

# at h<sup>ä</sup>me again

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**SOCIAL MEDIA STRATEGY**

# Mission

At Home Again is a pet rescue charity dedicated to ensuring that every animal finds a loving home. We believe that every heart deserves a place to call home, and we are committed to providing the resources and support that animals need to find their forever families.



# Mission

- Provide animals with the care and attention they need to thrive.
- Match animals with loving families who will cherish them for life.
- Educate the public about animal welfare and the importance of adoption.



# Target Audience

At Home Again's target audience is people who are interested in adopting a pet, as well as people who are passionate about animal welfare. The charity should focus on reaching out to these groups through social media.



# Target Audience



**Families Seeking a Pet**



**Pet Rescuers**



**Volunteers**

# Content

At Home Again's social media content should focus on the following:

- Adoptable pets
- Animal Welfare
- Behind-the-scenes

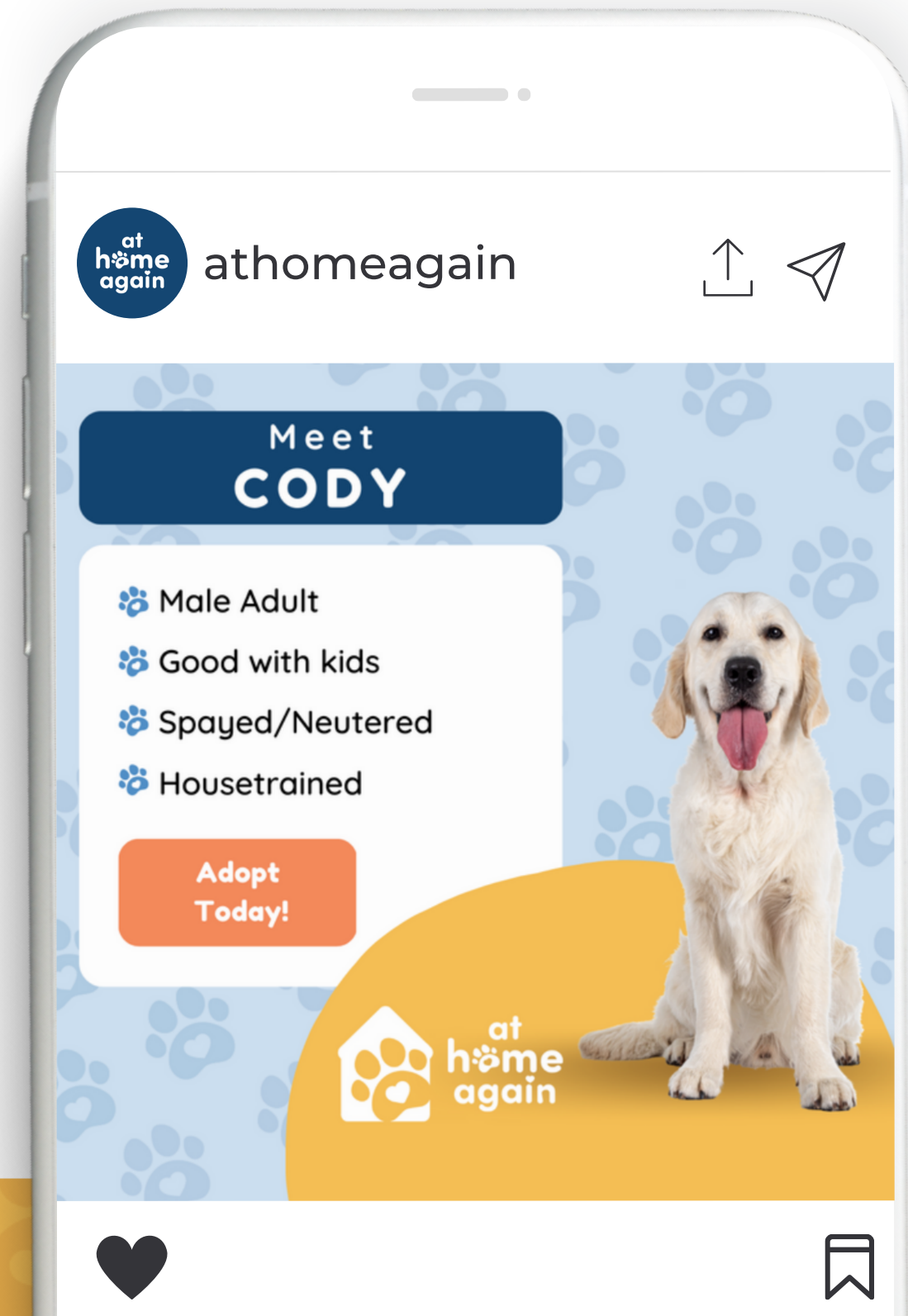


**Content:**

# Adoptable Pets

The charity should post photos and videos of adoptable pets on a regular basis. These posts should be informative and engaging, and they should highlight the pets' personalities and unique qualities.

