

Inky Blue Animal Rescue Content Strategy Guide

Created by:
Blissful Content Strategy



OVERVIEW

Purpose:

This content strategy was created over a nine-week period as a part of the University of Washington Storytelling and Content Strategy Certificate Program. It provides our client, Inky Blue Animal Rescue, with research-backed guidance for developing and implementing content that inspires their target audience to support their organization.

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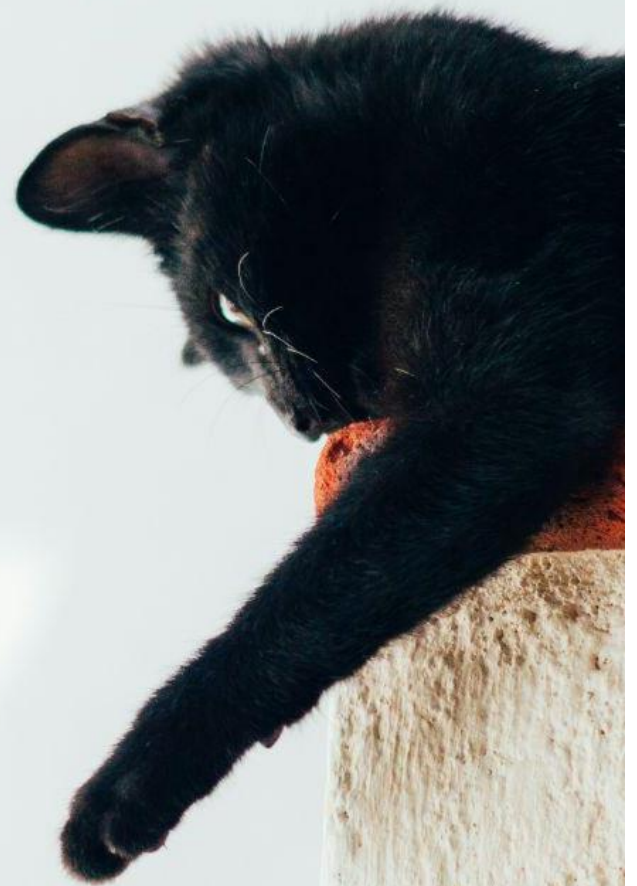
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Compiled Next Steps

Consistency in name, mission,
vision,
values and brand voice builds
trust by clearly communicating
who you are and what you stand for.



Foundations

MISSION, VISION, VALUES

What and Why

Mission:

Inky Blue partners with community organizations, businesses and schools in Greater New York and Puerto Rico to:

- Rescue and rehome companion animals.
- Enable and sustain pet ownership.
- Educate at-risk youth on responsible and humane animal treatment.

The mission statement defines Inky Blue's purpose and primary objectives. It guides decision-making, aligns the team and communicates the organization's purpose to the outside world.

Vision:

To end animal homelessness and create a future where every community treats companion animals and one another with care and respect.

The vision statement outlines the desired future, inspiring and motivating Inky Blue's team members and audiences.

Values:

- **Compassion:** Treating people and animals with respect and empathy.
- **Collaboration:** Working together to achieve a greater impact.
- **Education:** Fostering awareness, understanding and insight.
- **Transformation:** Creating positive change for individuals and communities.

Values are the core principles that guide Inky Blue's organizational and teammate behavior and decision-making.



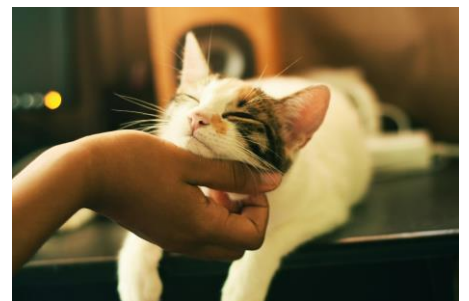
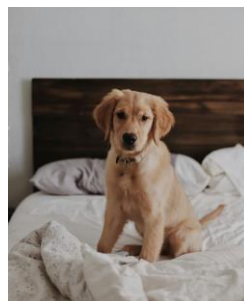
CORE CONTENT STRATEGY STATEMENT

What and Why

Our **content**¹ **inspires**² and **persuades**³ **audiences**⁴ to **support**⁵ the organization's mission to make the world a **more humane and compassionate**⁶ place.

1. **content:** Includes written content, photography, video and graphics online and in print.
2. **inspires:** Motivates people through compelling stories and demonstrated results.
3. **persuades:** Inspires confidence for people to work with this organization to make a difference.
4. **audiences:** Existing audiences and potential supporters.
5. **support:** Taking action by donating money, volunteering, fostering/adopting and spreading the word.
6. **more humane and compassionate:** Transforming from hopelessness or callousness to active kindness, empathy and respect.

The content strategy statement helps ensure all content Inky Blue produces and shares is aligned with the organization's goals and objectives, creating a consistent approach.



BRAND VOICE

What and Why

Brand Voice Qualities:

Genuine: Communicate in a human and honest way to convey Inky Blue's mission, vision and values. Ensure your words and imagery match your actions.

Informative: Use clear and concise language to provide relevant information. Present facts and insights in an approachable and helpful way without overwhelming or patronizing your audience.

Inspirational: Use inspirational words, images and videos to tell your story and compel others to act. Temper your messaging so it remains genuine and isn't overly dramatic or histrionic.





Empathetic: By infusing an empathetic tone in your messaging, you can strengthen your community bonds, enhance your impact on animal welfare and deepen the connections between pets and their adoptive families, fostering a nurturing environment for all.

Brand voice is the unique way Inky Blue communicates with its audience through words and tone. It's the personality and style that appears in all the organization's messaging.

Maintaining a consistent and appropriate voice and tone:

- **Demonstrates professionalism**, helping to build confidence in Inky Blue's ability to advance their mission and vision according to their values.
- **Attracts the right audiences**, ensuring messaging reaches and moves those most likely to engage and contribute.
- **Creates or deepens emotional connection**, helping Inky Blue foster a sense of loyalty and encouraging ongoing support.
- **Inspires active participation**, encouraging audiences to interact with Inky Blue and driving support for compassionate projects.

Four Dimensions of Brand Voice:

Funny		Serious
Formal		Casual
Respectful		Irreverent
Enthusiastic		Matter-of-fact

BRAND VOICE

Using the Brand Voice (1 of 2)

The brand voice is **genuine** – authentic, open and trustworthy.

