

[DMAWEF Presentation on HSUS Social Media]



THE HUMANE SOCIETY
OF THE UNITED STATES


humanesociety.org

Carie Lewis, Director of Emerging Media, clewis@humanesociety.org

My name is Carrie, and I'm a social media addict.

facebook

Search



Carrie Lewis

Update Info View Activity


Director of Emerging Media at The Humane Society of the
Studied Information Systems at Salisbury University
Lives in Frederick, Maryland
From Frederick, Maryland

About Friends 966 Photos 2,061 Map 97 Likes 287

Status Photo Place Life Event

What's on your mind?

Carrie Lewis
18 hours ago near Frederick



Recent Activity

- Carrie likes The Millionaire Matchmaker.
- Carrie and Charlie Williams are now friends.
- Carrie is attending 2012 Nonprofit Technology Conference.
- Carrie subscribed to updates from Mark Zuckerberg, Founder and CEO at Facebook.
- Carrie likes Social Media Examiner.
- Carrie changed her Quotations.

Carrie Lewis
Yesterday near

Best speaker gift ever

twitter

Search Home Profile Message



Carrie Lewis
@cariegrls Frederick, Maryland
I'm the Director of Emerging Media @HumaneSociety. I love: animals, hiking, craft beer, public speaking, traveling, social media, and my town, Frederick!
<http://www.linkedin.com/in/carielewis>

Edit your profile →

Tweets Favorites Following Followers Lists


cariegrls Carrie Lewis
I just ousted Tim L. as the mayor of Pacific Ocean Buffet on @foursquare! 4sq.com/cLPUB4
5 hours ago

cariegrls Carrie Lewis
I'm at Appalachian Brewing Company (401 Buford Ave., Gettysburg)

foursquare

Carrie in Germantown, MD

Me History Badges Stats Friends



Carrie Lewis
Frederick, MD

DAYS OUT
628

CHECK-INS
3,022

THINGS DONE
14

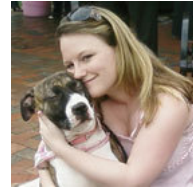
onwardStMktg

[The Times, They Are A Changin'...]

“I just got a keychain and address labels in the mail from you guys. Now that I see you posting on Facebook and know you're legit, I'll be sending a donation. Thanks for the work you do.”

– *Posted to our Facebook Page wall, January 2010*

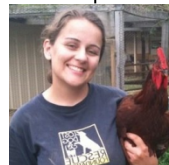
[How We're Structured]



Carie Lewis
Director of Emerging Media
project management and strategy



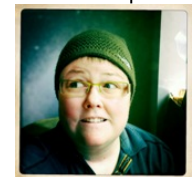
Anne Hogan
Community Manager
Facebook and Twitter



Sarah Barnett
Social Communications Manager
Response and volunteer coordination



Sarah Butler
Online Advertising Coordinator
Paid advertising



Lara Koch
Mobile Communications Manager
Mobile technology initiatives



Ellen Pascale
Social Campaigner
Social media campaign support



Online Volunteers





THE HUMANE SOCIETY
OF THE UNITED STATES

humanesociety.org

“Social media is free...
free like a puppy.”



[Facebook Structure]

Facebook Fan Page

for businesses, organizations, public figures
official HSUS presence – only one



Facebook Causes


for specific movements
each campaign can have many



Facebook Profile

a real person
each person has one – but only one

[Where We Are]



facebook Profile edit Friends Networks Inbox (91) home account privacy logou

Search

Applications edit

- Twitter
- Photos
- Notes
- Groups
- Bumper Sticker
- Posted Items
- Events
- more

The Humane Society of the United States

Browse more Non-Profits

THE HUMANE SOCIETY OF THE UNITED STATES

Founded: 1954

Information edit

Edit Page

Edit Admins

Send an Update to Fans

Promote Page with an Ad

You are a Fan (undo)


