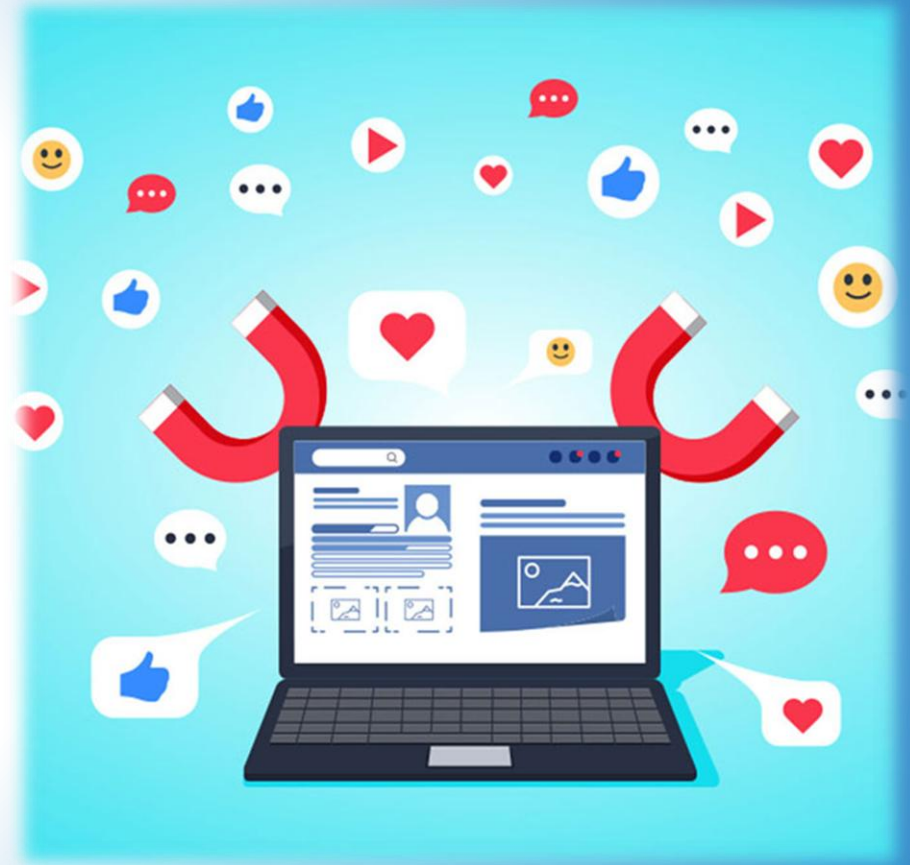


Strategic Storytelling & Social Media Metrics: Driving Impact Through Digital Outreach

