

MIAMI-DADE ANIMAL SERVICES

LONG-TERM SHELTER RESIDENTS CAMPAIGN

BY: EDDY A. MADERO



HELPING LONG-TERM SHELTER PETS FIND
THEIR FOREVER HOME!

OBJECTIVE

Bring attention to pets residing in the adoption center for 5+ months and get them adopted.

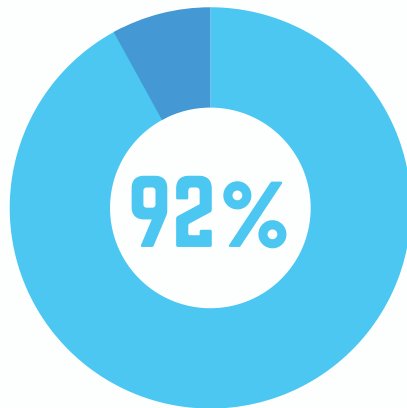
To maintain the status of a "no-kill shelter," adoption facilities must maintain an adoption rate of over 90%. Since Animal Services' Pet Adoption and Protection Center is a government-run facility, they must accept all stray pets that are brought into the facility. Their facility averages an intake of 29,000 animals a year. Therefore, due to limited spacing, high adoption rates are top priority!



The shelter has always adopted out puppies and smaller dog breeds with ease. However, the larger breeds tend to stay in the shelter for weeks or even months without being adopted. Upon research of the animal intake database during my internship, there were 25 large dogs that had resided in the shelter for 5-6 months.



RESULTS



SUCCESS RATE

With 23 of the 25 showcased dogs being adopted within a week of being posted, the campaign was given a 92% success rate! These adoptions were included in the [2018 Shelter Statistics](#).

The instagram posts showcasing each dog had a significantly higher engagement rate compared to previous posts. Some comments included tagging other users who were eager to adopt.



dianatiusmalajas @baby_bella6



148w Reply

— Hide replies



king_jb66 @uva924



omg we gotta get him!!!!



STRATEGY


Created and executed a social media campaign to showcase dogs that have resided in the shelter for 5+ months:


- Scheduled photoshoots with each of the dogs at the shelter's designated play-area.
- Selected images of each pet that best showcased the pet's personality in an appealing manner.
- Developed compelling copy that represented the pet in a heartwarming and relational fashion.
- Leveraged the organization's strong Instagram following and posted the images and copy while using relevant and trending hashtags
- Maintained engagement of posts by promptly responding to inquiries regarding each dog.



SAMPLES




 **adoptmiamipets** • Follow
Miami-Dade Animal Services

 **adoptmiamipets** I hope you all know what you're doing for Valentines Day! If not, my name is Chocolate, (A1921067) I'm a Weimaraner mix and I'm a lot sweeter than any other candy out there 😊 Take me home so I can enjoy Valentine's Day with you and your loved ones 💕
#miamidadeanimalservices
#miamidade #dogsofinstagram
#cutedogs #weimaraner
#adoptdontshop #bringmehome
#adoption #connectadoptlove
#valentinesday #chocolate
#cutenessoverloaded #doralmiami
#lovepets

110w


♥️ 💬 📌


 Liked by mariaisalright and 1,129 others

JANUARY 23, 2018


Add a comment... Post





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 **adoptmiamipets** Nancy (#A1915253) is super playful, she loves to be petted and is a sweet 4 year old American Bulldog mix.

112w


 sashamuzz What a sweet face
112w Reply

 andrea.mcminn Precious
112w Reply

 dnizle_@jgastelu
112w Reply

 dnizle_@jgastelu

♥️ 💬 📌

 Liked by bruja_diaries and 548 others

JANUARY 10, 2018

Add a comment... Post



TESTIMONIALS

"Eddy demonstrated an excellent work ethic and the ability to get the job done right and on time. He's an energetic team player open to learning new skills as well as being able to teach most anyone a thing or two."



Lilian Bohorquez
Communications Supervisor
Miami-Dade Animal Services