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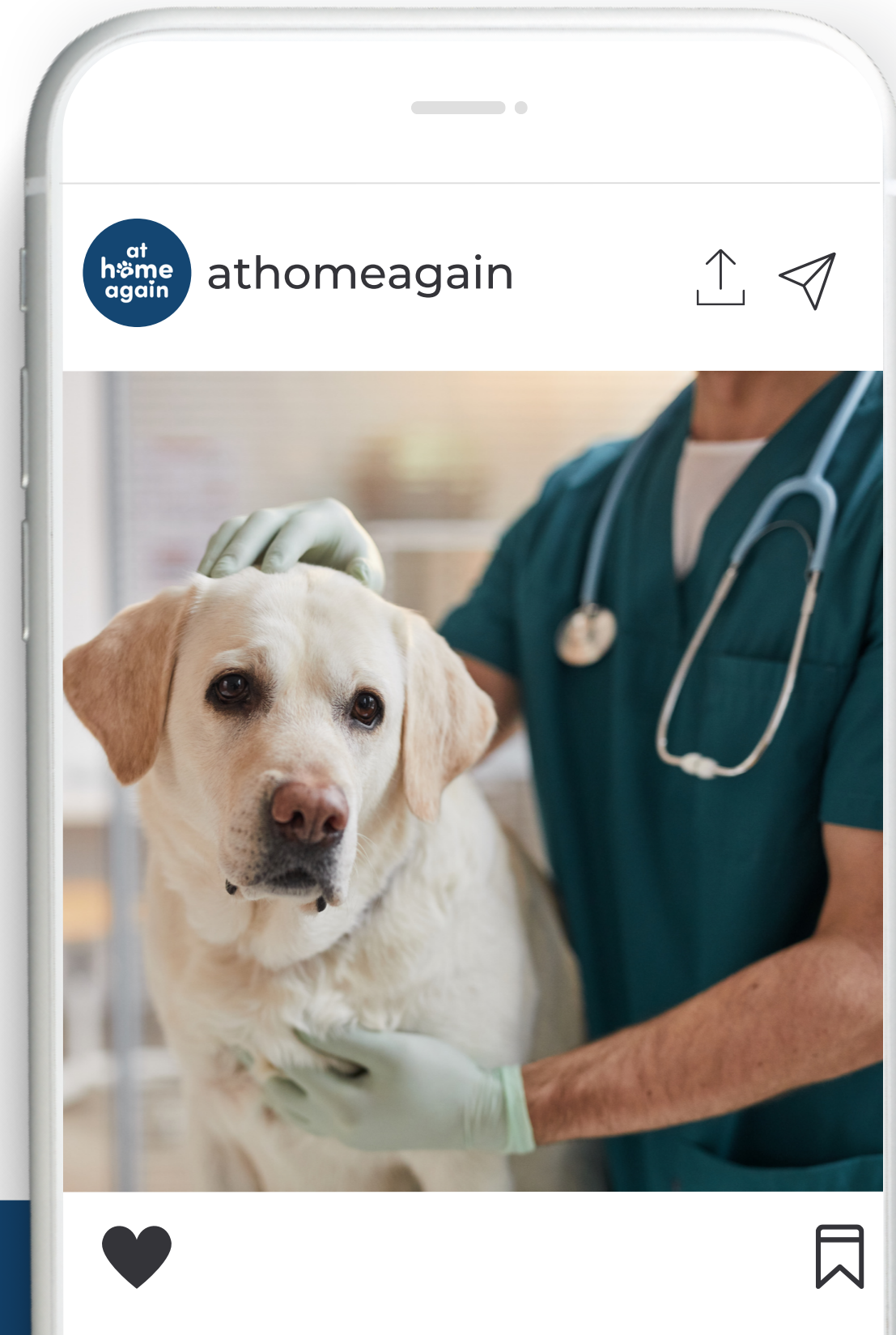


**Content:**

# Animal Welfare

At Home Again should also post content about animal welfare issues, such as the importance of spaying and neutering, the dangers of puppy mills, and the benefits of adopting a pet from a shelter. This content will help to educate the public about animal welfare and encourage people to support At Home Again's mission.

