



Digital Communication Media Plan

CCPA 3335 Spring 2025

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Executive Summary

The Society for the Prevention of Cruelty to Animals (SPCA) of Texas is an animal shelter in North Texas that provides help for animals in need. SPCA of Texas was founded in 1938 and is now the longest-serving animal welfare agency in North Texas. They aim to give every animal exceptional care and a loving home. This digital communication plan will help the SPCA of Texas reach a broader online audience by leveraging social media, email marketing, and search engine optimization (SEO). Below are our goals to make the SPCA more successful:

- Raise awareness and drive engagement
- Increase adoptions
- Grow supporters and donors.

The plan outlines clear strategies/tactics, and goals/objectives to reach our goals. The digital communication plan will describe our approach to using digital platforms and tools to engage with internal and external audiences, align with business goals, and evaluate our performance. With a strong digital strategy, SPCA of Texas can help expand its community impact and help more pets find the safe, loving homes they deserve.



Situation Analysis

The SPCA of Texas has a lot of support from the North Texas community, but more can be done to help increase engagement for this organization. Because the SPCA of Texas is a nonprofit, this company has many uncertainties. This situation analysis section of the digital communication plan will dive into the SPCA's competition and the organization's strengths, weaknesses, opportunities, and threats (SWOT).

Internal and External Forces

Internal Forces

- Leadership and Organizational Culture
 - Under Chris Luna's leadership, the SPCA has been able to curate an amicable atmosphere where individuals want to volunteer for a company they are proud to be a part of.
- Staffing and Volunteer Engagement
 - The SPCA relies heavily on volunteers to support its daily operations. High turnover and the need for individuals with specialized animal care skills can limit the volunteer pool and impact service delivery.
- Financial Resources and Donor Relations
 - Grants and donations are vital to the SPCA's operations. Sustained financial support ensures the organization can continue providing critical services, from animal care to community outreach programs.

External Forces

- Economic Conditions
 - Economic downturns can result in a higher number of pet surrenders and reduced financial contributions, placing increased strain on the SPCA's resources and services.
- Legislation and Regulatory Environment
 - Changes in legislation can affect policies that the SPCA needs to abide by.
- Public Perception

- Clear and consistent communication is essential for encouraging community involvement and promoting animal adoptions. It also helps educate the public on the SPCA's mission and values, fostering long-term support.
- Animal Population
 - Fluctuations in stray and surrendered animal populations affect shelter capacity and resource allocation.

Competitor Analysis

Operation Kindness

- 501 C 3 welfare organization
- Strong Dallas presence, as it was founded in 1976 by a group of volunteers
- Like most rescue organizations, it is heavily dependent on grants/volunteers/outside funding
- Strong partnerships with other rescue organizations across Texas, such as Dallas Animal Services, Humane Society, and Animal Control, along with individual rescue centers
- Strong Instagram following (31k) with a similar grid look to SPCA
- Strong website messaging

Dallas Pets Alive!

- Mission emphasizes promoting no-kill shelters in Texas
- Reliant on volunteers and foster families for the rescue of animals
- Strong Instagram following (25.8k) with a cohesive feed that combines animal images and engaging graphics
- Strong website messaging
- North Texas located

Humane Society of North Texas

- HSNT emphasizes rescue stories and educational programs to engage the public
- East Lake Pet Orphanage

SWOT Analysis

This analysis examines the strengths, weaknesses, opportunities, and threats of the SPCA in Texas. Each item in the SWOT analysis is stated below to provide a deeper understanding of the organization.

<p><u>Strengths</u></p> <p>SPCA has a very strong community presence. They are well-known in the North Texas area.</p> <hr/> <p>SPCA offers a wide range of services. They do not just focus on adoption; they also help the animals with vet care, spay/neuter, etc.</p> <hr/> <p>SPCA has strong partnerships such as VCA Animal Hospital, Petco, Bissell Pet Foundation, Hill's, etc.</p> <hr/> <p>SPCA has a strong social media presence with 45.7k followers on Instagram and 110k followers on Facebook</p> <hr/> <p>SPCA is not just known in Texas, they are nationally known</p> <hr/> <p>SPCA has a good, strong reputation, which helps with positive media, stakeholders, donations, and more</p>	<p><u>Weakness</u></p> <p>SPCA is heavily dependent on donations, grants, and fundraising. This could put the SPCA in a financial strain</p> <hr/> <p>SPCA has limited capacity, which means they cannot fit all the animals that they would like in the shelter</p> <hr/> <p>SPCA has limited staff, which makes it dependent on volunteers</p> <hr/> <p>SPCA has seen an increase in the number of animals being surrendered</p> <hr/>
<p><u>Opportunities</u></p> <p>SEO & Blog Strategy: Publishing regular educational blog posts (pet care, adoption tips, rescue stories) could boost their visibility.</p> <hr/> <p>UGC Campaigns: Encouraging adopters to share stories with branded hashtags can expand organic reach and community involvement.</p> <hr/> <p>Mobile Adoption Events: Increasing off-site adoption events or mobile clinics in high-traffic areas to expand reach.</p> <hr/> <p>Digital Fundraising: Leveraging platforms like TikTok or donation-based tech to reach younger demographics.</p> <hr/> <p>Partnerships with Local Universities: Collaborating for student internships, free/discounted medical care, or research support.</p>	<p><u>Threats</u></p> <p>Financial instability in the broader economy may reduce donations, grant funding, and adoptions.</p> <hr/> <p>Other organizations may compete for funding, volunteers, and adoptions.</p> <hr/> <p>Any neglect, overcrowding, or miscommunication incident could harm the organization's strong reputation.</p> <hr/> <p>Collaborating with veterinary schools for student internships, free/discounted medical care, or research support.</p> <hr/> <p>Instagram, Facebook, or TikTok updates may reduce organic visibility, making it harder to reach audiences without paid ads.</p>