Example (is):

Inky Blue is a small but unstoppable team of volunteers and supporters.

We are committed to:

- *Rescuing and rehoming stray dogs and cats in New York and Puerto Rico.*
- *Educating our communities on the benefits of compassion toward animals and people.*

Donate, volunteer or partner with us!



Genuine isn't cagey or fake. It isn't naive or overly intimate.

Example (is not):

In partnership with other community organizations and charitable organizations and foundations, we find permanent homes for hundreds of dogs and cats every year and provide internships for at-risk teens in our adoption centers.



The brand voice is **informative** – clear, concise, helpful.

Example (is):

Did you know that fostering stray dogs and cats significantly increases their chances of adoption? Foster homes provide individualized care that shelters often can't, including helping dogs and cats adjust to new environments, people and other pets. Foster homes also minimize stress, which can lead to improved temperament, helping these pets put their best paw forward for potential adopters.



Informative isn't vague or too detailed. It's engaging vs. overly educational.

Example (is not):


Fostering stray dogs and cats can really benefit them because foster homes provide some things that shelters don't.



BRAND VOICE

Using the Brand Voice (2 of 2)

<p>The brand voice is inspirational – empowering, passionate, motivating.</p>	<p>Inspirational isn't dramatic or irreverent. It's enthusiastic versus matter-of-fact.</p>
<p>Example (is):</p> <p><i>Envisioning a world where every animal is treated with compassion and respect, Inky Blue collaborates with other animal protection and rescue organizations in New York City and Puerto Rico. Our goal is to foster responsible and humane behaviors toward companion animals through education, awareness and funding of rescue programs.</i></p> 	<p>Example (is not):</p> <p><i>Fostering sensitivity and compassion toward other species through education and awareness serves a vital role in the foundation of any progressive, healthy society. With the help and cooperation of government agencies, schools, corporations, charitable organizations, entrepreneurs and donations, we can make a huge impact on a very dire situation.</i></p> 
<p>The brand voice is empathetic – understanding, compassionate, supportive.</p>	<p>Empathetic is not cold or indifferent. It's nurturing versus detached.</p>
<p>Example (is):</p> <p><i>Witnessing animals in distress, we're committed to creating a safe haven where they're treated with the compassion and respect they deserve.</i></p> <p>or</p> <p><i>At Inky Blue, we're not just rescuing animals; we're building a community of care and empathy, with help from people like you.</i></p> 	<p>Example (is not):</p> <p><i>At Inky Blue Animal Rescue, we focus on streamlining the adoption and fostering process, with aggressive spay and neuter campaigns throughout communities.</i></p> 

A black and white cat is sitting on a windowsill, looking out at a yellow dog on the other side of the glass. The dog is looking back at the cat. The scene is set indoors, with the window providing a view of the outside world. The cat is in the foreground, and the dog is in the background, separated by the glass pane.

Building a strong connection with your audience requires insight into their world, rather than expecting them to navigate yours.

User Research

USER RESEARCH

Overview and Persona Characteristics

For user research, we identified broad characteristics of Inky Blue's target persona* and developed relevant interview questions. We then identified seven subjects who fit the target persona's characteristics and conducted semi-structured interviews that allowed for deeper dives, leading to interesting discoveries.

Supporter Type	Broad Characteristics
People who donate money and/or supplies.	<ul style="list-style-type: none">• Loves animals.• Has discretionary income they want to donate to this type of cause.
Foster homes to temporarily care for animals and prepare them for adoption.	<ul style="list-style-type: none">• Loves animals.• Is typically female, mid-30s to 50s.• Doesn't travel much.• Is either a homeowner or has a rental agreement that allows pets.• Has discretionary income to support the animal beyond what Inky Blue can provide.• Is able to commit to caring for the animal for an unspecified length of time.• May have family or roommates (ideally no young children in the home).• If other pets are in the home, they are socialized.• Has experience handling and living with dogs or cats, and an understanding of the challenges and nuances of caring for rescued animals.• Is able to take the animal to adoption events if other transportation isn't available.• Is able to assist with promotion of the animal.• Is able to bond with the animal and still give it up for adoption.

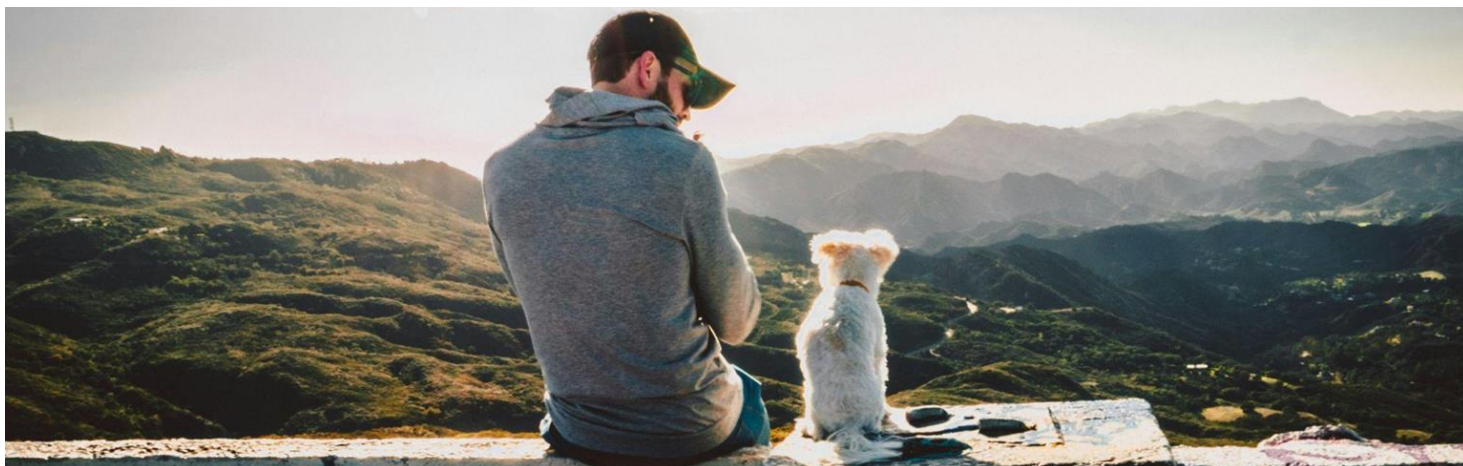
*Further user research could be done specifically for volunteers, interns, and the management and supervision of these groups to comprehensively address these needs.