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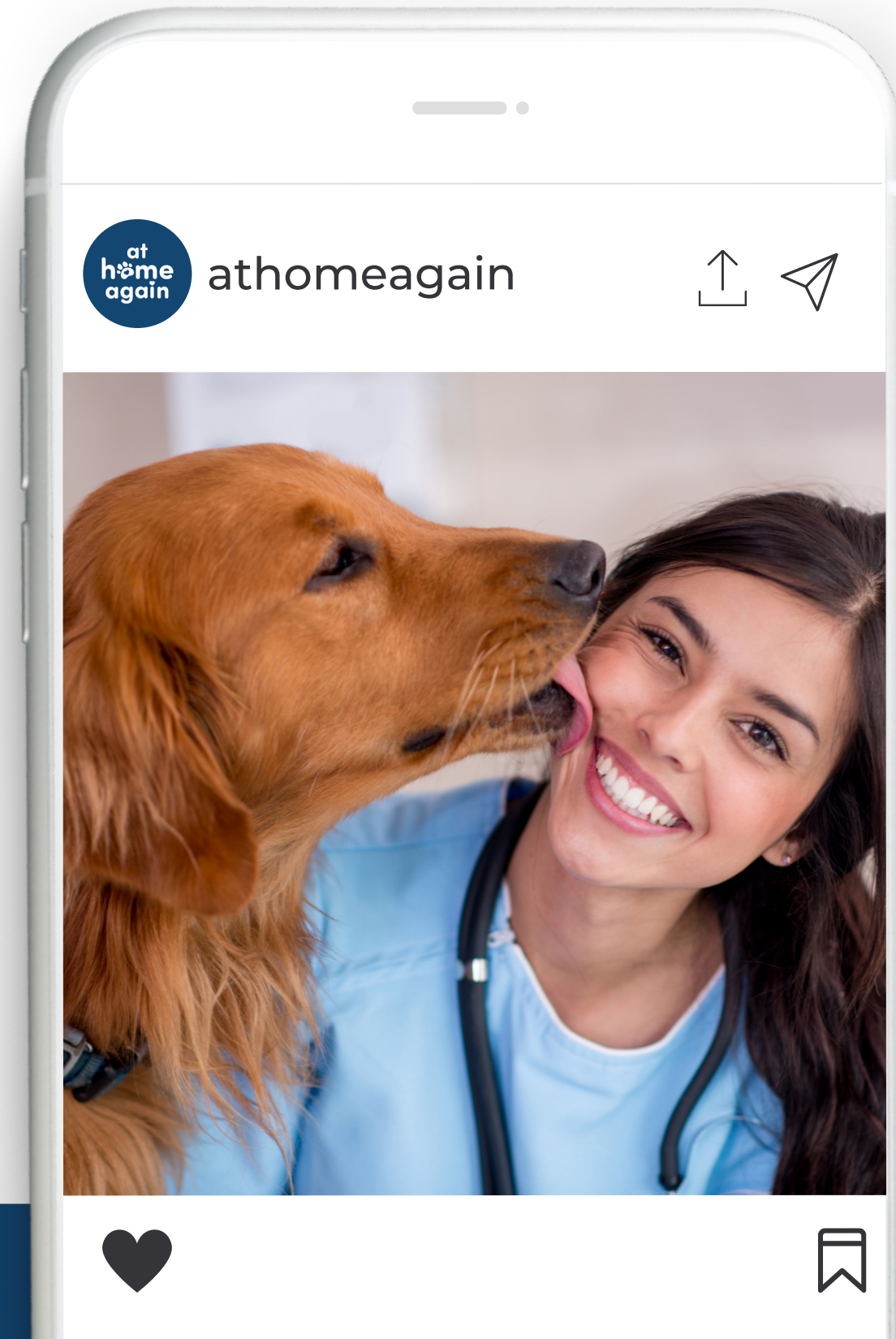


**Content:**

# Behind-the-scenes

At Home Again can also post behind-the-scenes looks at its shelter, such as photos of staff members caring for the animals, videos of animals playing, and stories about animals who have been adopted. This content will help to build trust with At Home Again's followers and make them feel more connected to the charity's work.

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# Engagement

At Home Again should encourage engagement with its social media posts by asking questions, running polls, and hosting contests. This will help to build relationships with followers and encourage them to support the charity.