Goals and Objectives

This section presents the goals, objectives, strategies, and tactics that will give the SPCA a plan of action. The goals and objectives will help guide the SPCA in what it is trying to accomplish. This will set a clear pathway for the SPCA to see if it accomplished everything it wanted to in the end. The strategies and tactics will highlight the specific actions the SPCA needs to take to reach its desired outcome.

Goals/Objectives

Goal 1: Increase website traffic and brand visibility.

- **Objective:** Increase website traffic by 15% in two months.
- **Objective:** Improve brand consistency across social media platforms and the web within 1 month.

Goal 2: Build a stronger, interactive social media community for animal adoption.

- **Objective:** Increase engagement on social media by 25% within four months.
- **Objective:** Boost email engagement by 20% in three months.
- **Objective:** Encourage at least 25% of adopters to share adoption stories using branded hashtags.

Goal 3: Increase the visibility of adoptable pets.

- **Objective:** Grow visibility of animals in need of a forever home by 15% in two months
- **Objective:** Feature weekly "Meet the Pet" stories across all social platforms.

Goal 4: Strengthen post-adoption relationships.

- **Objective 4.1:** Implement a post-adoption program for 40% of adopters within six months.
- **Objective 4.2:** Develop an online loyalty program to encourage repeat adoptions and referrals.

Key Publics

This section will highlight the key publics and target audience that SPCA is trying to reach and connect with. Reaching these audiences will help SPCA grow brand awareness and partnerships.

People Seeking Animal Companions

- Individuals actively looking for a pet or who are open to adopting in the future.
- Includes people seeking emotional support, companionship, or a family pet
- Also consists of those who may influence others to adopt or know someone wanting to adopt (e.g., friends, family members)
- Messaging should emphasize the benefits of adoption, ease of the process, and pet personality highlights
- **Profile Info:**
 - singles, couples, and families
 - people with pets already, and people wanting a pet
 - people with a stable routine and space for a pet.
 - ages 20s–50s

Animals Lovers

- SPCA needs people who want to help animals
- Targeting: young professionals, students, and families
- Residents in North Texas who are interested in volunteering or fostering animals.
- SPCA's call to actions are: Become a Foster Hero, Volunteer to Help Animals, and Fight Animal Cruelty.
 - Benefits of more foster heroes:
 - Provides a temporary home for dogs outside the shelter environment
 - Helps reduce shelter overcrowding
 - Offers dogs more personalized care and socialization.

- Benefits of more volunteers:
 - Assist with daily animal care and enrichment
 - Support adoption events and community outreach
 - Help with administrative and shelter support tasks
- Benefits to help fight animal cruelty:
 - Report suspected abuse or neglect
 - Support education and advocacy efforts
 - Help fund cruelty investigations and legal action
- Men and women who are animal lovers, young professionals, students, and families in North Texas, interested in adoption, volunteering, or fostering, are active on Instagram & TikTok
- **Profile Info:**
 - high schoolers, college students, young professionals, busy parents
 - anyone who loves animals but does not have the time for a pet
 - ages 16–40

Donors and Sponsors

- Individuals who are passionate about animal welfare and want to make a financial impact
- Companies looking to sponsor events or partner with a trusted nonprofit for brand alignment
- Local businesses seeking corporate social responsibility opportunities
- Pet-related brands interested in cross-promotion or cause marketing
- Companies that want to sponsor some of the events SPCA hosts
- Benefits of Donors/Sponsors:
 - Donations help fund rescue operations, medical care, shelter maintenance, and outreach programs
 - Sponsorships increase the visibility and success of community events and campaigns

- Strengthened reputation as a community-focused and compassionate business or individual
- **Profile info:**
 - professionals, retirees, entrepreneurs, and community-minded companies
 - passionate individuals who want to support animals
 - local businesses and brands
 - ages 35–65+