Jenn Hernandez
Simply Cats Adoption Center
Outreach and Fundraising Coordinator



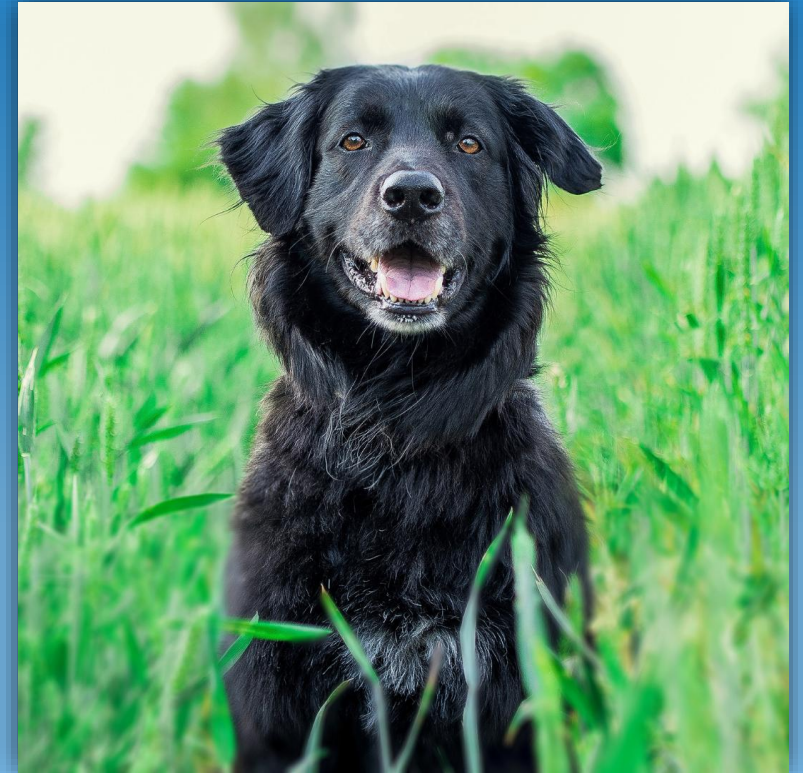
Why Storytelling Matters

- Era of authenticity on social media
- Stories create emotional connections
- People remember stories, not statistics
- A strong story drives action: adoptions, donations, shares



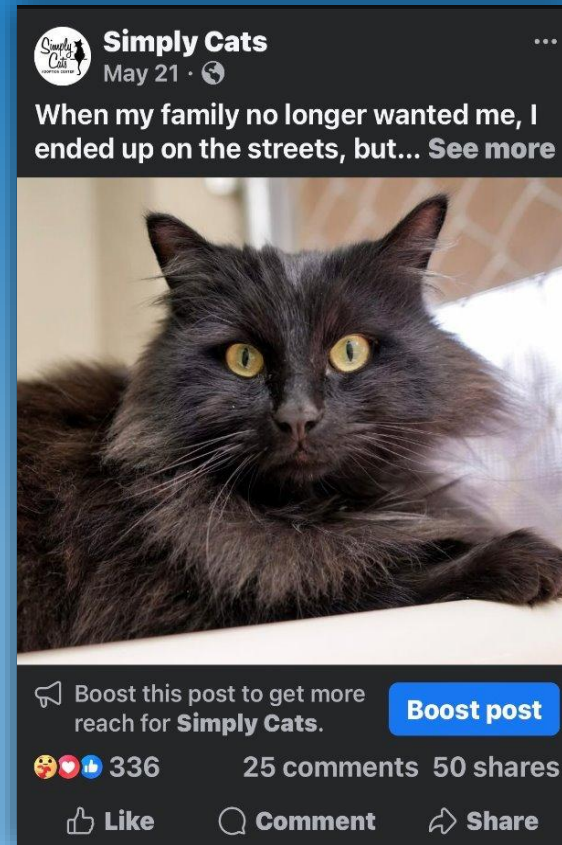
The Elements of a Compelling Story

- **Character** – a pet, volunteer, or adopter
- **Conflict** – the challenge or obstacle
- **Resolution** – the happy ending or ongoing journey



The Elements of a Compelling Story

- Starts with powerful visuals
- Caption text matters
 - Attention grabbing opening sentence
- Clear call-to-action



