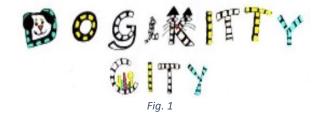# CONTENT STRATEGY PROPOSAL

https://dognkittycity.org/

Fig. 1

Content Strategy Profile

Purpose

The purpose of Dog & Kitty City is to allow our audience to search for local adoptable dogs and cats. Our website provides information on adoption, volunteer opportunities, foster programs, adoption stories, donations, and other adoption-related material. Dog & Kitty City fulfills the audiences need to search for a potential pet or volunteer/foster opportunity.

Interactor Profile

Our intended interactor is:

- 21-65-years old
- Persons of all genders
- High school or college-educated
- Urban or suburban Dallas residents
- Persons from diverse backgrounds
- Animal lovers looking to adopt, volunteer, foster or donate
- Lower, middle, and upper-class
- Varying in knowledge of the topic
- Compassionate

"Whether it is to adopt, foster, volunteer, or donate, [our] audience…has a positive attitude towards our mission"

Whether it is to adopt, foster, volunteer, or donate, Dog & Kitty City's audience already has a positive attitude towards our mission.

Frequency of Publication

Dog & Kitty City could highly benefit from frequent and consistent updates throughout our website. We are timely on updating recent adoptions, adding new pictures to pet profiles, and highlighting new dogs or cats available for adoption. Other updates on our website are infrequent or virtually non-existent. We post shelter news about once a month and our adoption stories and photo gallery have not been added to since 2015.

Fig. 2, No updates to Adoption Stories, Photo Gallery in 5 years

Fig. 3, Pet Updates are frequently published

Information Challenges

Our audience needs information on adoption requirements, volunteering, fostering, donations, and shelter news/updates. Most of this information is accessible on our website, however, our shelter news needs attention. By updating our news once a month, we are neglecting "[our] obligations in terms of the information [we] should provide [our] audience" (Carroll, 2017, p. 164) and not "consider[ing] [our] mission" (Carroll, 2017, pg. 165). Increasing the frequency of news to a weekly basis would drive more traffic to our website. The main method of communication with our audience is through social media, which leaves our website somewhat deserted.

Information on our website could be better presented with adjustments to our information architecture by "determin[ing] a hierarchy for [the] site by grouping related information" (Carroll, 2017, p. 154).

Content Fitness

Intrinsic IQ

Our audience depends on the accuracy of information on our website. We update our website when an animal is adopted out or to share important news, however, our photo gallery and adoption stories have been neglected for years. One way to build trust and a reputation with our audience is to regularly update our website with the same news and information that we share on social media as not all of our interactors follow us on social media.

Contextual IQ

The information on our website is relevant to our cause and there is no added fluff or content with no purpose. Our audience visits our website for a specific purpose and we appreciate their time. We hope that the information made available to them is valuable

and helps them fulfill their objective on our website. We are working on being more time conscious about updating our website frequently. Our news articles are brief and we are aiming to provide longer articles to engage our audience more. One issue we face is the "completeness" (Carroll, 2017, p. 152) of our pet profiles. Having the same type of information (age, gender, personality type) available for our audience will help resolve this matter and will add to the value of our content.

Representational IQ

Except for our pet profiles, our website uses direct voice which helps our representational IQ. Our content is clear, concise, and not open to interpretation. We provide our audience with an easy search tool with sort and filter capabilities so they may narrow their pet search. This tool is easy to use and makes our website more interactive and responsive.

Accessibility IQ

The information on our website is fully accessible to everyone. Interactors do not need to login to view adoptable pets or access any other information. Our website is safe and secure.