USER RESEARCH

Interview Questions

Interview Questions:

1. Tell me about yourself in general: your age and pronouns, where you live, your occupation, your family status.
2. Do you or have you had a dog or cat in your adult life? How have they come to you (purchase, adoption, given as gift, other)?
3. How often and exactly how have you supported an animal rescue organization in the past year (following/sharing, donating, volunteering, fostering, etc.)? If not in the past year, then before that?
4. How did you learn about those organizations?
5. What inspired or persuaded you to support those organizations? Please be as specific as you can.
6. What about those organizations' websites, social media or other collateral made them seem like the right organizations for you to follow and support (specific content, navigation, look, feel, etc.)?
7. Can you describe a post or other content from an animal rescue organization that inspired you to take significant action (e.g., donate, volunteer, adopt)? What about it resonated with you?
8. What about a rescue organization's content, look or feel would make you not want to support them?
9. What else would you like me to know that I haven't asked?



USER RESEARCH

Interview Summary (1 of 7)

Key Takeaways

- 42, she/her, Queens, rental shared with husband (cats only allowed).
- Training designer/facilitator. Currently works from home/hybrid.
- Owns two cats adopted through ASPCA.
- Has experience fostering, including fostering mother cat and seven kittens. Was actively involved in homing the animals she fostered.
- Primarily a cat person, but has dogs in family.
- Prefers adopting from shelters.
- Spent a lot of time researching, calling, etc., to find the right organization when looking to adopt her cats.
- Was frustrated by smaller organizations that didn't respond to calls or emails, making it difficult to engage with them despite her wanting to support smaller rescues.
- Regularly donates to ASPCA and actively consumes content including newsletter/long form. Also talks to canvassers to learn about the org.
- Appreciates transparency in how donations are used and likes to see the direct impact through stories and outcomes.
- Dislikes overly emotional and manipulative advertising, such as the ASPCA's TV ads featuring sad imagery and music. Finds such tactics off-putting and prefers straightforward, matter-of-fact messaging.
- Values organizations with open-door policies for accepting unwanted animals without judgment.

Meaningful Quotes

- "When we decided that we wanted to get cats, we went to several different rescue-like shelters."
- "I like the fact that they had kind of one of those open-door policies where if people didn't want an animal, they actually have this thing where they say it's just come and drop it off, no questions asked ... So while I was at an ASPCA I actually saw someone come and just leave the cat in a carrier and they're saying, 'I don't want this,' and nobody asked them any questions."
- "I'm sure many people have come across people with the clipboard on the streets from ASPCA, they'll come up and talk to you. I've actually spent time speaking to them and I've learned a lot about the efforts and things that that organization does."
- "They have cute little flyers they send out and it talks about the animal that has to be adopted ... They're very transparent with what they're going to do with the money ... I like the specificity of it rather than the extreme articles such as 'give us the money and we'll take care of the animals.'"
- "I do not like ASPCA TV ads, so ... I don't like when they stress on the helplessness and they play that card of like tugging, very forcibly, tugging on heartstrings. I find that to be a little manipulative."
- "I'm the person who likes to call and ask, like, 'I noticed your website and I wanna come in' or whatever the case is. And then I had a lot of the smaller organizations where nobody would answer the phone or leave a message. And I wanna hear back or send an email and wouldn't get a response back."

USER RESEARCH

Interview Summary (2 of 7)

Key Takeaways

- 40, she/her, Brooklyn, rental (pets allowed case-by-case basis).
- HR program manager.
- Has worked from home since the pandemic.
- Grew up with animals. Her cat lives with her grandmother due to NYC lifestyle constraints.
- Mother/family members were active with rescue orgs when she was young.
- She volunteered with two different programs in high school.
- Got her cat from a foster, after a shelter in NJ caught fire.
- When she initially got her cat, the presence of mice in her apartment swayed the hold-out roommate into agreeing.
- She tried fostering when she realized her cat was depressed. The rescue org wasn't transparent about the foster cat, and it didn't work out due to behavior concerns.
- Loves animals, always wants to have a pet, but sent hers back home to live in a household where he would get more attention and not be depressed.
- She prefers not to follow rescue orgs due to sad content.
- Enjoys positive animal content; dislikes emotional, manipulative or aggressive content.

Meaningful Quotes

- "The foster cat that they gave me was like a feral cat ... after two weeks I ended up having to bring the foster back, which was very sad. So I haven't fostered again. I'd be open to it though ... I feel like I'd just fall in love with all of them, though."
- "Not really following any [animal rescue orgs] because they make me sad. Like the ASPCA commercials like the Sarah McLachlan music comes on. I can't. I have to turn the channel. It makes me so sad."
- (What makes her not want to support an org) "When there's aggression like PETA, I feel like to me has always been one that's just like just throwing red paint at people."
- "There's a way to get your message across without scaring people."

USER RESEARCH

Interview Summary (3 of 7)

Key Takeaways

- 27, she/her, Brooklyn, rental (pets not allowed now; were allowed when she moved in).
- Training specialist.
- Works from home.
- Grew up with dogs. Knows how to care for them. Started fostering dogs two years ago. Limited experience with cats outside of cat sitting.
- Family has had dogs from adoption and breeders.
- Currently works with three rescue orgs in NYC. Fosters and volunteers for graphic design/marketing work.
- Has also signed up to walk dogs and be a cat cuddler at shelters on Long Island as an activity to do with her mother.
- Feels a strong sense of responsibility to help dogs in need.
- Prefers to work with organizations that provide support and clear guidelines. Also values strong community and clear communication.
- Prefers balanced and positive content, especially content that showcases the animal's personality or before-and-after transformations.
- Actively promotes adoption and fostering through social media and word of mouth.
- Dislikes overly sad or negative content.
- Appreciates strong, consistent brand identity. "When I see x, I know it's y org."
- Finds it challenging when rescues aren't transparent about the realities of fostering, such as the difficulties and emotional aspects involved.
- Has empathy for those in challenging situations such as having to surrender a pet or animal "retired" from breeding.