Media Outlets

- Target Media outlets in the Dallas / North Texas area to spread awareness and information about the SPCA.
- SPCA needs media outlets to reach and influence people in the North Texas area.
- Media outlets give the SPCA the power to help us tell powerful stories (stories of survival, compassion, and hope)
- Media such as the *Dallas Morning News*, *D* magazine, *Dallas Observer*, *Fort Worth Star-Telegram*, *NBC 5 DFW*, and *Texas Today*
- Benefits of media outlets:
 - More positive press
 - Puts the SPCA's mission in front of a wider audience
 - Builds recognition for programs like adoption, fostering, and cruelty prevention
 - Inspires people to get involved
 - Media validation builds legitimacy and public trust
- **Profile Info:**
 - reporters, producers, editors, influencers, and digital content creators in North Texas
 - people in North Texas media who are always on the lookout for meaningful
 - ages 25–55

Messages

Master Message: “At the SPCA of Texas, we believe that every animal deserves a life free from cruelty and filled with care, love, and respect. As one of the leading animal welfare organizations, we are passionate about our mission to rescue, rehabilitate, and advocate for animals in need. Through our comprehensive programs, we work tirelessly to ensure that every animal has the opportunity to find a safe and loving home where they can thrive.

Our commitment goes beyond just rescuing animals; we are dedicated to creating lasting change within the communities we serve. By partnering with local organizations, schools, and communities, we aim to educate the public about responsible pet ownership, the importance of animal welfare, and the impact that adopting a pet can have on both the animal and their new family. We believe in the power of education and advocacy to inspire compassion and action across Texas.

At SPCA of Texas, we understand that lasting change comes from community involvement, compassion, and a collective effort to make a difference. Whether through adopting a pet, volunteering your time, making a donation, or simply spreading the word about our mission, everyone has a role to play in transforming the lives of animals. Adoption is at the heart of what we do, and we strive to make it as accessible as possible, ensuring that every pet has the opportunity to find a forever home.

Join us in our mission to give animals the care and love they deserve. By supporting our programs, becoming an advocate, or simply sharing your story, you are helping to create a world where all animals have the opportunity to live free from cruelty and with the dignity they deserve.”

Message for Each Public

People Seeking Animal Companions

- “Ready to meet your new best friend? Visit our adoption portal and find your forever best friend.”

Animal Lovers

- “You do not have to be in the shelter to make a difference. Protect and rescue animals from your own home. Every paw deserves a second chance. Help us create a space for animals to heal and be happy.”

Donors and Sponsors

- “Supporting that helps more than just the shelter. With your help, we can fight against animal cruelty, help fund investigations, and give animals the care they need. Your generosity is saving lives and healing animals.”

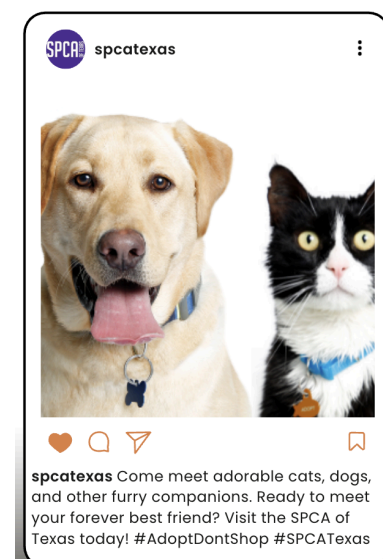
Media Outlets

- “There is a story to tell behind every adoption. Your platform can help us spread the positive stories of adoptions and fostering animals. These stories share resilience, hope, and transformation with North Texas.”

Message for Each Channel

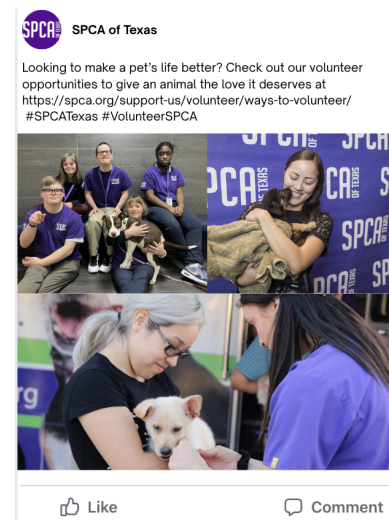
Instagram

- **Caption:** Come meet adorable cats, dogs, and other furry companions. Ready to meet your forever best friend? Visit the SPCA of Texas today! #AdoptDontShop #SPCATexas
- **Target:** People Seeking Animal Companions; younger professionals, students, and families who are looking to adopt an animal.
- This post promotes adoption to those who are ready to meet their forever best friend. By encouraging viewers to visit the SPCA, we also promote community engagement.