Social Media Presence

We are active on social media and our current platforms include:

- ☘ Facebook
    - o 12,401 followers
    - o Daily posts
- ☘ Instagram
    - o 2,914 followers
    - o Posts every few days
- ☘ Twitter
    - o 981 followers
    - o Posts once in a while
        - ▪ Least used platform

Fig. 4, Frequent Facebook posts keep our audience engaged

Dog & Kitty City uses Facebook as the primary method of communication with our audience. We post news, pictures, and stories daily. Being active on social media meets our audiences need for information regarding the shelter and helps keeps them involved in our purpose and mission.

"Being active on social media…helps keep [our audience] involved in our purpose and mission"

Competition

There are two shelters in the area with a similar audience and mission, Operation Kindness and Second Chance SPCA. Comparisons are provided in the chart below.

Fig. 5

Fig. 6

	OPERATION KINDNESS	**Second Chance SPCA**
Layout/Design	❧ Modern ❧ Consistent design ❧ Clean layout ❧ Good navigation	❧ Modern ❧ Colorful design ❧ Simple layout ❧ Good navigation
Content	❧ Blog on website ❧ Weekly news articles ❧ Search tool ❧ Frequently updated ❧ Complete pet profiles ❧ Organized	❧ Blog on website ❧ Monthly news articles ❧ No search tool ❧ Frequently updated ❧ Complete pet profiles ❧ Easy to understand
Social Media	❧ Strong social media presence ❧ Multiple platforms ❧ Frequent relevant posts ❧ Large following	❧ Social media presence ❧ Two platforms ❧ Frequent relevant posts ❧ Average following

Each competitor's website has features Dog & Kitty City could benefit from:

- ❧ Clean, modern layout would make our website more appealing
- ❧ Organized content would ease navigation
- ❧ Frequently updating our website would increase traffic
- ❧ Complete pet profiles could help pets get adopted faster
- ❧ Addition of a blog would help keep the interactor engaged

Content Strategy Proposal

Web Presence

Dog & Kitty City's biggest issues include our inconsistent and outdated layout, and infrequent updates across the website.

Layout

Our homepage and adoption search pages are inconsistent with the rest of the website. These two pages have an outdated layout and theme while the other pages of the website are more modern (Figs. 7 & 8). We can improve on this issue by:

Fig. 7, Outdated homepage

- Applying the layout and theme that is used on the majority of the site to the homepage and adoption search pages
- Improve the outdated feel of the homepage by redesigning the menu
- Removing the side menu
- Modernizing our logo

These simple changes can:

- Provide consistency
- Modernize our website
- Avoid confusion
- Improve aesthetics

Fig. 8, Modern layout on Volunteer page

Frequency of Publication

Pet Updates are published often, however, we have neglected other areas of our website that would benefit from frequent updates. To drive more traffic to our website, we need to be diligent about updating our website almost as often as we update our social media. This could be done by:

- Updating adoption stories
- Adding to the photo gallery
- Publishing frequent news and events
- Creating a bulletin where interactors can ask questions
- Creating a blog

These changes can help make our website as interactive as our social media.

Social Media

We are very active on Facebook and this is our primary method of reaching our audience. We share relevant posts almost daily and engage with our audience by replying to comments and even fundraise through our page. Adding any other kind of non-shelter related content could distract from our primary purpose.

Our Instagram and Twitter pages could use the same attention we give to our Facebook. We do not post to our Instagram consistently, although when we do, our posts are well received by our followers (Fig. 9). Unlike our Facebook page, our Instagram is more-so used to share cute pictures of our adoptable animals with silly and humorous captions. Consistently sharing these types of posts could help us gain more followers and adding the same kind of content to our Facebook could benefit that platform as well.

We have not tweeted since July 2019 and at this point, it would be best to remove our Twitter account to focus on improving our Facebook and Instagram with the suggestions mentioned above.

Fig. 9, Our social media gets lots of love and support

Adding more articles, video content, pictures, and polls could increase readership on our social media platforms. Posting pictures of adoptable animals with a link that would redirect the user to our website would help drive traffic to our website.