Share with Friends

View Insights

Fans

6 of 2,588 fans See All

Kendall Lane Susan



THE HUMANE SOCIETY OF THE UNITED STATES

twitter

Humane Society

Sign Up | Account | History | Help | Log In | Site

Celebrating Animals, Confronting Cruelty

Videos | Channels | Community | Upload

THE HUMANE SOCIETY OF THE UNITED STATES

Subscribe

Humane Society of the United States

Joined: March 10, 2006

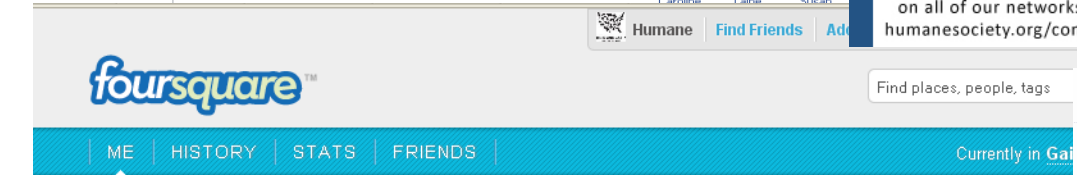
Last Login: 1 day ago

Videos Watched: 769

Subscribers: 458

Channel Views: 12,671

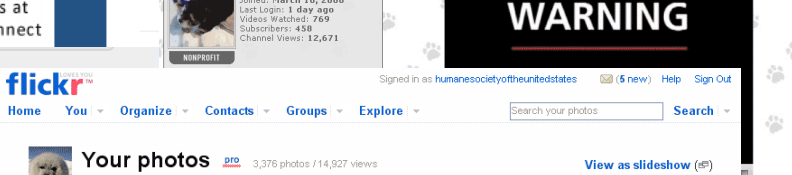
WARNING



foursquare

ME | HISTORY | STATS | FRIENDS | Currently in Gainesville

Humane Find Friends Add



flickr

Find places, people, tags

Home You Organize Contacts Groups Explore

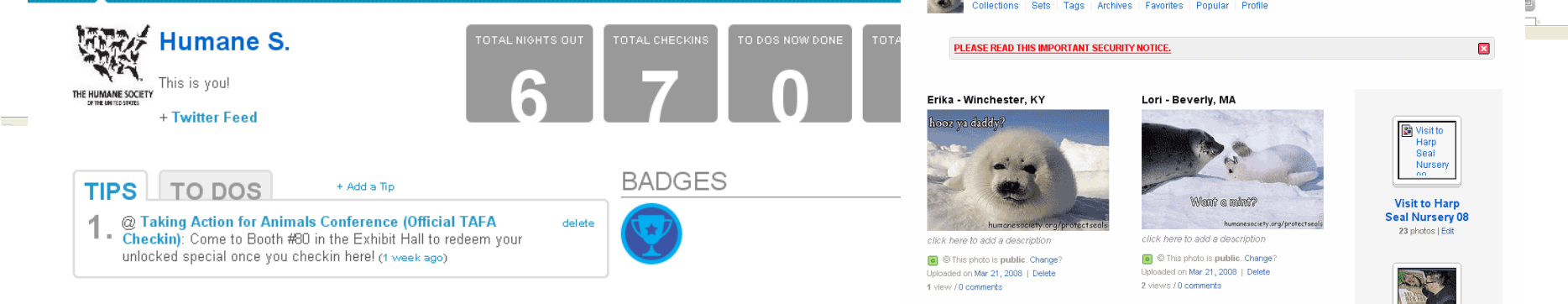
Search your photos Search

Signed in as humanesocietyoftheunitedstates (5 new) Help Sign Out

Your photos 3,376 photos / 14,927 views

Collections Sets Tags Archives Favorites Popular Profile

View as slideshow



Humane S.

This is you!

+ Twitter Feed

TIPS TO DOS + Add a Tip

1. @ Taking Action for Animals Conference (Official TAFA Checkin): Come to Booth #80 in the Exhibit Hall to redeem your unlocked special once you checkin here! (1 week ago) delete

BADGES

TOTAL NIGHTS OUT 6

TOTAL CHECKINS 7

TO DOS NOW DONE 0

PLEASE READ THIS IMPORTANT SECURITY NOTICE.

Erika - Winchester, KY

hoor ya daddy?

humanesociety.org/protectseal

click here to add a description

This photo is public. Change?

Uploaded on Mar 21, 2008 | Delete

1 view / 0 comments

Lori - Beverly, MA

Want a mini?

humanesociety.org/protectseal

click here to add a description

This photo is public. Change?

Uploaded on Mar 21, 2008 | Delete

2 views / 0 comments

Visit to Harp Seal Nursery on

Visit to Harp Seal Nursery 08

23 photos | Edit

[Goals]

Our goals in using social media are: advocacy, fundraising, providing customer service, and increasing brand sentiment online by promoting the good work of the organization.

- Everything we do online is tied to advocacy and fundraising
- Our social media program is no exception
- We just add a customer service component
- We also have social media-specific metrics which show growth
- The program complements and works in conjunction with our website and email
- Our growth is attributed to engagement and integration.

