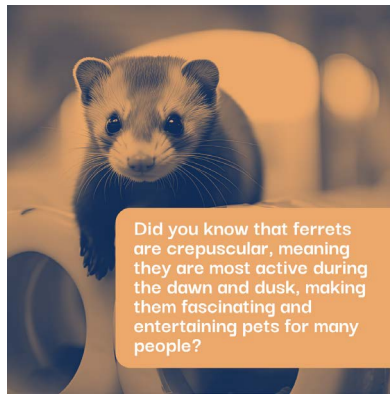
### Future Post Ideas to Incorporate (depending on progress tracking and adjustments)

- How-To Series
  - Example: how to care for a ferret, how to feed a ferret, what to look for in ferret health issues, etc.
- AMA - Ask Me Anything - Story Series
  - Have followers submit questions in Instagram Stories, and once a week answer them in Stories. Save them as a highlight on the rescue profile.
- Day in the Life of Rescue Owner
  - The rescue owner can show a day in the life of managing a ferret rescue and her daily routine to keep it functioning.
- Utilize trending memes, sounds, gifs, etc. and make it about the rescue and the ferrets
- Giveaways/challenges
  - Who doesn't love a giveaway?! These always help gain more followers, especially for a new social media account.
- Introduce Partnerships
  - Highlight other charities/rescues/non-profits that the rescue works with and share about the work they are doing with the rescue or how the rescue has possibly helped them.
- Themed Photo Contests
  - It's never a bad idea to ask ferret owners and foster homes to show off their furry friends!

## POST INSPIRATION

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### Did You Know?

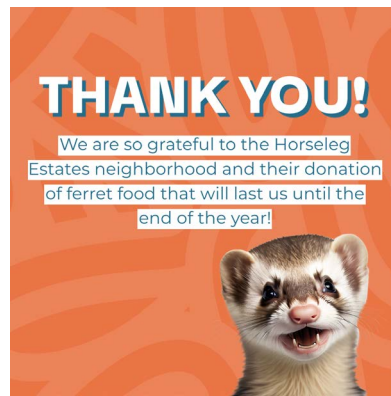


### New Adoption

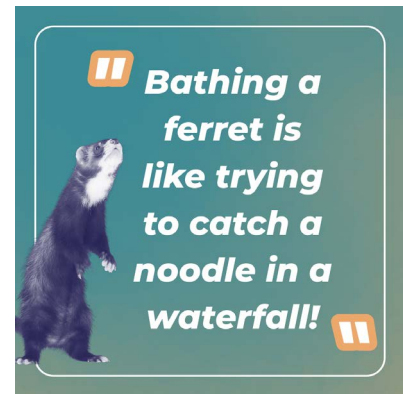
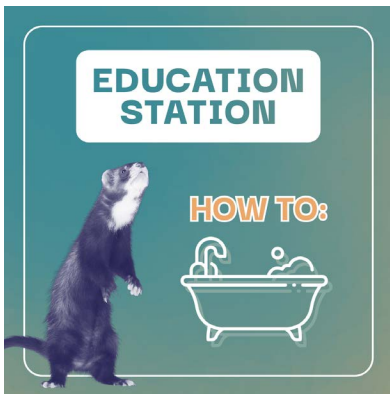


## POST INSPIRATION

### Donation Related



### Education Station (Carousel Idea)



# POTENTIAL SOCIAL MEDIA FLOWCART

## Example: Meet Tara!

A new ferret has arrived to the rescue, Tara! The rescue now needs to get the word out about Tara and when she will be available for adoption.

Saturday, 01/06/2024 at 10:00AM



Meet Tara



**Caption:** Give a warm welcome to our new sassy friend, Tara! To learn more about or how to adopt her, visit our blog at: [www.kindnessmatters.com/blog/tara](http://www.kindnessmatters.com/blog/tara) or check us out on YouTube: KindnessMattersFR adoption.





