

# Social Media Strategy

## Objective

The objective of this social media campaign is to promote [FUNDRAISING CAMPAIGN NAME] and help raise funds for [CHILD NAME]'s service dog fundraiser with Good Dog! Service Canines to help mitigate their challenges living with [DIAGNOSIS].

## Target Audience

The target audience for this campaign includes [CHILD NAME]'s family and friends, parents of children with [DIAGNOSIS], pet lovers, and local businesses interested in supporting a good cause.

## Channels

The following channels will be used for the social media campaign (ie: Instagram, Facebook, Twitter, TikTok, etc.):

- [PLATFORM]
- [PLATFORM]
- [PLATFORM]

## Content Strategy

The content strategy will focus on the emotional aspect of [CHILD NAME]'s story and how a service dog can improve their life. We will use videos, images, and testimonials of other children who have received service dogs from Good Dog! Service Canines to make an emotional connection with the audience.

The fundraising objective will be highlighted in each post, with a clear call to action to donate to the [CAMPAIGN NAME] fundraiser.

For each donor, we will post a thank you message (video/image) and tag their social media account when we receive a donation from them.

We will engage with followers who have commented and or shared/tag us in their posts.

Additionally, we will collaborate with local pet stores, veterinarians, and other local businesses, as well as local [DIAGNOSIS/SPECIAL INTEREST], and parent groups to share fundraiser information and encourage them to promote it to their networks.

# Timeline

## Week 1

- **Day 1: Campaign launch announcement** with a video of [CHILD NAME] and your family sharing their story
- **Day 3: How Much Do Service Dogs Cost? Infographic**, highlighting fact that it's not the dog that costs this much but the entire program, which includes raising, caring for, and training each dog approximately 2 years, AND that Good Dog! also provides education and support for each family throughout their service dog's life. You can also include that Good Dog's goal is for recipients to receive their service dogs at little or no cost to them, which is why you've committed to fundraising a minimum of \$16,000 towards Ber's service dog program costs. And for families who can't pay or raise the entire \$32,000 program, Good Dog! is helping us fundraise the remaining amount through the Good Dog! Families Scholarship Fund.
- **Day 5: Infographic** of 5 Pawsome Ways a Service Dog can help [CHILD NAME]
- **Day 7: Testimonial** video/image of a child who has received a service dog from Good Dog! Service Canines (see Good Dog's social media page for posts to share)

## Week 2

- **Day 1: Image post** with a fact about [DIAGNOSIS] to raise awareness about the conditions
- **Day 3: What's the Difference? Infographic** to educate about the disparities between service dogs, facility dogs, and emotional support animals
- **Day 5: "Ask Me Anything" online session** with [CHILD NAME]'s parent, answering questions about [CHILD]'s condition and the role of a service dog will take in improving their quality of life

- **Day 7: Video post** featuring [CHILD NAME] and family sharing fundraising progress towards this month's target fundraising goal

## Week 3

- **Day 1: Announce Social Media Contest** Engage followers by asking them to share your fundraiser and tagging their friends to be entered in a competition. Enhance your offer by including a prize such as a voucher or gift card for a popular restaurant. Remember to promote the social media contest and announce the winner based on contest rules. As a standard practice, it is imperative you verify and adhere to all legal rules and regulations before holding a contest.
- **Day 3: [CHILD NAME]'s storytelling post.** Highlight a recent situation explaining what life is currently like for [CHILD NAME] living with [DIAGNOSIS], and how a service dog could have been helpful in this situation. (Use the "service dog to the rescue" worksheet for ideas).
- **Day 5: Service dog training video** Showcasing the amazing work of Good Dog! Service Canines trainers and pups-in-training (see Good Dog's social media page for posts to share)
- **Day 7: Fundraising Milestones Infographic** Explain this month's target fundraising goal and how reaching it contributes to hitting the next major milestone in your fundraising journey. Also, be sure to share your progress and celebrate your accomplishments with your supporters so far!

## Week 4

- **Day 1: How Long is the Wait for a Service Dog? Infographic**, the wait officially starts when a family has raised half of their fee-for-service. However, due to Good Dog's custom matching process, it's important to note that wait times can vary depending on the needs of the child, the lifestyle of the family, and how long it takes to reach each funding milestone. Good Dog! understands waiting for a service dog can be tough for anyone, especially for a child. But here's the thing - we hold high standards! All of our dogs go through a rigorous two-year training

program. As a smaller organization, we put in extra effort to get to know each family and child - trusting the process yields the best dog, and that's the best attitude to have!