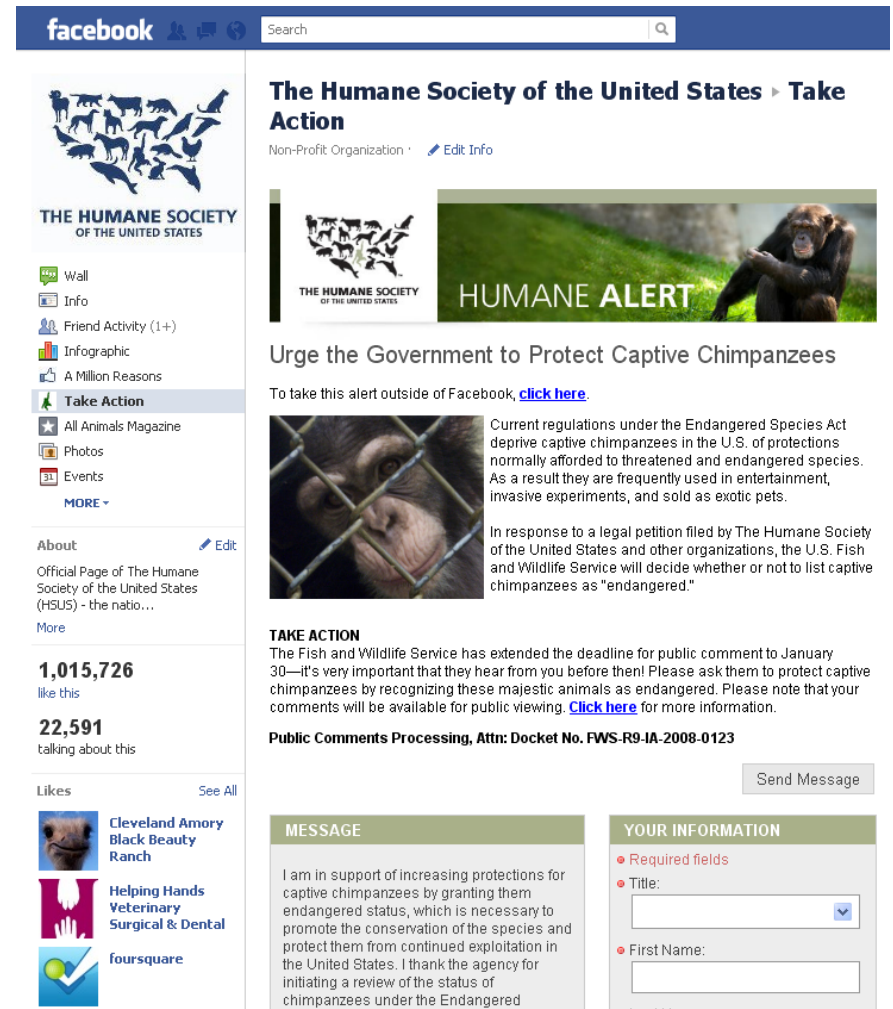
By providing our fans what they want like fun contests, polls asking for their opinion, listening to their feedback on posts, answering every question, and other engagement opportunities, we believe that our fans will feel enough of a connection with the brand to do what we ask – such as taking action or donating.

[Success Philosophy]

Success is no longer
just about how many
friends you have.

Do those friends do what
you want them to?

- Sign advos and petitions
- Donate
- Recruit friends
- Share your content
- Subscribe to your email list



facebook

Search

The Humane Society of the United States ▶ **Take Action**

Non-Profit Organization · [Edit Info](#)

HUMANE ALERT

Urge the Government to Protect Captive Chimpanzees

To take this alert outside of Facebook, [click here](#).

Current regulations under the Endangered Species Act deprive captive chimpanzees in the U.S. of protections normally afforded to threatened and endangered species. As a result they are frequently used in entertainment, invasive experiments, and sold as exotic pets.

In response to a legal petition filed by The Humane Society of the United States and other organizations, the U.S. Fish and Wildlife Service will decide whether or not to list captive chimpanzees as "endangered."

TAKE ACTION

The Fish and Wildlife Service has extended the deadline for public comment to January 30—it's very important that they hear from you before then! Please ask them to protect captive chimpanzees by recognizing these majestic animals as endangered. Please note that your comments will be available for public viewing. [Click here](#) for more information.

Public Comments Processing, Attn: Docket No. FWS-R9-IA-2008-0123

[Send Message](#)

MESSAGE

I am in support of increasing protections for captive chimpanzees by granting them endangered status, which is necessary to promote the conservation of the species and protect them from continued exploitation in the United States. I thank the agency for initiating a review of the status of chimpanzees under the Endangered