Meaningful Quotes

- "I just feel like if I can give a dog a home for two weeks, even if it's like a stressful two weeks for me or if I'm overwhelmed, I'm like, that's worth it to me because their alternative is so much worse."
- "Some of the dogs that come up on the rescue will be like owner surrenders, they maybe go into medical-like care. They can't care for their pet anymore and ... I can't even imagine being in that situation and I would so hope that if my dog got shipped across the country, that the person that took them in would just love them as if they were their own."
- "Some of the rescues will do the really like Sarah McLachlan, like super SAD. I don't always love that, because sometimes it just feels like an inundation of, every single dog needs help and where can I even begin?"
- "I think that brand identity development is so beneficial for them because when I see that gold and blue, I know it's Muddy Paws."

USER RESEARCH

Interview Summary (4 of 7)

Key Takeaways

- 34, she/her, Bronx, rental (no pets allowed, service dogs only).
- Project coordinator.
- Loves animals but didn't grow up with pets due to city/rental limitations.
- Actively shares animal rescue posts on social media. Believes that sharing, even with a small platform, can help content reach the right audience.
- Wants to be more involved with helping animals. Was researching fostering but doesn't think she can commit to giving an animal the life they deserve (e.g., concerned about animals getting enough sunlight in an apartment).
- Online content: Bigger names usually stand out more, but she shares content from smaller organizations as well.
- Doesn't like when rescue org shares content where all the animals look hurt or disheveled; she questions the organization and how they're caring for the animals and/or the manipulation tactics in the advertisements.
- She wishes more of the adoptable animals were advertised. Has known people who weren't looking for pets find one as a match from seeing the animal and personality traits in content.

Meaningful Quotes

- "If I have a pet, I want to make sure they are taken care of ... Just like having a kid. You want to make sure they're taken care of and happy."

USER RESEARCH

Interview Summary (5 of 7)

Key Takeaways

- 54, she/her, single, Brooklyn 15 years, previously D.C.
- Manages administration/operations for university medical institute.
- One dog adopted from a rescue in 2021; she researched the organization online, including Charity Navigator, before making her decision.
- Hasn't supported a rescue in the past year; previously donated money particularly at the end of the year as part of planned giving (no volunteering or fostering).
- Her sister shared an Instagram post with her that advertised the dog she decided to adopt; she donated to that org afterward.
- Learned about a local rescue she has supported through word of mouth and the rescue's events in her neighborhood, plus online sightings. Also knows her sister donated to them after the sister's dog died.
- Likes seeing before-and-after stories of successful pet adoptions.
- Dislikes overly graphic or exploitative images.

Meaningful Quotes

- "I always want to make sure I'm giving to something that has a good reputation."
- "I'm kind of forgiving [about content] when it comes to smaller organizations."
- "[Before-and-after adoption content] is always kind of nice to see and to know that they are having a good life."

USER RESEARCH

Interview Summary (6 of 7)

Key Takeaways

- 36, she/her, engaged, Lynn, Mass.
- Homeowner.
- Operations manager for a home care facility.
- Adopted a dog through Sweet Paws Rescue; researched online and was impressed with the site's usability and the rigorous process around adopting.
- Ended up going with Sweet Paws because of its ease of use, and their reaching out and being very attentive. It was obvious they cared about their animals.
- Lots of upfront and ongoing communication.
- Appreciated the SEO aspect and usability of the site to find them right away. Also said it's simple to view pets and info via mobile.
- Website provided good information on animals and their backgrounds.

Meaningful Quotes

- (Regarding the process) "We joked, saying it was like what we'd imagine adopting a child would be."
- "We actually do have this idea for our upcoming wedding, that in lieu of giving little gifts to people we're going to donate on their behalf to Sweet Paws because we think that they're such a great organization."
- (On the animal content) "You feel like you have their backstory, which I think is just touching and makes you feel like you understand your new pet better and have a more personal connection."
- "I think there's a lot of dogs out there that need homes, so we'll rescue again, in the future, for sure."

USER RESEARCH

Interview Summary (7 of 7)

Key Takeaways

- 45, she/her, single, now two years in South Carolina, but previously NYC for 10 years.
- Rental in NYC that allowed one dog so she snuck the other one in shortly before moving out; own home in SC.
- Health care public relations specialist.
- Has two dogs adopted from Muddy Paws in NYC and one cat adopted from Humane Society in South Carolina; had another cat adopted in Chicago that has since died.
- Fostered a series of four dogs in NYC but stopped after one attacked her cat and another had accidents throughout her apartment. (“Now I just adopt.”)
- Started volunteering with Muddy Paws in NYC after meeting them at an event about two years after her arrival; quickly ramped up to 10–15 hours/week and senior volunteer status.
- Loved the organization’s friendliness and responsiveness, its efforts to ensure good adoption matches and its transparent but positive online presence.
- Muddy Paws stood out from other rescues in NYC that ghosted her or were rude to her when she applied for adoption.
- Loves that the Muddy Paws executive director goes to all the events and is approachable and knowledgeable.
- Still a monthly donor to Muddy Paws in addition to supporting their special events.
- Follows multiple NYC-area rescues on social.
- Tried to volunteer with Humane Society in SC but was put off by the poor conditions the animals were kept in and the lack of a human element. Also disliked the disorganized adoption experience she had in SC, but is happy with the cat.
- Does a lot of online research to find the right potential pet.
- Doesn’t like graphic or exploitative content, or organizations that get combative in the face of criticism.

Meaningful Quotes

- “What I like about volunteering is interacting with people, plus the animals of course, but I like interacting with people too.”
- “[Muddy Paws’ digital team] have made efforts on their website to disclose certain things about dogs, like they have cute little icons like ‘a one-dog dog’ [or] ‘This is a local dog [Native New Yorker], give it some love.’”
- “[One fundraiser is called] Pawtrait for Good. If you give money, a local artist will paint a picture or draw a picture of your dog ... I’m like, ‘Take all my money’ ... I love that type of stuff that’s like really engaging, anything that’s kind of cute that catches my eye I’m willing to engage with it a little bit more.”
- “Tell the dog’s story, make it heartfelt, but don’t make it creepy uncomfortable.”
- “People may post about their bad experience on social media and then they’ll tag the organization. I do remember there was one organization that would attack these people and it got really ugly cause they couldn’t handle any criticism. How can you expect people to support you and want to adopt from you if you can’t take feedback, you know?”

AFFINITY DIAGRAM

What and Why

The affinity diagram displays shared patterns and common themes that emerged from the user interviews.

