Social Media: 6 New Things Animal Organizations Need to Know

Christie Keith #6socialthings

Social media kitteh says…

- Photos. Preferably of cats.
Social media kitteh says…

- Photos. (Preferably of cats.)
- Mobile.
- Easy to share.
Facebook

So, do you have to pay?

Not yet…
Be Social

Talk to your followers!

STATUS UPDATE:
FEELING PURRRRFECT

Facebook

Ur doin it wrong
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The end of “like bait.”

Story Bumping

Action Step:

Reply, not post.
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Last Actor

Action Step:

Soften the ground

Median Viral Reach

Source: EdgeRank Checker, "Facebook Kills Viral Reach When Sharing Other Page’s Post," Aug 2013
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Or you can pay.

New Facebook Page Design

Where will your friends take you?
Twitter Photos

Effect of Length on ReTweets

By Dan Zarrella of HubSpot

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- No clickable links
- Mobile only (iOS and Android)
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- Most pins are re-pins

Social media kitteh says…

Keep an open mind!

More in resources…
Be positive!


Cool New Tools