# Promotions

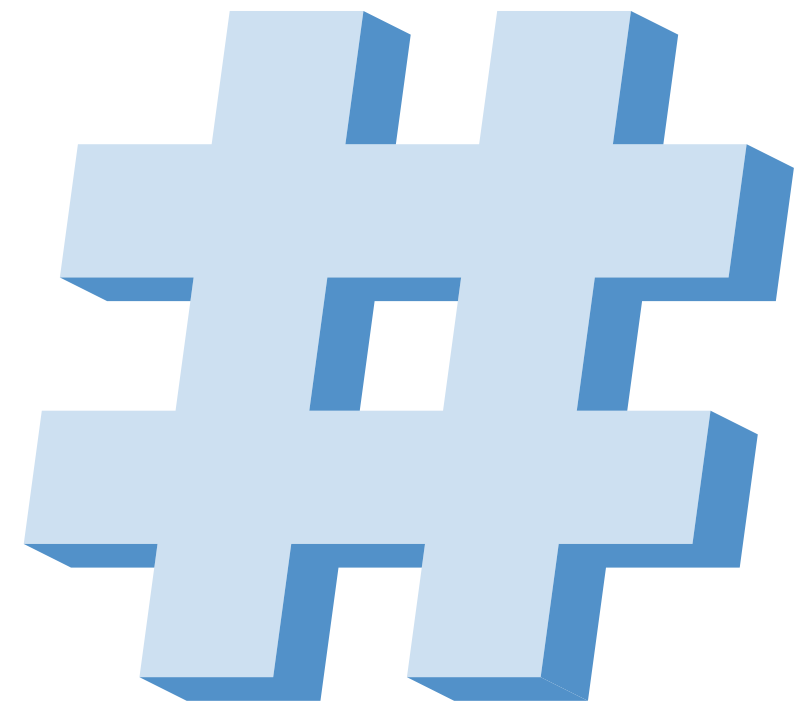
At Home Again can run promotions on social media to encourage people to adopt pets. For example, the charity could offer discounts on adoption fees or free adoptions for certain holidays. Promotions are a great way to increase adoptions and raise awareness for At Home Again's mission.

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# Hashtags

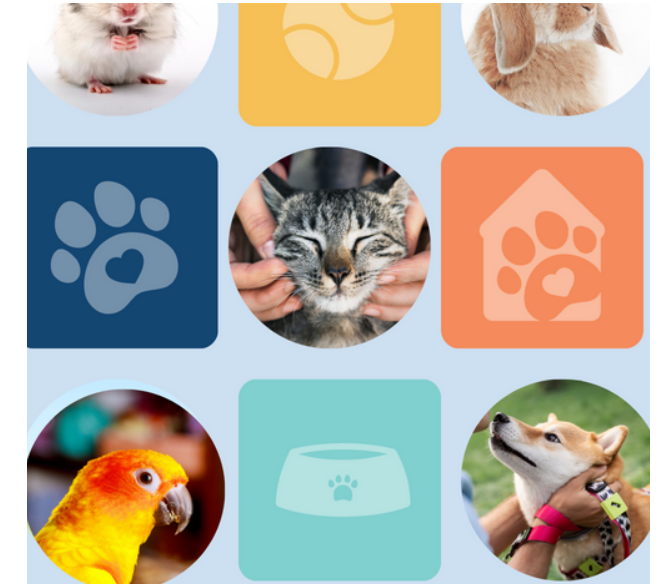
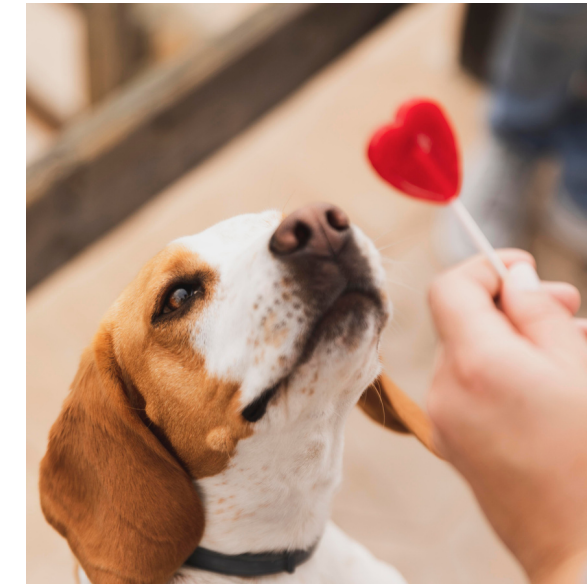
At Home Again should use relevant hashtags on all of its social media posts. This will help to increase the visibility of the charity's content and reach a wider audience. Some relevant hashtags include #adoptdontshop, #animalrescue, #savealife, and #adoptme.



# Brand Style

At home again's social media content should follow our brand's guideline for clarity, professionalism, and consistency.

A cohesive and consistent social media presence will help to build trust with the charity's followers and make them more likely to support our mission.



**EVERY  
HEART  
DESERVES  
A HOME.**

# Conclusion

By following these strategies, At Home Again can use social media to reach its target audience, educate the public about animal welfare, and raise awareness for its mission. This will help the charity to ensure that every animal finds a loving home.

END