[Source: Affinity Diagram Miro Board](#)

Characteristics



Lease Limitations



Works from home



Values/Actions

Prioritizing animals' well-being



Deep empathy for difficult situations



Responsibility



Interview Participant Color Key



Support/Engagement Types

Regular donation	Foster (now or past)	Shelter volunteer	Other engagement	Currently has adopted animals	Follows, shares, social, etc.	Doesn't actively follow rescues online
Regular donations	Past, Fostered from ASPCA (cat, 7 kittens)	Past senior level volunteer in NYC and West 4th animal rescue	Cats with volunteers at public events to them	2 adopted cats	Actively consumes all org media	
Monthly donations	Lowered her dog to not be stressed due to behavioral issues with other pets and house	Volunteers in community things, not animal related		2 dogs, 1 cat, all adopted	Follows multiple NYC orgs and engages with content	
Occasionally donates money	Has repeatedly fostered dogs	Dog walker, cat walker (with mother for quality time)	Volunteers creating marketing comms	1 adopted dog	Engages with content	
	Fostered to help her lonely cat	Shelter volunteer during High school	Past volunteer at senior center	1 adopted dog (most recent foster)	Follows orgs & shares posts, features calls for new fosters	
No donations this year, but has donated in past				Adopted cat lives with her grandma		Does not follow. "Too sad"
					Mainly social media support	Does not follow orgs, but still receives shared content

Content Likes

Showcasing stories & animal personalities



User-friendliness



Content Dislikes

Sad/Graphic



Aggressive



Content Needs / Expectations

Transparency



Support



PRIMARY USER PERSONA PROFILE

What and why

The persona profile represents a detailed fictional character based on insights from all seven individual user interviews. The persona profile can be used to guide content design, helping to ensure that content meets the needs, expectations and preferences of Inky Blue's target audience.

[Source: Persona Profile Slide](#)



Alex Hartwell

Age: 40

Location: New York, NY

Marital Status: Single

Current Pets: 1 cat and 1 dog, both adopted

Lifelong animal lover. Has a history of supporting animal rescue orgs via a combination of adoption, fostering, volunteering, and social media engagement, at various levels depending on other factors in her life.

Words that describe her:

Empathetic, Responsible, Optimistic

What she values:

Transparency, Impact, Positivity, Community

Actions:

- Prioritizes animals' well-being.
- Finds organizations to support with careful online research and word-of-mouth recommendations.
- Seeks support opportunities that provide social engagement.

Challenges:

- Seeing animals in need can be emotionally taxing.
- NYC leasing policies may restrict her ability to adopt or foster animals, and she must also balance work with her volunteer activities, making it hard for her to follow strict protocols.

Attractors

- ✓ Showcasing individual animal personalities, backstories, and before-and-after imagery.
- ✓ Compassionate, friendly language.
- ✓ Honesty about rescued animals' physical and behavioral challenges.
- ✓ Clear yet flexible guidelines and support for volunteers.
- ✓ User-friendly sites and accessible information.
- ✓ Responsiveness and making the effort to match animals with compatible fosters and adopters.

Repellers

- ✗ Overly emotional or graphic content, including gratuitous photos of sick or injured animals.
- ✗ Aggressive or defensive language.
- ✗ Sugarcoating, ignoring or hiding challenges.
- ✗ Rigid protocols and requirements for volunteers.
- ✗ Disorganized sites and inconsistent information.
- ✗ Poor or no communication and lack of focus.

"That rescue is very transparent with what they're doing with the money ... I like the specificity."

"Tell the dog's story, make it heartfelt, but don't make it creepy uncomfortable."

"The Sarah McLachlan music comes on. I can't. I have to turn the channel."

"Those before-and-after stories are always nice to see and to know that they are having a good life."

EMPATHY MAP

What and why

The empathy map illustrates the thoughts, feelings, words and actions of the target audience based on insights from user interviews. It should be used to better understand Inky Blue's user experience, including the target audience's goals, motivations, desires and frustrations.

[Source: Empathy Map Miro Board](#)