Conclusion

Dog & Kitty City's purpose is to raise awareness about adoptable pets at our shelter. Our website is lacking a consistent layout and is infrequently updated. Our Facebook is well maintained, therefore these issues drive traffic to our social media, leaving our website neglected. If we focus the same energy that we spend on our social media on redesigning our website, we can gain some of that traffic back. Cleaning up the clutter on our website and reformatting the homepage and animal adoption pages to match the layout of the rest of the pages will improve our website dramatically. Consistently updating news and our photo gallery will make our website more interactive. Refocusing on our Instagram page will help us gain more followers and could potentially lead to more animals being adopted.

References

Carroll, B. (2017). *Writing and Editing for Digital Media*. Routledge.

Fig. 1. Markas, A. (n.d.). *Dog & Kitty City* [Screenshot.]
Retrieved from https://www.facebook.com/humane.society.of.dallas.county
/photos/a.10150712366267440/10152873799347440

Fig. 2. Markas, A. (n.d.). *Featured Content* [Screenshot.]
Retrieved from https://dognkittycity.org

Fig. 3. Markas, A. (n.d.). *Recent Pet Updates* [Screenshot.]
Retrieved from https://dognkittycity.org

Fig. 4. Markas, A. (n.d.). *Facebook Post* [Screenshot.] Retrieved from
https://www.facebook.com/humane.society.of.dallas.county

Fig. 5. Markas, A. (n.d.). *Operation Kindness Logo* [Screenshot.]
Retrieved from https://www.operationkindness.org/

Fig. 6. Markas, A. (n.d.) *Second Chance SPCA Logo* [Screenshot.]
Retrieved from https://secondchancespca.org/

Fig. 7. Markas, A. (n.d.). *Dog & Kitty City Homepage* [Screenshot.]
Retrieved from https://dognkittycity.org

Fig. 8. Markas, A. (n.d.). *Dog & Kitty City Volunteer Page* [Screenshot.]
Retrieved from https://dognkittycity.org/2/volunteer.html

Fig. 9. Markas, A. (n.d.). *Instagram Post* [Screenshot.]
Retrieved from https://www.instagram.com/p/B8UZk9qnnCU/

Addendum

Statement of Purpose:

The purpose of Dog & Kitty City is to allow the audience to search for local adoptable dogs and cats. Our website provides information on adoption, volunteer opportunities, foster programs, adoption stories, donations, and other adoption-related material. Dog & Kitty City fulfills the audiences need to search for a potential pet or volunteer/foster opportunity.

Interactor Analysis:

The intended interactors are compassionate 21-65-year-olds. 21 is the legal age to adopt an animal from this shelter. The target audience is persons of all genders. The target audience has at least a high school or college education. The target audience is from an urban or suburban area, as this is a shelter located in Dallas, a large developed city. The intended interactors are from or have moved to Dallas county. The intended interactors are animal lovers from diverse backgrounds who may be seeking to adopt, foster or volunteer. The intended interactors are lower, middle or upper-class. The target audience knowledge varies from novice to seasoned pet owner. The target audience already has the attitude to help the shelter's animals, whether it is to adopt, foster, volunteer, or donate.

Trusted Writer Review:

Name: Alpa Markas

Date: June 9, 2020 / 7:30pm

Email: alpa.markas@gmail.com

Questions:

1. Is my writing clear and concise?
2. Does my proposal make sense?
3. Does my word choice need improvement?
4. Do the images provide a good visual for what is being stated or suggested?

Reflection:

I found working with the same trusted writer as I did for the Edit, Chunk, and Layer assignment helpful because Alpa helped catch the same grammar mistakes I was making before. My sentences sometimes tend to ramble and she helped me restructure pieces of my writing to be stronger. Her suggestion of adding bullet points in my content strategy proposal helped break up a large chunk of text I was having difficulty with. Alpa also made recommendations for word choice throughout my proposal which helped to convey my message more clearly. Her suggestions and recommendations helped my proposal become a more polished piece of writing.