- **Day 3: [CHILD NAME]'s storytelling post.** Highlight a recent situation explaining what life is currently like for [CHILD NAME] living with [DIAGNOSIS], and how a service dog could have been helpful in this situation. (Use the "service dog to the rescue" worksheet for ideas).
- **Day 5: Pet lover's post** - Highlight heartwarming stories and captivating videos showcasing dogs as they support their owners in overcoming challenges.
- **Day 7: Live Video Update with [CHILD NAME] and family.** Engage followers by sharing heartwarming experiences you had on your first month fundraising for your child's service dog, giving thanks to this month's donors with personal shoutouts during the live session (don't forget to tag them!), and explaining how a service dog will positively impact [CHILD NAME]'s life. Be sure to ask your followers to help spread the word about the fundraiser by tagging their friends and family for your final push in reaching this month's fundraising goal, or to help you get to the next milestone if you've already surpassed the current goal.

# Resources

## Good Dog's Social Media Policy

**Important:** If your family lists Good Dog! Service Canines and/or our website on your social media accounts, you must include the following sentence on your profile: *"The views and opinions expressed here are solely my own."*

## Social Media Assets

Customizable, branded social media templates including referenced infographics can be found the [Good Dog! Family Fundraising Support Center](#)

Good Dog's Social Media Channels (for sharable content):

- [Facebook](#)
- [Instagram](#)
- [YouTube](#)
- [Pinterest](#)

[A Superdog for Sebastian Campaign Examples](#) - Google Drive folder with examples of how we promoted his fundraiser way back in 2016. So some of the info/tools used may be outdated but content is still relevant. :)

## Call-to Action-Examples:

These call-to-actions are intended to be lighthearted and engaging, encouraging people to not only donate but also spread the word to their social circles. Puns help make the message relatable and memorable, allowing supporters to connect emotionally with [CHILD]'s fundraiser and find joy in helping a cause they believe in. Please read each one thoroughly before using it to ensure your call-to-action reflects the context of your post.

- Lend a helping paw. Join us in getting [CAMPAIGN NAME] by donating to [PRONOUN] fundraiser at [LINK]. Together, we can fetch [PRONOUN] a service dog and unleash a brighter tomorrow.

- Don't be a paw-tato! Every penny counts in helping us fetch [CAMPAIGN NAME] Show your support for [CHILD] and [PRONOUN] good dog journey by donating to our fundraiser today at [LINK]
- [CHILD]'s journey to getting his service dog is not over yet! We need your help to get there! So bark to your friends, family, and coworkers about our fundraiser and let's make [PRONOUN] dream come true! [LINK]
- Don't let [CHILD]'s fundraising goal go to the dogs! Help [PRONOUN] get one step closer to getting [PRONOUN] service dog by donating today! Let's paw-sitively make a difference in [PRONOUN] life! Donate now at [LINK]
- No bones about it, [CHILD] needs your help to reach [PRONOUN] next fundraising milestone! Remember, every donation counts towards making [PRONOUN] Good Dog! journey a reality. We're only [\$AMOUNT] away from reaching our next target. Make a pawsitive impact at [LINK]
- Howl you doin'? Don't miss out on this pup-portunity to help make [CHILD]'s good dog journey a reality! Share our fundraiser and tag your friends in the comments below for a chance to win a prize!
- Let's get the word out about [CAMPAIGN NAME] - and have some fun while we're at it! Share our campaign and tag two friends in the comments below for an entry into our fur-tastic competition! You could be barking up the wrong tree... or you could win big!
- Show Your Puppy Love! Show your support for [CAMPAIGN NAME] by entering our social media contest today! Share our post, tag two friends, and you could be in with a chance at winning a pawesome prize.

## Relevant Hashtags:

These hashtags can be used on different social media platforms, such as Instagram and Facebook, to help reach a wider audience that may be interested in supporting your child's journey to getting their service dog. In addition to creating your own hashtag. It's essential to research and identify relevant hashtags that can maximize exposure for the fundraiser, attract a larger audience, and connect with individuals passionate about your child's diagnosis and animal welfare. Additionally, some of these call-to-actions are

intended to be lighthearted and engaging, encouraging people to not only donate but also spread the word to their social circles using memorable dog puns. When using the hashtags below, be sure you using ones relevant to the content you are sharing.

#GoodDogServiceCanines

#nonprofitfundraiser

#neurodiversity

#dogslife

#Servicedoggo

#pawsthelimit

#PawstheLimits

#barktospreadtheword

#GoodDogCharity

#RaiseSomeFunds

#UnleashHappiness

#PawtasticContest

#dogsofinstagram

#ShareForaChanceToWin

#dogcharity

#DonateFurACause

## Post-Campaign Analysis

After the campaign, review the KPIs to determine its success. Analyze the engagement rate on each post and use the feedback to improve future campaigns.

### KPIs

- Donations raised
- Number of likes, shares, and comments on each post
- Increase in followers on social media channels