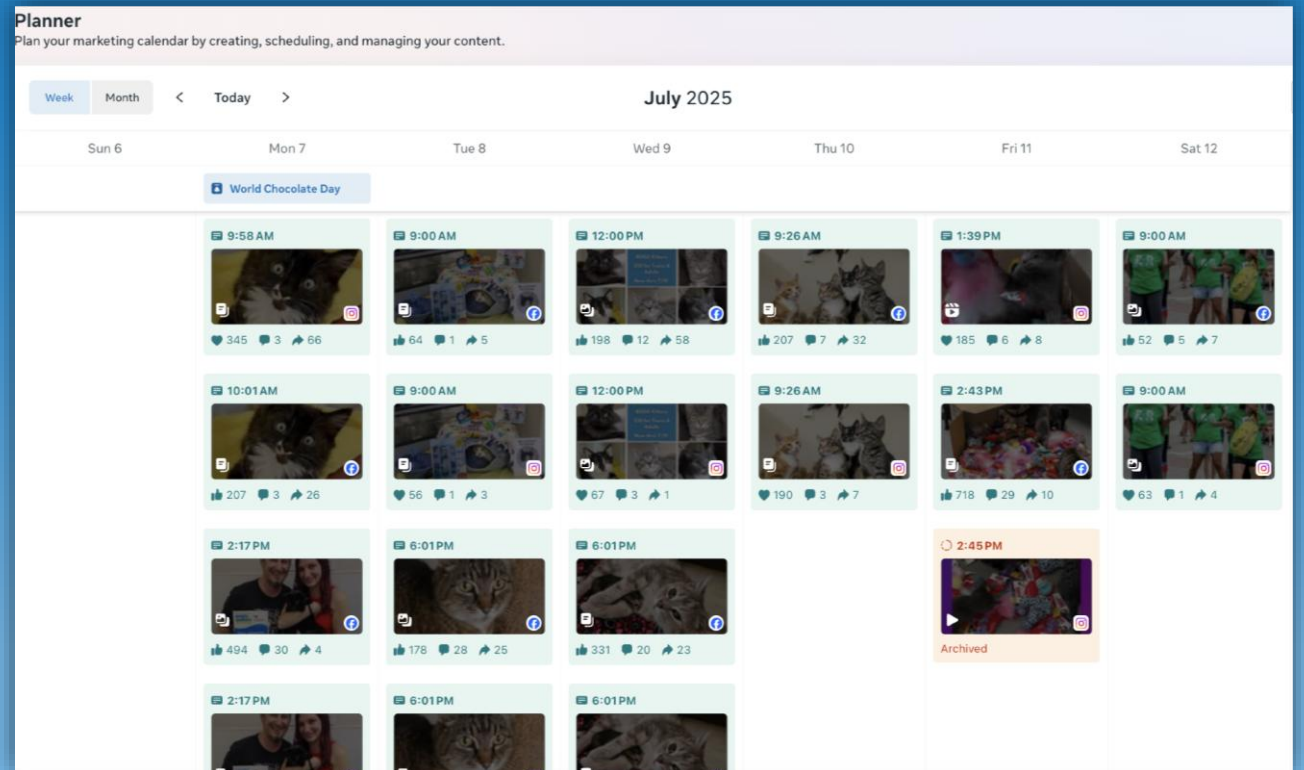
Meta Business Suite Overview

- Free hub for Facebook & Instagram
- Post Planner + Calendar
- Unified Inbox
- Insights/Analytics



Meta Suite Post Planner

- Allow at least 3 hours between posts
- Post at least 1–2 times per day, with a maximum of 4 posts.
- Quality over Quantity
- Schedule posts in advance
- Create content categories
- Build a content calendar



Best Times to Post

- Post when your specific audience is most active
- Find optimal posting schedule by using the platform analytics