**Caption:** “Give a warm welcome to our new sassy friend, Tara! Tara is a social creature, always eager to interact with her human companions and share affectionate moments of cuddling. To learn more about or how to adopt her, visit our blog at: [www.kindnessmatters.com/blog/tara](http://www.kindnessmatters.com/blog/tara) or check us out on YouTube: KindnessMattersFR”



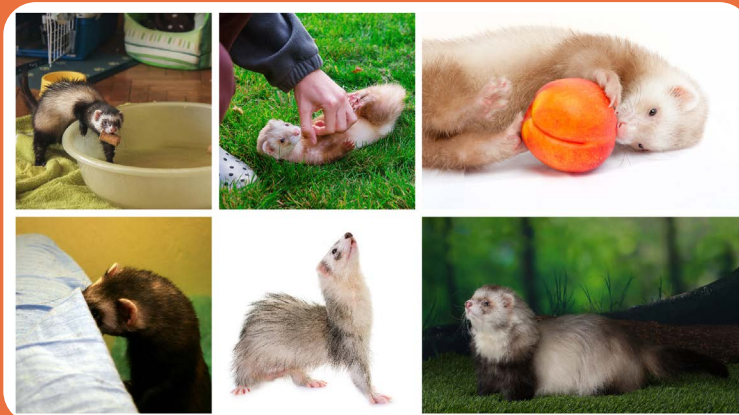
**Idea:**

- Short, edited video of Tara playing with a voiceover of quick details about her, such as age, breed, weight, etc.
- Direct to YouTube or blog to learn more



**Idea:**

- Extended video of Tara playing with voiceover of more in depth details about her, such as age, breed, weight, and backstory of where she came from and how she ended up at the rescue



**Idea:**

- Written out details of what is narrated in extended YouTube video with multiple images of Tara
- Link to YouTube video

# POTENTIAL POST CALENDARS

WEEK ONE							
CHANNEL	DAY	STATUS	DATE	TIME	TOPIC	DESCRIPTION	VISUAL TYPE
Facebook	Mon	Scheduled	01/01/24	10AM	Donation Request	Help with donation drive	Graphic
TikTok	Mon	Scheduled	01/01/24	7PM	Day in the Life	Follows Debbie caring for ferrets from AM-PM	Video
Instagram	Mon	Scheduled	01/01/24	12PM	Did you know?	Ferret fact	Graphic w/ video
Facebook	Tues	Unscheduled	01/02/24	10AM	Donation Tuesday	It's never too late to donate!	Graphic
YouTube	Wed	Scheduled	01/03/24	7PM	Education Station	Giving ferrets a bath	Video
TikTok	Wed	Drafted	01/03/24	7PM	Education Station	Giving ferrets a bath	Video
YouTube	Thur	Scheduled	01/04/24	2PM	Education Station	Feeding a ferret	Video
TikTok	Thur	Not Started	01/04/24	2PM	Education Station	Feeding a ferret	Video
Instagram	Fri	Not Started	01/05/24	5PM	Ferret Play Time	Fun content of ferrets playing	Reel
YouTube	Sat	Drafted	01/06/24	10AM	New Adoption	Meet Tara!	Video
TikTok	Sat	Scheduled	01/06/24	10AM	New Adoption	Meet Tara!	Video
Facebook	Sat	Not Started	01/06/24	10AM	New Adoption	Meet Tara!	Graphic w/ photo
Instagram	Sat	Scheduled	01/06/24	10AM	New Adoption	Meet Tara!	Graphic w/ photo
Facebook	Sun	Drafted	01/07/24	4PM	Donation Sunday	Neighborhood donation	Graphic w/ photo

# POTENTIAL POST CALENDARS

WEEK TWO							
CHANNEL	DAY	STATUS	DATE	TIME	TOPIC	DESCRIPTION	VISUAL TYPE
Facebook	Mon	Scheduled	01/08/24	10AM	Thank You for Donations	Items donated by various people	Photo carousel
Instagram	Mon	Scheduled	01/08/24	12PM	Did you know?	Ferret fact	Graphic w/ photo
TikTok	Mon	Not Started	01/08/24	7PM	Fun Content	Ferrets playing	Video
Facebook	Tues	Unscheduled	01/09/24	10AM	Donation Tuesday	It's never too late to donate!	Graphic
YouTube	Wed	Scheduled	01/10/24	7PM	Education Station	Ferret allergies	Video
TikTok	Wed	Drafted	01/10/24	7PM	Education Station	Ferret allergies	Video
Instagram	Fri	Not Started	01/12/24	5PM	Ferret Meme	Funny meme of ferrets	Graphic
YouTube	Sat	Drafted	01/13/24	10AM	New Adoption	Meet Charles!	Video
TikTok	Sat	Drafted	01/13/24	10AM	New Adopton	Meet Charles!	Video
Facebook	Sat	Not Started	01/13/24	10AM	New Adoption	Meet Charles!	Graphic w/ photo
Instagram	Sat	Scheduled	01/13/24	10AM	New Adoption	Meet Charles!	Graphic w/ photo
Blog	Sat	Scheduled	01/13/24	10AM	New Adoption	Meet Charles!	Blog
Facebook	Sun	Drafted	01/14/24	4PM	Donation Sunday	Animal Health of Georgia donation	Graphic w/ photo