YOUR INFORMATION

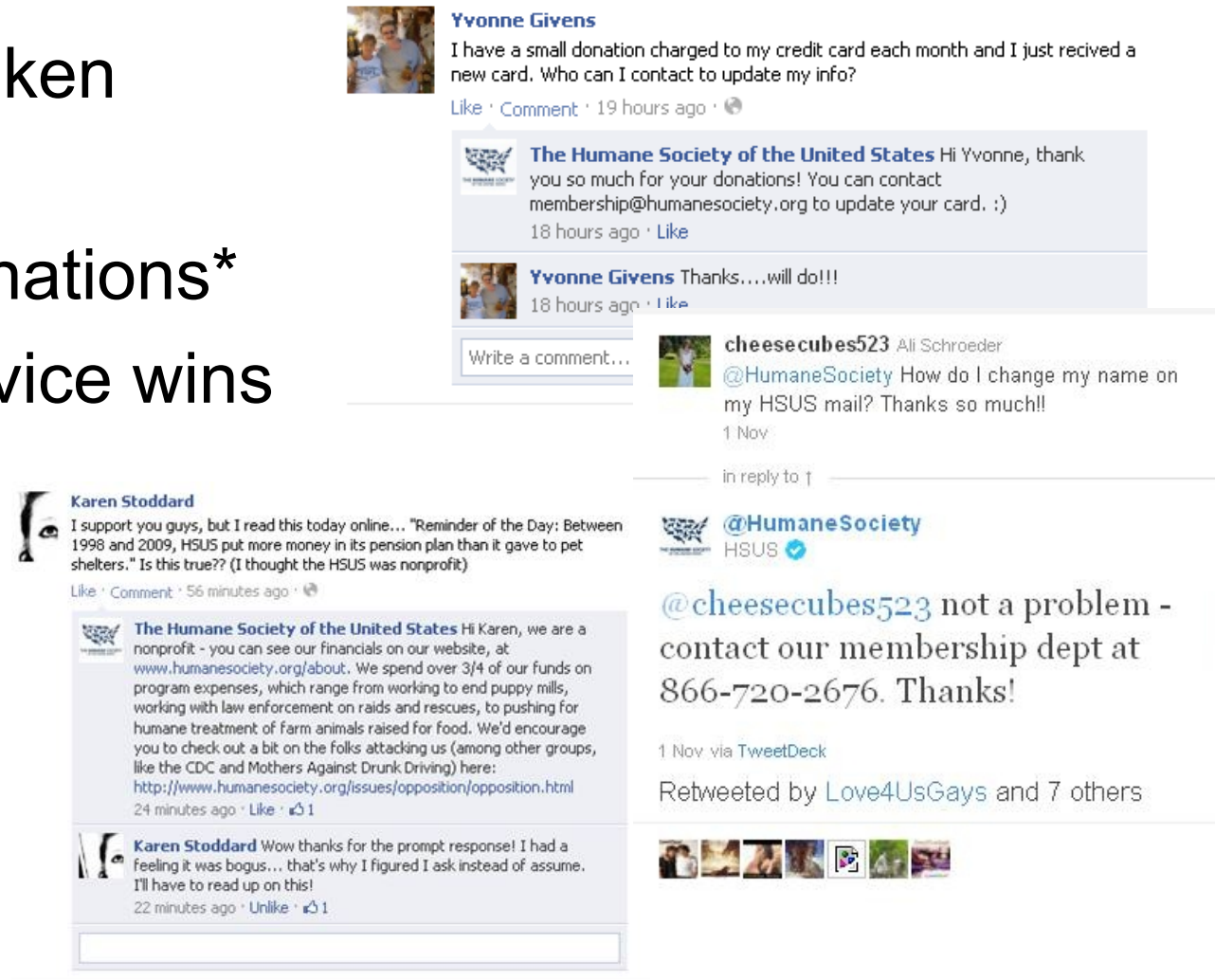
• **Required fields**

• **Title:**

• **First Name:**

[What We Measure]

- # of actions taken
- # of donors
- Amount of donations*
- Customer service wins
- Sentiment %
- Growth rate



The screenshot displays a series of social media interactions. At the top, a Facebook post from Yvonne Givens asks for contact information to update a credit card donation. The Humane Society of the United States responds with the email membership@humanesociety.org. Below this, Karen Stoddard questions the organization's nonprofit status based on a news article. The Humane Society responds with a link to their financials page. On the right, a Twitter thread shows @chesecubes523 asking how to change their name on HSUS mail, and @HumaneSociety replying with contact information. The thread is retweeted by Love4UsGays and others.

Yvonne Givens
I have a small donation charged to my credit card each month and I just received a new card. Who can I contact to update my info?
Like · Comment · 19 hours ago · 🌐

The Humane Society of the United States Hi Yvonne, thank you so much for your donations! You can contact membership@humanesociety.org to update your card. :)
18 hours ago · Like

Yvonne Givens Thanks....will do!!!
18 hours ago · Like

Write a comment...

Karen Stoddard
I support you guys, but I read this today online... "Reminder of the Day: Between 1998 and 2009, HSUS put more money in its pension plan than it gave to pet shelters." Is this true?? (I thought the HSUS was nonprofit)
Like · Comment · 56 minutes ago · 🌐

The Humane Society of the United States Hi Karen, we are a nonprofit - you can see our financials on our website, at www.humanesociety.org/about. We spend over 3/4 of our funds on program expenses, which range from working to end puppy mills, working with law enforcement on raids and rescues, to pushing for humane treatment of farm animals raised for food. We'd encourage you to check out a bit on the folks attacking us (among other groups, like the CDC and Mothers Against Drunk Driving) here: <http://www.humanesociety.org/issues/opposition/opposition.html>
24 minutes ago · Like · 🍌 1

Karen Stoddard Wow thanks for the prompt response! I had a feeling it was bogus... that's why I figured I ask instead of assume. I'll have to read up on this!
22 minutes ago · Unlike · 🍌 1

@chesecubes523 Ali Schroeder
@HumaneSociety How do I change my name on my HSUS mail? Thanks so much!!
1 Nov
in reply to t

@HumaneSociety HSUS ✓

@chesecubes523 not a problem - contact our membership dept at 866-720-2676. Thanks!
1 Nov via TweetDeck
Retweeted by Love4UsGays and 7 others

*both from Facebook Causes and sourced from our website

[Some Notes on our Social Strategy]