Schedule post

×

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

f

Facebook

📅

Sep 19, 2025

🕒

02:00 PM

Active times ⓘ

Tomorrow, 9/19
7:00 PM

Sat, 9/20
7:00 PM

Mon, 9/22
7:00 PM

📷

Instagram

📅

Sep 19, 2025

🕒

02:00 PM

Active times ⓘ

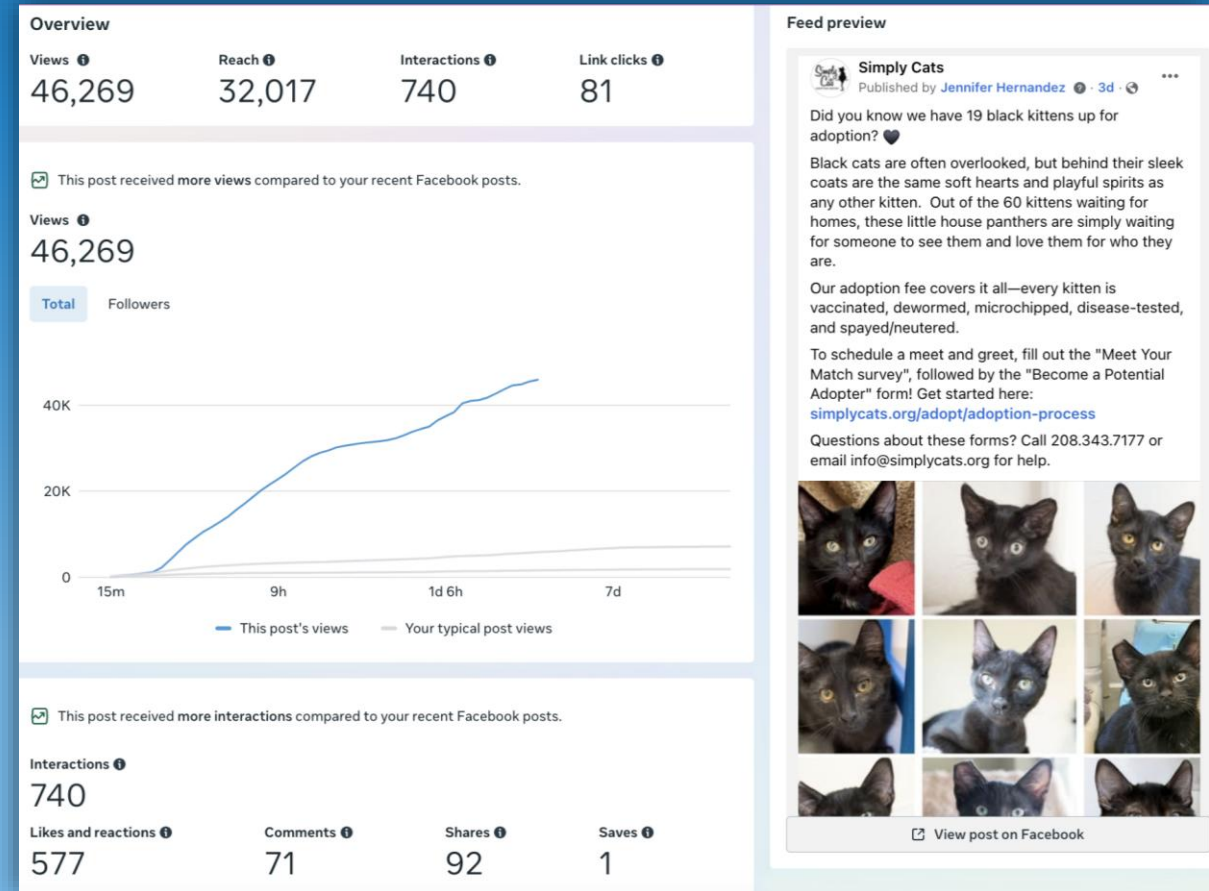
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Sat, 9/20
3:00 PM