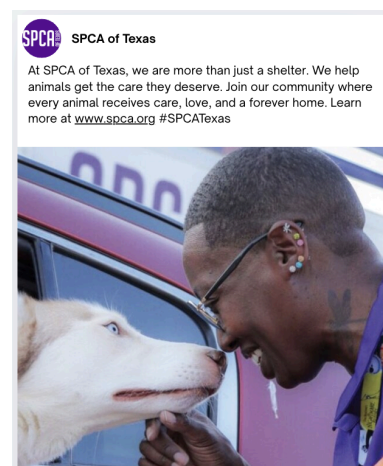
Facebook

- Caption:** Looking to make a pet's life better? Check out our volunteer opportunities to give an animal the love it deserves at <https://spca.org/support-us/volunteer/ways-to-volunteer/>
 ❤️ #SPCATexas #VolunteerSPCA
- Target:** Animal lovers want to help volunteers at the shelter
- This post invites all animal lovers to take action and visit the SPCA. The post highlights compassion towards the animals in need and motivates people to volunteer.



LinkedIn

- Caption:** At SPCA of Texas, we are more than just a shelter. We help animals get the care they deserve. Join our community where every animal receives care, love, and a forever home. Learn more at www.spca.org #SPCATexas
- Target:** Donors, sponsors, and partners
- This post highlights the SPCA as more than just a shelter. The caption appeals to the emotions of viewers by emphasising the care, love, and forever home a pet deserves. This post invites those who are interested to follow the SPCA and join our community.



Activities

Strategies/Tactics

<p>Objective(s): Increase website traffic by 15% in two months</p> <hr/> <p>Improve cohesiveness and promotion of brand aesthetics through social media in 1 month</p>	<p>Publics: North Texas residents interested in animal welfare or adoption</p>	<p>Tactics: Launch blog series with topics appealing to those interested in animal welfare or adoption (ex, “5 Reasons you should adopt; Pet Adoption 101”</p> <hr/> <p>Collaborate with local influencers for more exposure; Invite them to visit the shelter, foster, or feature adoptable pets on social media.</p> <hr/> <p>Promote the website via Instagram Stories and main feed posts on Instagram and TikTok.</p> <hr/> <p>Develop a social media style guide that outlines SPCA-approved fonts, color scheme, tone of voice, and logo use.</p>
<p>Objective(s): Increase engagement on social media posts by 30% in four months</p> <hr/> <p>Increase engagement through email by 20% in three months</p>	<p>Publics: Younger professionals, students, families, and animal lovers who are active on social media</p>	<p>Tactics: Create engaging social media posts to interact with followers. This includes polls, Q&As, and relatable content.</p> <hr/> <p>Host monthly Instagram Live Q&As with adoption coordinators, veterinarians, and volunteers for followers to learn more.</p> <hr/> <p>Personalize emails with engaging subject lines and content to increase engagement rates.</p> <hr/> <p>Include user-generated content from volunteers and adoptees with testimonials in emails.</p>
<p>Objective(s): Grow visibility of animals in need of a forever home by 15% in two months</p>	<p>Publics: Individuals and families seeking to adopt a pet</p>	<p>Tactics: Partner with pet-friendly influencers and local businesses to highlight pets in need and volunteer opportunities.</p> <hr/> <p>Feature adoptable pets on social media weekly with personality bios.</p> <hr/> <p>Share past adoption stories with follow-up pictures or quotes from adoptees to build an emotional connection with those who are looking to adopt.</p>
<p>Objective(s): Build post-adoption relationships with a little less than half of the people who have</p>	<p>Publics: Recent or past adopters</p>	<p>Tactics: Send personal monthly check-in emails to see how adopters are doing with their new pet.</p> <hr/> <p>Include tips and pet care resources in check-in emails.</p>

adopted pets with us		Create “Where are they now?” posts on Instagram and Facebook.
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Recommendations

Monitoring Methods

- Google Analytics
 - Track total sessions, unique visitors, and referral sources
- Social Media Audit
 - Check consistency in imagery, logos, tone, captions, and hashtags across all platforms
- Track engagement through platform analytics (Instagram, Facebook, etc.)
 - Track profile views, likes, comments, impressions, etc.
- Go over the digital media plan every month to monitor performance

Evaluation Methods

- Compare baseline traffic
 - Before all campaigns compare traffic in Months 1, 2, and 3
 - Evaluate the success of all campaigns after 30 days using a benchmark rubric; if a campaign is deemed unsuccessful, adjust and reevaluate the strategy.
- Report weekly website traffic trends
- Brand checklist
 - Set brand checklist (color palette, fonts, tone) to grade posts internally
- Calculate the engagement rate monthly
 - $(\text{Total engagement} / \text{Total followers}) \times 100$
- Set benchmarks for engagement on social media
- Track responses to high-performing versus low-performing posts