- Every position we have in Emerging Media is paid for by social media fundraising
- We have over 100 ancillary presences on Facebook in addition to our official Fan Page.
- We hold a monthly Social Media Working Group for admins
- We don't have a social media policy for employees but hold quarterly Privacy trainings
- We focus on Facebook because that's where our constituents are.
- We have a presence on Twitter because people talk about us there
- Social media is a small part of everyone's job, but there is a gatekeeper
- We answer everyone on Facebook and Twitter who comes to us with a legitimate question or concern
- Our response time on Facebook is under 2 hours, Twitter is 15 minutes.
- We are very selective about what we post on Facebook, and never post more than once a day unless there is breaking news.
- We have very active influencer and blogger outreach programs
- We have a crisis mode
- We got buy in from executives early – got them on social networks and report yearly on our progress. Now when we need more resources or want to take a risk,

[Case Study: 1 Million Facebook Fans]

facebook

Search

Carie Lewis Home



THE HUMANE SOCIETY OF THE UNITED STATES

Wall

Hidden Posts

Info

Friend Activity (1+)

Photos

Events

Go Fur-Free!

All Animals Magazine

Causes

YouTube

MORE

About

Official Page of The Humane Society of the United States (HSUS) - the natio...

More

1,000,000 like this

25,922 talking about this

Likes






Humane Domain

Cleveland Amory Black Beauty Ranch

Animal Planet

The Humane Society of the United States

Non-Profit Organization · Edit Info




Wall

The Humane Society of the... · Everyone (Most Recent)


Share: Status Photo Link Video Question

Write something...



The Humane Society of the United States

Join Wayne Pacelle this Thursday for a book signing and discussion in Louisville. The event is hosted by the Shamrock Foundation, a great group for KY's animals!




Book Signing in KY with Wayne Pacelle [Official]

Thursday, November 3 at 7:00pm

Like · Comment · Share · 3 hours ago

8 people like this.


1 share



Mary M. Thompson This is we're I live! This is exciting :) KY is #1 state for animal abuse and neglect.


2 hours ago · Like · 1

Write a comment...








The Humane Society of the United States

Our Facebook community is almost 1 MILLION strong for animals! Show your friends that you stand with us by clicking the "share" button below and posting this photo to your profile.



THIS PERSON IS AGAINST ANIMAL CRUELTY

Admins (7) [?] See All



Use Facebook as The Humane Society of the United States






Notifications 99

Promote with an Ad

View Insights

Invite Friends

You and The Humane Society of the United States




259 friends like this.


96 friends worked here.

Humane Society Youth, Spay Day Online Pet Photo Contest

Sponsored Story See All



Meg Gawler likes FAGE Total Greek Yogurt.




FAGE Total Greek Yogurt

Like

Sponsored Create an Ad

Donate your Car for Dogs

onecarhelpshumane.com



Help end dogfighting! Donate your car to The Humane Society of the United States.

HumaneWatch

Who gives less than 1% of their money to

[We Reached 1 Million Facebook Fans on 11/02/11.]

It was a fun celebration and a huge milestone, but was also a good example of an integrated campaign.

- Custom Facebook tab with a Flickr API to capture user-generated content
- Special video to fans thanking them from our CEO
- Mobile website coverage and mobile-friendly version of the form
- Discount coupon for everyone that enters
- Infographic on who our fans are and what they're into
- Billboard on our website homepage
- Full-file email asking people to "Like" us
- Blog entry on our CEO's blog
- Press release
- Blogger outreach

[Communication on Facebook]

**The Humane Society of the United States**

Our Facebook community is almost 1 MILLION strong for animals! Show your

**The Humane Society of the United States**

**The Humane Society of the United States** is act

**The Humane Society of the United States**

**The Humane Society of the United States**

So many of you have shared your pets' photos and stories with us. If you haven't yet, we want to hear it! Tell us why you love your pet:



Thanks a Million!
www.facebook.com

The Humane Society of the United States has reached one million fans on Facebook! To celebrate, they're looking for a million reasons why we love our pets. Add your pet's photo and story to the collection!

55,221 People Reached · 612 People Talking About This

 Like ·  Comment ·  Share · November 18 at 11:57am · 

 527 people like this.

 View all 76 comments

 55 shares

Write a comment...

[Custom Facebook Tab and Video]

facebook

Search



THE HUMANE SOCIETY OF THE UNITED STATES

- Wall
- Info
- Friend Activity (1+)
- Infographic
- A Million Reasons**
- Take Action
- All Animals Magazine
- Photos
- Events
- MORE ▾

About

Official Page of The Humane Society of the United States (HSUS) - the nation's largest animal protection organization

More

1,018,006 like this

18,350 talking about this

Likes



The Humane Society of the United States Like

Non-Profit Organization



THANKS A MILLION!

Click the button to like us.

REACH ONE MILLION FANS!

We're now a community of one million strong for animals! To celebrate, we're looking for a million reasons why we love our pets.

Join our community. And check out the video message from our CEO, especially for you!