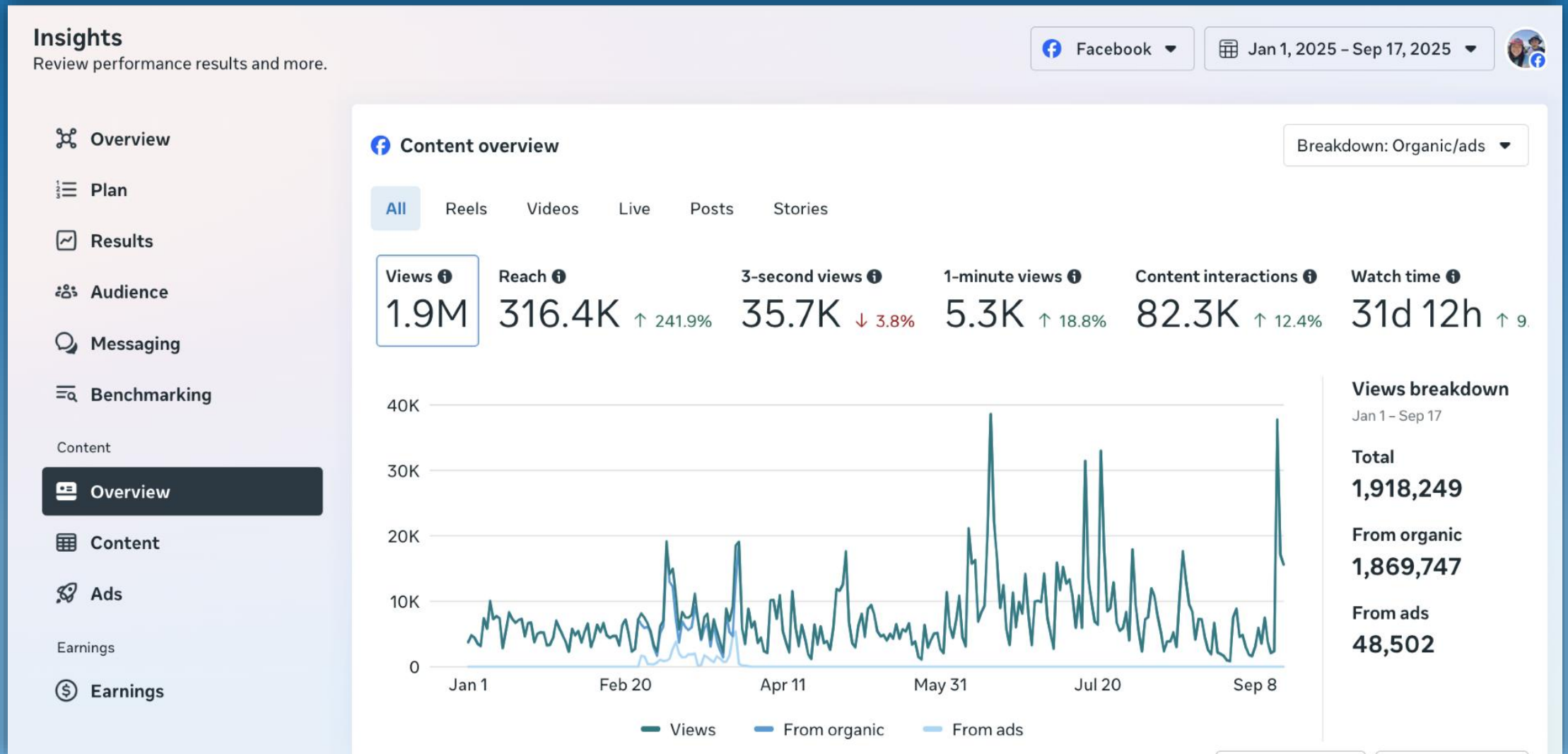
Thu, 9/25
1:00 AM

Tracking KPIs

- **Views:** How many times post was displayed on someone's screen
- **Reach:** How many people saw your content
- **Engagement:** How people interacted
- **Conversions:** Actions taken