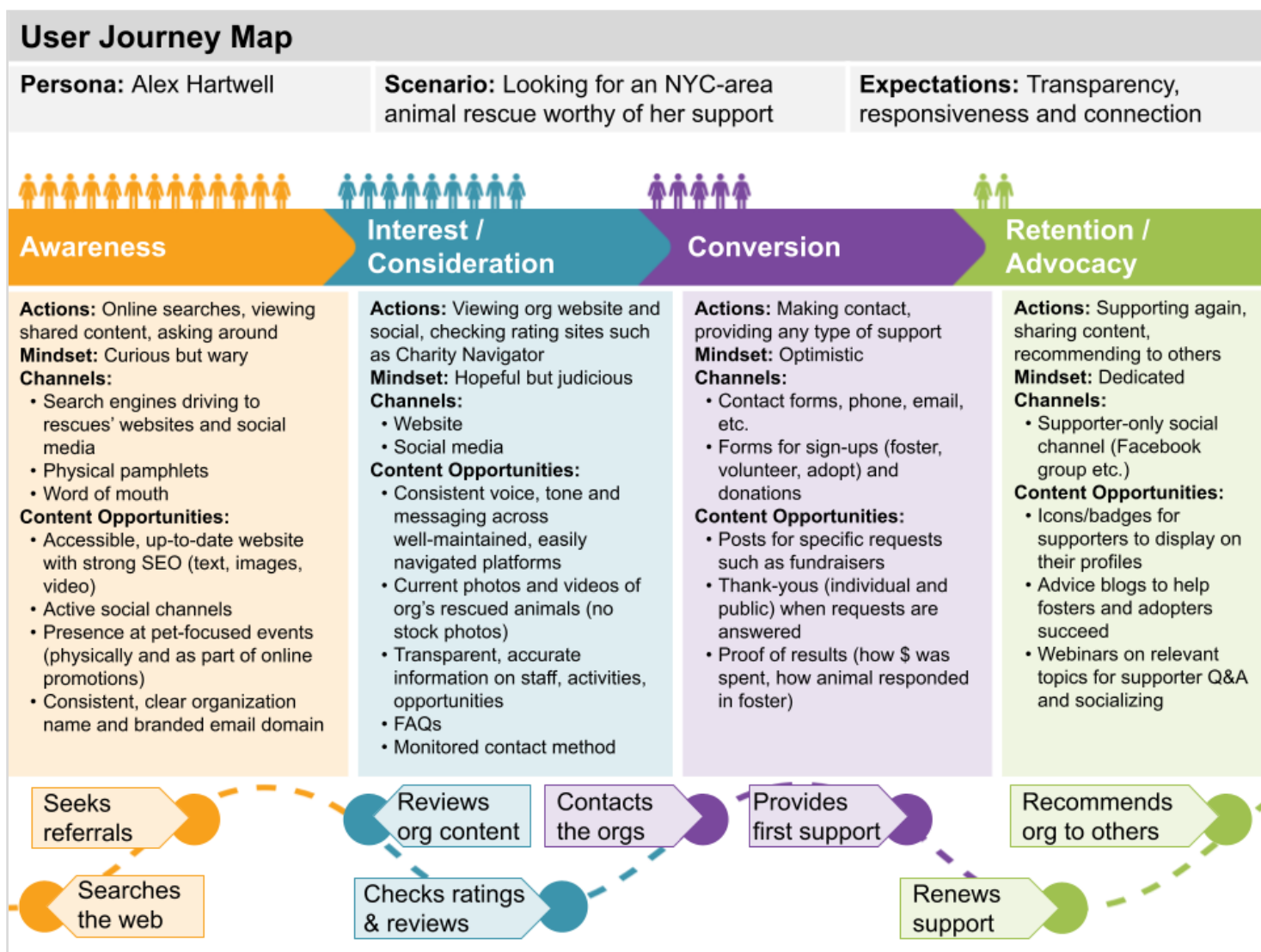


USER JOURNEY MAP

What and why

The user journey map visualizes the steps Inky Blue's target audience takes when interacting with the organization and its content. It can be used to identify opportunities for improving audience touchpoints and interactions, ensuring content supports users at each stage of their journey by addressing relevant needs.

[Source: Journey Map Slides](#)



A photograph of a brown and white tabby cat sitting on a dark, fuzzy cat tree. The cat is looking down at its front paws, which are resting on the edge of the platform. The background is blurred, showing indoor plants and a window with light coming through.

User-friendly, up-to-date content experiences create a strong foundation for sustainable growth.

**Usability
Recommendations**

WEBSITE USABILITY

Review and Recommendations

Website:

[Home Page](#)

Primary Usability Issues:

- Website doesn't appear on the first page of a Google search. (Reach & Credibility)
- Website lacks detailed information about the organization, current programs, support needs and how audiences can get involved. (Usability, Credibility & Reach)
- Scrolling headlines can be unreadable for some users. (Accessibility)
- There is a typo in the mission statement. (Credibility)
- The mission statement is inconsistent across the web presence. (Credibility)
- The website features only stock images (no authentic, appealing photos). (Credibility)
- The "Find out more" button under the mission statement isn't functional. (Reach & Credibility)
- The Facebook link in the header isn't functional. (Reach & Credibility)
- The content appears to be outdated (e.g., youth programs aren't currently active). (Reach & Credibility)
- The use of a Gmail email account vs. a branded domain may seem unprofessional. (Credibility)

Website Content Improvement Plan:

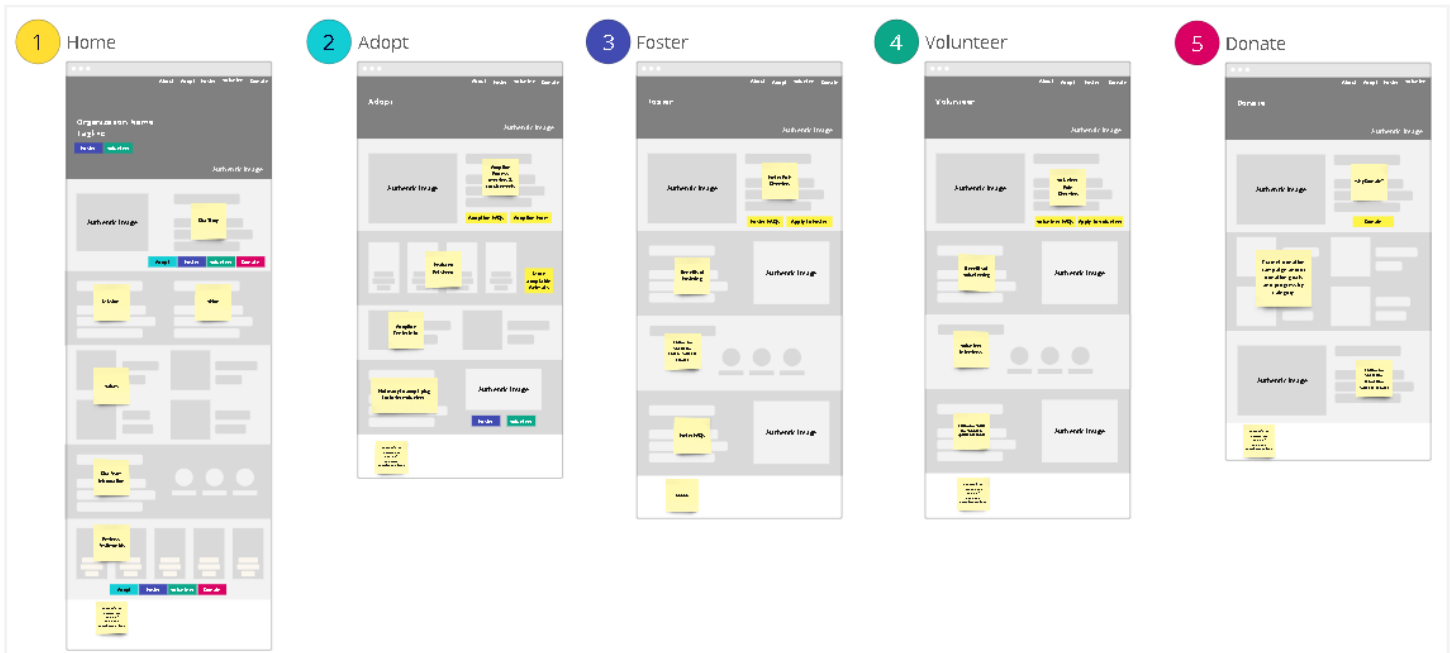
1. Purchase a domain that matches the official, legal organization name.
2. Purchase and display an organization email that matches the domain name.
3. Update the website to include useful content, enhance accessibility, and improve Search Engine Optimization (SEO). ([Web Accessibility Initiative Tips](#))
4. Link the updated website across all social media and other accounts (such as Charity Navigator, Petfinder, etc.) to create backlinks and improve SEO. ([Site List](#))
5. Monitor monthly website traffic and engagement to identify further refinements. Set KPIs around unique visitors, page views, bounce rate, average session duration, traffic source, conversions (donations via page, adoption forms, contact form completions).