# POTENTIAL POST CALENDARS

WEEK THREE							
CHANNEL	DAY	STATUS	DATE	TIME	TOPIC	DESCRIPTION	VISUAL TYPE
Facebook	Mon	Scheduled	01/15/24	10AM	Donation Request	Help with donation drive	Graphic
TikTok	Mon	Scheduled	01/15/24	7PM	Day in the Life	Follows Debbie caring for ferrets from AM-PM	Video
Instagram	Mon	Scheduled	01/15/24	12PM	Did you know?	Ferret fact	Graphic w/ video
Facebook	Tues	Unscheduled	01/16/24	10AM	Donation Tuesday	It's never too late to donate!	Graphic
YouTube	Wed	Scheduled	01/17/24	7PM	Education Station	Ferret mating	Video
TikTok	Wed	Drafted	01/17/24	7PM	Education Station	Ferret mating	Video
Instagram	Fri	Scheduled	01/19/24	5PM	Ferret meme	Funny meme of ferrets	Graphic
YouTube	Sat	Not Started	01/20/24	10AM	Ferret care	Can ferrets have dwarfism?	Video
TikTok	Sat	Not Started	01/20/24	10AM	Ferret care	Can ferrets have dwarfism?	Video
Facebook	Sat	Drafted	01/20/24	10AM	Ferret care	Can ferrets have dwarfism?	Photo
Instagram	Sat	Not Started	01/20/24	10AM	Ferret care	Can ferrets have dwarfism?	Photo
Blog	Sat	Scheduled	01/20/24	10AM	Ferret care	Can ferrets have dwarfism?	Blog
Facebook	Sun	Drafted	01/21/24	4PM	Donation Sunday	Items donated by various people	Photo carousel

# POTENTIAL POST CALENDARS

WEEK FOUR							
CHANNEL	DAY	STATUS	DATE	TIME	TOPIC	DESCRIPTION	VISUAL TYPE
Facebook	Mon	Not Started	01/22/24	10AM	Donation Request	Help with donation drive	Graphic
TikTok	Mon	Not Started	01/22/24	7PM	Fun Conten	Content of ferrets playing	Video
Instagram	Mon	Not Started	01/22/24	12PM	Did you know?	Ferret fact	Graphic w/ video
Facebook	Tues	Unscheduled	01/23/24	10AM	Donation Tuesday	It's never too late to donate!	Graphic
YouTube	Wed	Not Started	01/24/24	7PM	Education Station	Giving ferrets a bath	Video
TikTok	Wed	Drafted	01/24/24	7PM	Education Station	Giving ferrets a bath	Video
YouTube	Thur	Not Started	01/25/24	2PM	Education Station	Feeding a ferret	Video
TikTok	Thur	Not Started	01/25/24	2PM	Education Station	Feeding a ferret	Video
Instagram	Fri	Not Started	01/26/24	5PM	Ferret Play Time	Fun content of ferrets playing	Reel
YouTube	Sat	Drafted	01/27/24	10AM	New Adoption	Meet Tara!	Video
TikTok	Sat	Scheduled	01/27/24	10AM	New Adoption	Meet Tara!	Video
Facebook	Sat	Not Started	01/27/24	10AM	New Adoption	Meet Tara!	Graphic w/ photo
Instagram	Sat	Scheduled	01/27/24	10AM	New Adoption	Meet Tara!	Graphic w/ photo
Facebook	Sun	Drafted	01/28/24	4PM	Donation Sunday	Neighborhood donation	Graphic w/ photo

## POTENTIAL POST CALENDARS

WEEK FIVE							
CHANNEL	DAY	STATUS	DATE	TIME	TOPIC	DESCRIPTION	VISUAL TYPE
Facebook	Mon	Not Started	01/29/24	10AM	New Adoption	Meet Paisley!	Photo
Instagram	Mon	Not Started	01/29/24	1PM	New Adoption	Meet Paisley!	Photo
Facebook	Tues	Not Started	01/30/24	12PM	Donation Tuesday	It's never too late to donate!	Graphic w/ photo
YouTube	Wed	Not Started	01/31/24	2PM	Education Station	Ferret sleep routine	Video
TikTok	Wed	Not Started	01/31/24	2PM	Education Station	Ferret sleep routine	Video