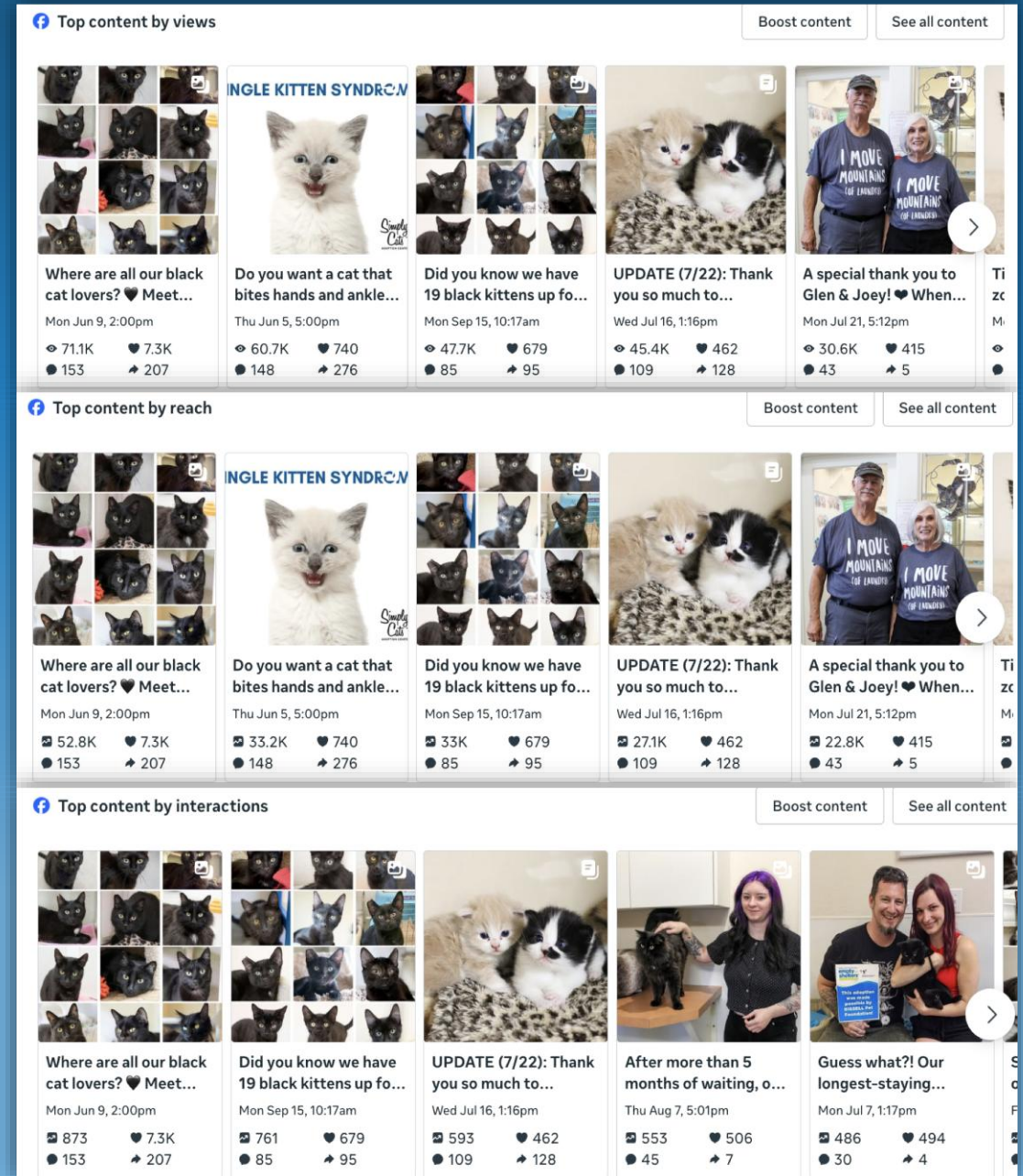


Tracking KPIs



Tracking KPIs

- **Track what works** → Double down on it
- **Test new formats** → Learn what resonates
- **Adjust timing** → Post when your audience is active



A/B Testing

Creating different versions of your post:

- Here you can add the text, photos or links you want to compare.
- Each version will be shown to a different group of your followers for 30 minutes to determine the top performer.
- Compare engagement and reach

Create A/B test [See how it works](#)

Edit version A
Choose what you want version A of your post to look like.
Facebook text

😊

Media

Add photo

Link preview • Optional ⓘ

Enter a link

Edit version B
Choose what you want version B of your post to look like.
Facebook text

😊

Media

Add photo

Link preview • Optional ⓘ

Enter a link

+ Add new version

Analyzing Performance Metrics:

Maximizing reach & effectiveness

- Focus on trends, not one-off numbers
- Improve performance and adoption outcomes
- Use insights to decide:
 - Do videos outperform photos for your audience?
 - Do long captions work better than short?
- Create weekly or monthly reports
- Repurpose content that works

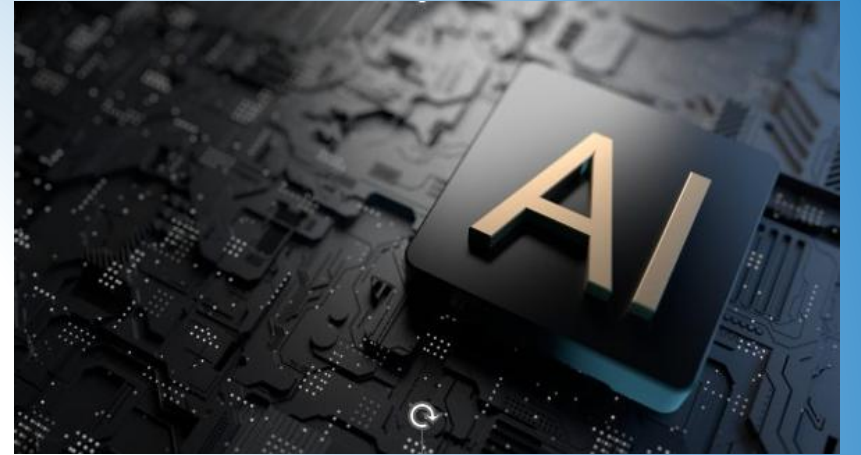
Bringing it all Together

- Storytelling builds emotional engagement
- Metrics guide data-driven decisions
- Together → Maximum impact for animals and your mission



Boost Your Social Media with AI and Meta Business Suite

Melissa Yenke
SNARF
Volunteer Social Media Coordinator



Information to be Covered



AI FOR
SOCIAL
MEDIA



META
BUSINESS
SUITE
ESSENTIALS



POWER
COMBO
WORKFLOW



TIPS &
PITFALLS



Q&A

Why these tools matter?



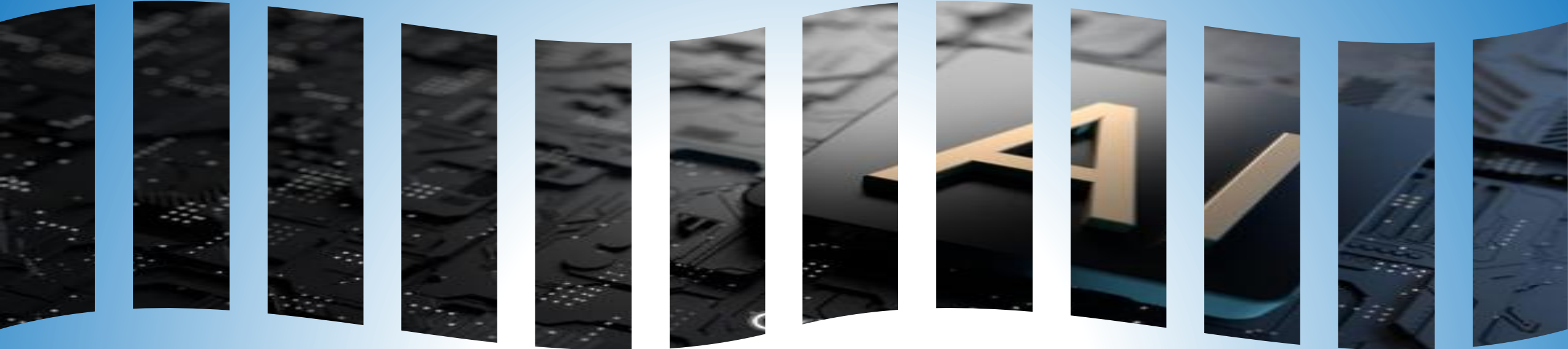
LIMITED TIME &
RESOURCES



AI = SPEED &
CREATIVITY



META SUITE =
COMMAND CENTER



How can AI improve your Social Media Game?