WEBSITE USABILITY

Content Map

To help improve the usability of Inky Blue's website, we've created a content map to clearly outline the structure and organization of the site, making it easier for users to find the information they need and navigate the website efficiently.

The details can be accessed on the [Content Map Miro Board](#).



Wix Starter Template

- [Pet Themed Wix Template](#)

Websites to Serve as Inspiration

- [Muddy Paws Rescue](#)
- [The Sato Project](#)

SOCIAL MEDIA USABILITY

Review and Recommendations

Organization's Primary Social Accounts:

[Instagram](#), [Facebook](#), [Nextdoor](#)

Usability Issues for Primary Platforms:

- Organization name, information and key links are inconsistent across platforms. (Credibility & Reach)
- Instagram profile links don't direct to the organization's home page. (Credibility & Reach)
- The Instagram profile description doesn't convey professionalism (e.g., use of informal language such as "4" instead of "for" and the inclusion of the "#followmeforlikes" hashtag). (Credibility)
- The Instagram profile description lacks specific calls to action to encourage donations, volunteering or other support opportunities.
- Instagram profile description hashtags aren't the most effective in reaching target audiences. (Reach)
- Posts are infrequent, feature the same animals, lack relevant hashtags, and include inconsistent and overly informal descriptions. (Credibility & Reach)

Social Media Improvement Plan:

1. Update profile descriptions, organization information, and key links across all social media platforms to be consistent with the brand and brand voice.
2. Develop a social media schedule to build the brand and optimize content in searches.
3. Post relevant information that educates and motivates.
4. Keep brand voice and tone consistent for all posted content.
5. Look for opportunities to promote events relevant to animal rescues.
6. Include calls to action and links to your website, Petfinder, outside news, etc., as relevant.
7. Track results monthly (page views, followers, subscribers).

SOCIAL MEDIA USABILITY

Updated Profile Descriptions

To help improve credibility and reach, we've provided updated profile descriptions for the three primary social media platforms.

Site	Before	After
Instagram	We rescue & rehome dogs & cats in NYC & Puerto Rico. Follow us to get them maximum exposure 4 adoption! #Followus2saveLives #followmeforlikes. 🐱🐶	We rescue and rehome dogs and cats in NYC and Puerto Rico. Help us save lives, enable pet ownership, and educate on humane treatment. 🐱🐶 #RescuePets #AnimalRescueNYC #AdoptDontShop #SaveALife
Facebook	We are dedicated to rescuing abused & abandoned animals living in coastal regions. Including New York & Puerto Rico	We rescue and rehome dogs and cats in NYC and Puerto Rico. Help us save lives, enable pet ownership, and educate on humane treatment. 🐱🐶
Nextdoor	<p>We are a 501(c)(3) Animal Rescue and Youth Empowerment organization, founded in 2010, serving NY State and the island of Puerto Rico. We have two adoption locations in NYC.</p> <p>One is located in Chelsea, inside PETSMART, at 1107 Broadway, Corner of East 24th Street and Broadway. The other is located inside PETCO UNLEASHED at 193 West 237th St. and Broadway. To view or inquire about available cats up for adoption at either one of these locations, please text myself, or my rescue partner, Marina, to set up an appointment.</p> <p>For our Chelsea location, please text William @ 917.688.5633</p> <p>For our Bronx location, please text Marina @ 646.209.4256</p> <p>PETSMART and PETCO Hours are 10 AM to 9PM (Monday thru SAT) and 10 AM to 7 PM on Sunday.</p>	<p>About Us: We rescue and rehome dogs and cats in NYC and Puerto Rico. As a 501(c)(3) Animal Rescue and Youth Empowerment organization founded in 2010, we partner with communities to save lives, enable pet ownership and educate on humane treatment.</p> <p>Adoption Locations:</p> <ol style="list-style-type: none">Chelsea (inside PETSMART)<ul style="list-style-type: none">1107 Broadway, Corner of East 24th Street and Broadway.Hours: Monday-Saturday 10 a.m.-9 p.m., Sunday 10 a.m.-7 p.m.Contact William at (917) 688-5633Bronx (inside PETCO UNLEASHED)<ul style="list-style-type: none">193 West 237th St. and Broadway.Hours: Monday-Saturday 10 a.m.-9 p.m., Sunday 10 a.m.-7 p.m.Contact Marina at (646) 209-4256

SOCIAL MEDIA USABILITY

Social Media Content Creation

Templates and Resources:

We've identified a free resource to help Inky Blue create high-quality social content to support a frequent posting schedule. [Shelter Roundtable](#) offers templates and generators for social media posts, animal bios, letters and other ways to engage followers.




Social Media Post Types, Descriptions and Samples:

We've identified various content types that will help diversify Inky Blue's social media presence. By incorporating a mix of informative, engaging and inspiring posts, Inky Blue can keep followers interested and involved. Planning these posts in advance will allow them to maintain a consistent and frequent feed. Post types include:

- Adoption Spotlight.
- Fostering.
- Events.
- New Forever Homes.
- Tips/Fast Facts.
- Annual Themes or Events.
- Calls to Action for Adoption, Fostering, Donations, Volunteering.
- Spotlight on Volunteers and Advocates.