TELL US WHY YOU LOVE YOUR PET:

First Name

Last Name

My Pet's Name

E-mail

Notes

Links

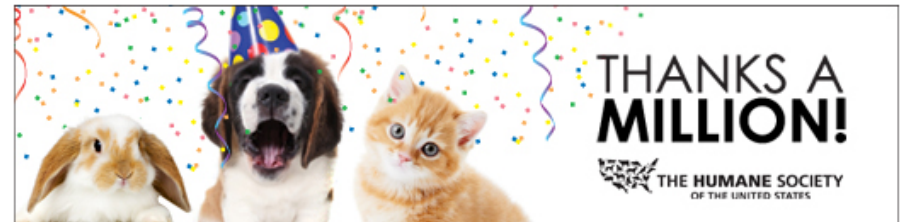
LESS · EDIT

About Edit

Official Page of The Humane Society of the United States

The Humane Society of the United States ▶ A Million Reasons

Non-Profit Organization · Edit Info



WE'VE REACHED ONE MILLION FANS!

We're now a community of one million strong for animals! To celebrate, we're looking for a million reasons why we love our pets.

Thank you for being a part of our community. And check out the video message from our CEO, especially for you!

TELL US WHY YOU LOVE YOUR PET:

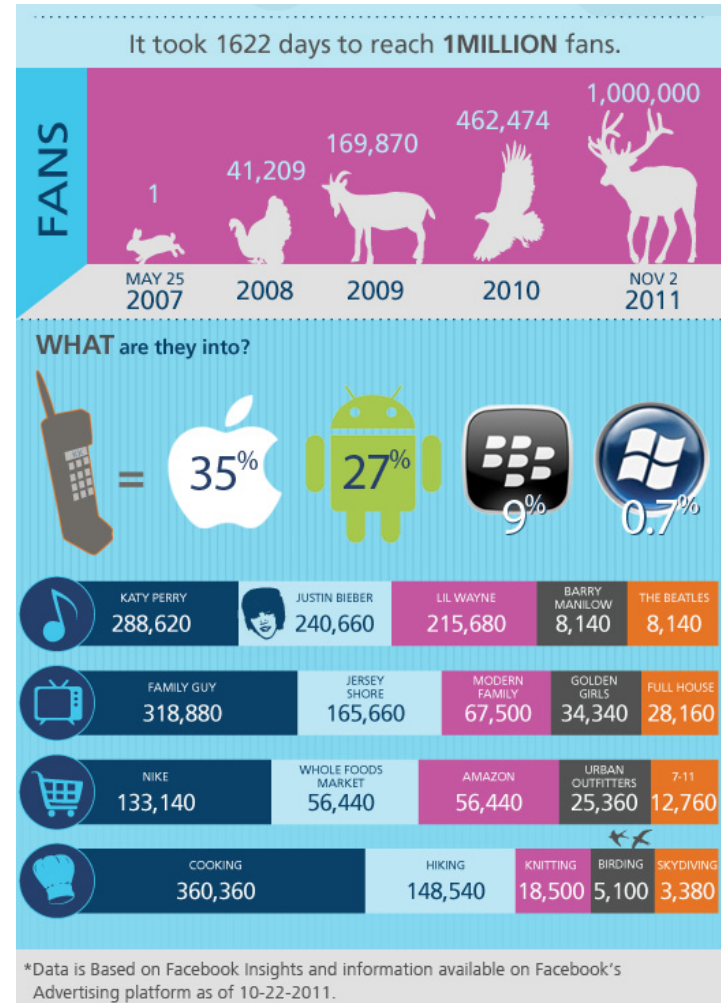
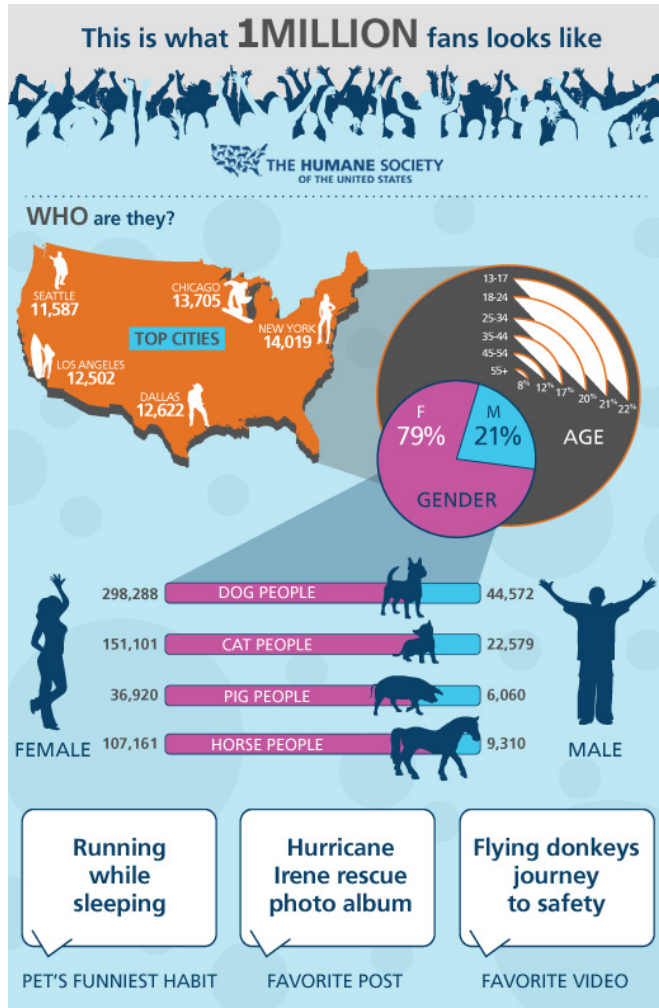
Tell us about your beloved pets and what makes them so special, and then chose a photo of you and your pet. Simply fill out the form below, and you'll be added to our slideshow on Flickr.