- Writing, Productivity, Research, & Fact Checking
- Content Ideas, Post Generation, and Captions
- Image & Video generation & editing
- Social Media Management
- Analytics & trend spotting

AI Tool Overview

Writing & Research/ Fact Checking

- Grammarly*
- Perplexity AI*
- Microsoft Copilot

Meme Generation

- Supermeme AI*

General Content Generation

- ChatGPT*
- Google Gemini*

Social Media Management

- Buffer*
- Sprout

Design and Image/Video Generation

- Canva*
- Adobe Firefly*
- Imagine.ai*
- Artistly*
- Runway*

* Free version/tiers available



AI Tool Overview Handout

AI Prompting: the bad & the good

Bad Prompt Example

- *“Write about an animal rescue.”*

Good Prompt Example

- **“Write a 60-word Instagram caption in a warm, playful voice encouraging Boise families to attend our Adopt-a-Friend Saturday event at Julie Davis Park at 3pm, and include 3 trending pet hashtags.”**



Prompting Handout

Tips for Better AI Prompting

Get the Results you want from AI

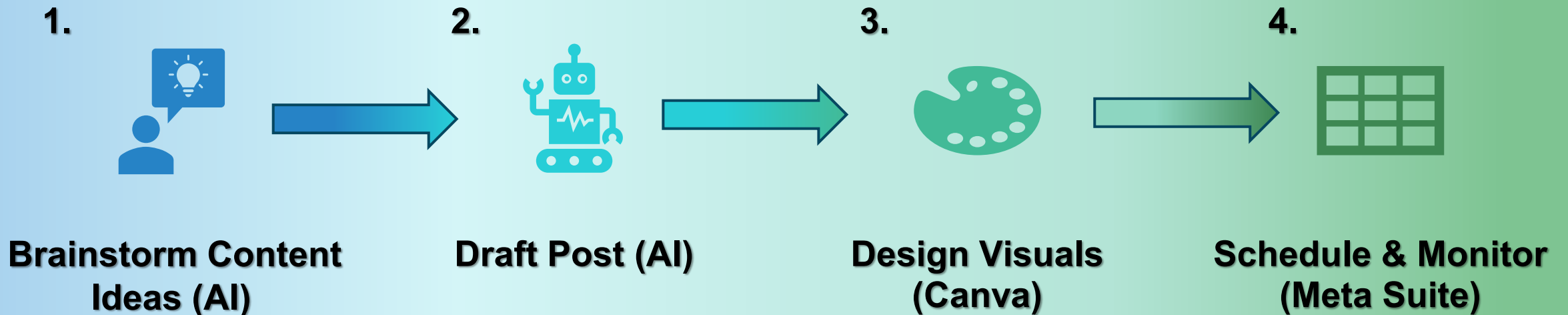


- Be specific & Provide Context
- Define Tone, Audience, & Length
- Give Examples of Preferred Style
- Use Iteration: Ask, Refine, Repeat
- Review & Edit



Prompting Handout

AI + Meta Business Suite Content Creation Workflow



Tips for Success

- Create Original Content
- Proofread AI generated text
- Keep your “brand” voice consistent
- Repurpose content
- Keep learning



Watch-Outs



- Over-automation
- Re-sharing others' content often
- AI factual errors
- Privacy & Data Concerns

Challenge

- Try an AI tool this week
- Connect Facebook & Instagram to Meta Business Suite
- Schedule at least 3 posts using the AI-Meta Workflow

The background of the slide is a repeating pattern of speech bubbles in various colors (red, yellow, pink, grey, and white) on a teal background. Each speech bubble contains a question mark. A central white rectangular box with a thin black border is positioned in the middle of the slide.

Questions