SOCIAL MEDIA USABILITY

Example Week of Posts for All Channels

Post Type	Type Description	Media	Post Text
Adoption Spotlight	Highlight a cat or dog available for adoption (Adoption Spotlight Post Template)		Meet Blackberry! She is around 2.5 years old, a little timid, but once she warms up to you, she is as sweet as can be. Blackberry is currently working on building her confidence and is doing well with her foster dog sibling. #RescueDog #AdoptDontShop
Fostering	Highlight an animal to foster or add tips/fast facts about fostering.		Wanted: A loving foster home. Become a temporary haven for a shelter pet in need and experience the joy of saving lives. From cuddle buddies to playmates, our foster animals are waiting for heroes like you. Open your heart and home today! ❤️ [Link to current fostering opportunities]
Events	Highlight events such as adoptions, spay/neuter clinics, etc. Look for opportunities to attract volunteers, connect and cross-promote with other organizations.		Come see us at the next Brooklyn Adoption Event Sunday, June 23 12 p.m. – 4 p.m. Bond Vet – Clinton Hill 524 Myrtle Ave, Brooklyn, NY 11205 Directions



SOCIAL MEDIA USABILITY

Example Week of Posts for All Channels

Post Type	Type Description	Media	Post Text
New Forever Homes	Highlight an animal in its new home.		<p>Leo Finds Love Leo, a shy Great Dane/Mastiff mix, spent nearly a month in our care last year overcoming health issues and waiting for the right family to come along. Turns out the wait was worth it! This gentle giant found the perfect home.</p> <p>Krystle says, "Leo (formerly Arlo) is our third dog adopted through AHS. He was timid and wouldn't greet us or move when we looked at him. It wasn't until we got him on a leash to walk outside and meet him that he showed us his true colors. He had some anxiety and trust issues, which we've worked to overcome. He's turned into a great addition to our family, and we love him to pieces!"</p>
Tips/Fast Facts	Share a tip or advice on animal care, behavior, special information about a particular breed, or best practices for training.		Alternative text of key points (for accessibility)


SOCIAL MEDIA USABILITY

Example Week of Posts for All Channels

Post Type	Type Description	Media	Post Text
Annual Themes or Events	Reminders/Calls to Action		Each year on April 30, National Adopt a Shelter Pet Day raises awareness for thousands of companion animals waiting for adoption from shelters across the country.
Touts for Adoption, Fostering, Donations, Volunteering	Reminders/Calls to action		Alternative text of key points (for accessibility).

SOCIAL MEDIA USABILITY

Example Week of Posts for All Channels

Post Type	Type Description	Media	Post Text
Spotlight on Volunteers and Advocates	Showcase a relevant story that helps rescue animals and organizations.		<p>Danielle has been a foster volunteer with Happily Furever After Rescue since we started in March 2020. Since then, she has fostered 14 dogs to date, many of which have been ones who needed extra TLC and socialization. In addition to fostering, Danielle has been a key player in networking our adoptable animals across social media.</p> <p>"Being deaf/hard of hearing, Happily Furever After Rescue gave me the opportunity to foster, whereas many other organizations never gave me a chance," shares Danielle. "I have been able to be a voice for these dogs, and that's the most rewarding part. Each one that comes into my home holds a special place in my heart. While it can be hard, it's all worth it when I see the wonderful families they end up with."</p> <p>When she's not fostering dogs in need, Danielle enjoys refurbishing furniture and spending time with her own rescued pup, Hailey.</p>

Long-term success is driven by
steady, incremental efforts.



**Compiled
Next Steps**

Next Steps

Actions and Priorities



Immediate Actions (Quick Wins)	Update the organization name, mission, vision and values to be clear and consistent across primary channels, including the organization's website and partner sites (nonprofit and charity platforms, adoption platforms, etc.), employee and volunteer recruitment and onboarding materials, and other supporter materials (donation, foster and adoption forms).
	Ensure Inky Blue's website link is updated and included across partner sites, directories and other associated platforms to build backlinks and improve search engine optimization (SEO).
	Update social media profile descriptions to be consistent with the mission, vision, values and brand voice guidelines. (Starting with the descriptions provided for primary profiles .)
Updates to Current Content (Within 1-3 Months)	Review and update primary external content (organization's website, partner sites, social media, etc.) for consistency with the brand voice .
	Review the current website usability issues and recommendations and update using the provided content map as a guide to improve user experience and credibility.
Plans for New Content (Within 3-6 Months)	Before creating or sharing content, use the content strategy statement to evaluate content against organizational goals.
	Before creating or sharing content, use the persona profile and empathy map to tailor messaging to the needs and expectations of the primary audience.
	Implement a social media content calendar, creating posts in advance using the provided post types and free resources from Shelter Roundtable .
	Establish a consistent and frequent posting schedule, using relevant hashtags where applicable, to maintain engagement and visibility.
Future Exploration	Perform additional research on specific audience subsets, such as volunteers, interns, etc., to capture their unique needs and drive content for those audiences.

Appendix



USER INTERVIEWS

Additional Detail

[Interview Transcripts](#)

ONLINE PRESENCE

Site List

Official Website:

- [Home Page](#)

Social Media:

- [Instagram](#)
- [Facebook](#) (page)
- [Facebook](#) (group)
- [YouTube](#)
- [Yelp](#)
- [Nextdoor](#)
- [Zing.com](#)

Adoption Platforms:

- [Petfinder](#)
- [Adoptapet](#)
- [Rescue Me](#)
- Good Dog

Nonprofit and Charity Platforms:

- [Guidestar](#)
- [Great Nonprofits](#)
- [Volunteer Match](#)
- Found Animals Foundation
- PetSmart Charities
- Petco Foundation
- [Give Freely](#)
- [Open Tip](#)

Partnerships and Collaborations:

- PetSmart
- Petco
- [Petco Love](#)
- Petmate
- Hallmark Channel
- 24Petconnect
- [No Kill Network](#)
- [NYC Service](#)

ADOPTION SPOTLIGHT

Template

Text	Image Guidelines
<p>Meet [Pet's Name]! [Pet's Name] is a [age]-year-old, [gender], [breed]. He/She is [adjective], [adjective], and [adjective] and is working on [behavior/training goal]l. [Pet's Name] would thrive in a home with/without [type of home environment]. [He/She] is [spayed/neutered], vaccinated, and microchipped. [Any specific health considerations]. [Heartwarming/unique story about the pet]. To meet [Pet's Name], contact [contact info]. Thank you for considering adoption! 🐾 #AdoptDontShop #RescueDog #AdoptMe #DogsofInstagram #PetAdoption</p>	<p>Use Good Lighting: Utilize natural light by positioning the animal near a window or outside. Avoid midday direct sunlight.</p> <p>Choose a Simple Background: Opt for a clean, uncluttered background that keeps the focus on the animal.</p> <p>Capture Natural Expressions: Take photos when the animal is calm and relaxed to show their true personality.</p> <p>Avoid Extreme Angles: Refrain from taking photos from extreme high or low angles to prevent distorting the animal's features.</p>