First Name


Last Name

My Pet's Name

[Infographic]



[Website Homepage Billboard]




**THE HUMANE SOCIETY
OF THE UNITED STATES**

- NEWS
- VIDEO
- ANIMALS
- ISSUES
- MAGAZINES
- ABOUT US

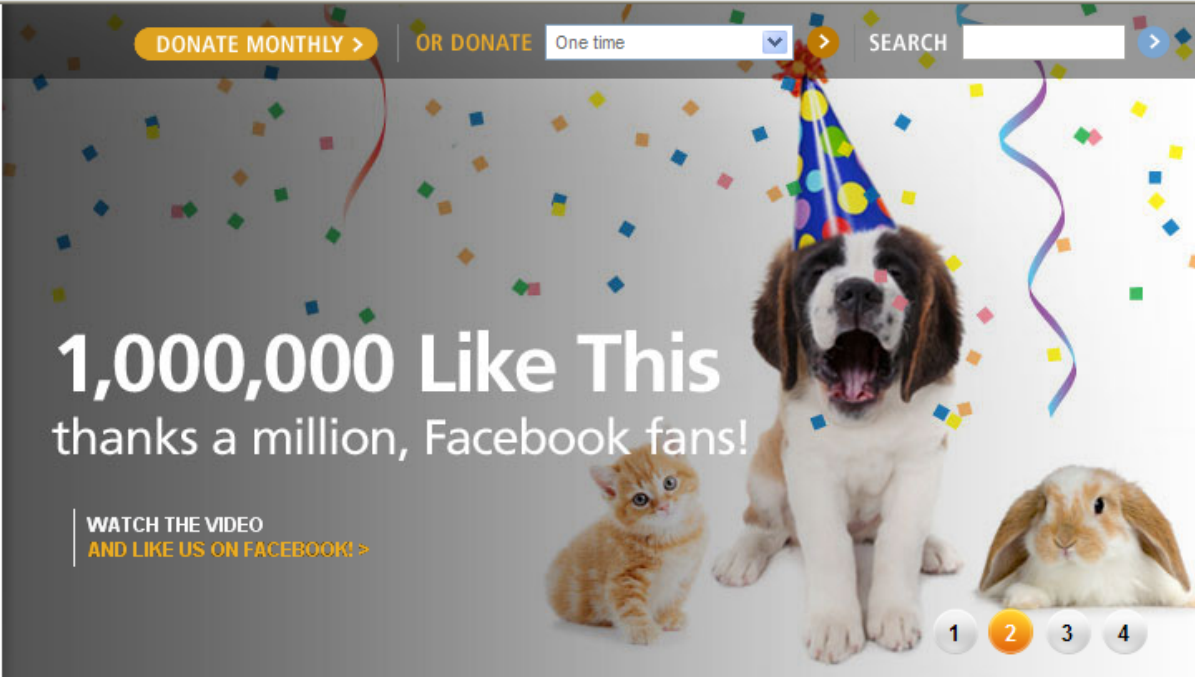
We're the nation's largest and most effective animal protection organization.

[more >>](#)

FIND AN ANIMAL

Adopt, train, play, 

[DONATE MONTHLY >](#) [OR DONATE](#) [SEARCH](#)




1,000,000 Like This

thanks a million, Facebook fans!

[WATCH THE VIDEO](#)
[AND LIKE US ON FACEBOOK! >](#)


1 2 3 4



The In Crowd

Fall is the perfect time to teach your cat to appreciate the great indoors.


[HERE, KITTY >](#)



Chem-Free

The Army kicks the habit of using live animals in chemical warfare training.

[SALUTE >](#)



See Us on TV?

Become a Humane Hero to help save animals from cruelty and suffering.

[DONATE TODAY >](#)

DONATE

Be a Humane Hero with your monthly donation for animals.

☐ \$19 a month
☐ Other:

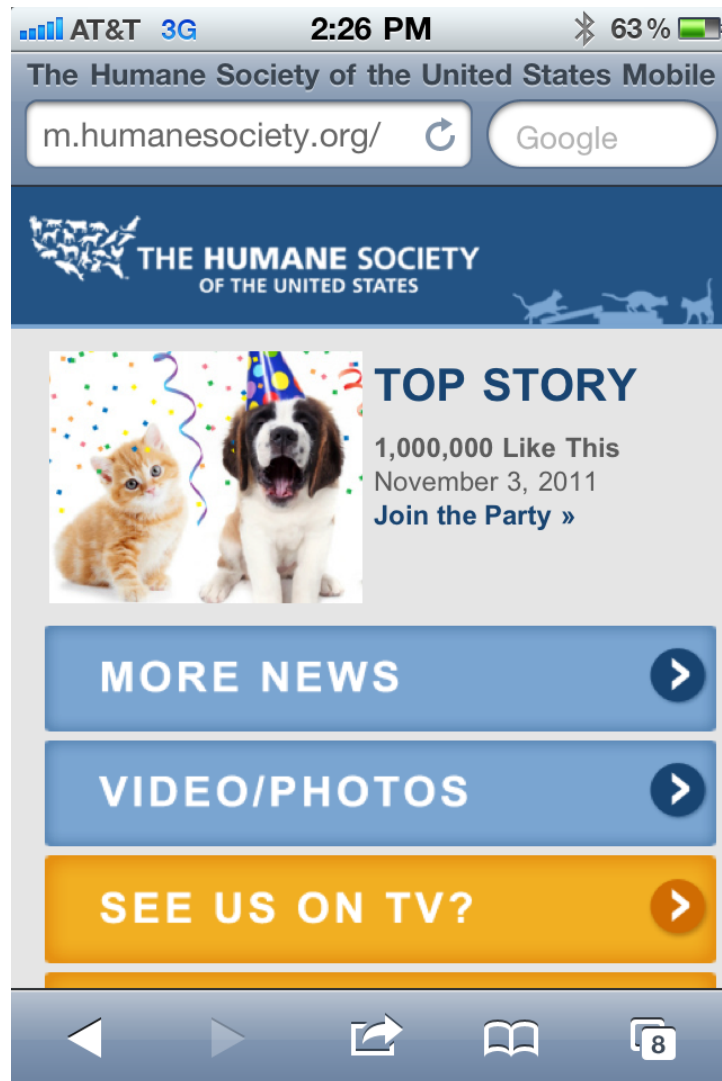
[Donate >](#)

[Or give another way >](#)

SIGN UP

Get the latest news and

[Mobile Website]



[Full-file Email]



THE HUMANE SOCIETY
OF THE UNITED STATES



[Join Us]

November 8, 2011

Share: [Facebook](#) [Twitter](#) [Email](#)

JOIN OUR COMMUNITY OF 1 MILLION STRONG FOR ANIMALS!

BREAKING
NEWS

WAYS TO
TAKE ACTION

UPLIFTING
STORIES &
VIDEOS

POLLS &
QUESTIONS


FUN EVENTS

GET YOUR
QUESTIONS
ANSWERED

CHANCES TO BE
INCLUDED IN
OUR MAGAZINE

INSANELY CUTE
PHOTOS

EXCLUSIVE
CONTESTS AND
GIVEAWAYS




 **LIKE US** ON FACEBOOK AND **JOIN** THE CONVERSATION

JOIN US ON

[!\[\]\(0a15f76348d00cca1082492b54c0efc3_img.jpg\) Facebook](#) [!\[\]\(bddf11f054151463885447dd5c67e1e3_img.jpg\) Twitter](#) [!\[\]\(9f0f2e77cb680f8ea79f6ea9f767a9ed_img.jpg\) YouTube](#) [!\[\]\(592d43c9b0a3b5c4d53ddf000e2198ba_img.jpg\) Foursquare](#)

MORE FROM HSUS

[SHOP HUMANE DOMAIN](#)  [WAYNE'S BLOG](#) 

[Blogger Outreach]

Fans? HSUS Has a Million of 'Em: The Nonprofit Times

<http://www.thenonprofitimes.com/article/detail/fans-hsus-has-a-million-of-em-4297>

Humane Society Uses Advocacy to Reach 1 Million Facebook Fans | Ragan Communications

<http://www.ragan.com/Main/Articles/44032.aspx>

What do you do when you Reach 1,000,000 Facebook Fans | NTEN Blog

<http://www.nten.org/blog/2011/11/07/what-do-you-do-when-you-reach-1000000-facebook-fans-try-get-some-more>

When is One Million Facebook Fans Worth More than a Million Bucks | Beth Kanter

<http://www.bethkanter.org/million-fans/>

Humane Society Reached 1 Million Facebook Fans | MSNBC Blog

http://digitallife.today.msnbc.msn.com/_news/2011/11/07/8683384-humane-society-reaches-1-million-facebook-fans

How the Humane Society Gained 1 Million Facebook Fans | The RealTime Report

<http://therealtime report.com/2011/12/05/how-the-humane-society-gained-1-million-facebook-fans/>

US Humane Society Tops 1 Million Facebook Fans | All Facebook

<http://www.allfacebook.com/facebook-fans-million-2011-11>

1 Million Fans – Answering Questions to Make Social Media Count | Reve News

<http://www.revenews.org/1-million-fans-answering-questions-to-make-social-media-count/>

[Looking Ahead to the New Year]

- Continue to monitor social media trends
- Continue to invest in mobile (3% of funds raised in 2011 year end were from mobile)
- Position ourselves for anticipated growth in social media fundraising as trust forms and the tools mature.
- Further “socialize” our website, providing more engagement opportunities for visitors
- Further integrate social with other channels like offline
- Better integrate with other departments on customer service

[Contact: Carie Lewis, clewis@humanesociety.org]



THE HUMANE SOCIETY
OF THE UNITED STATES