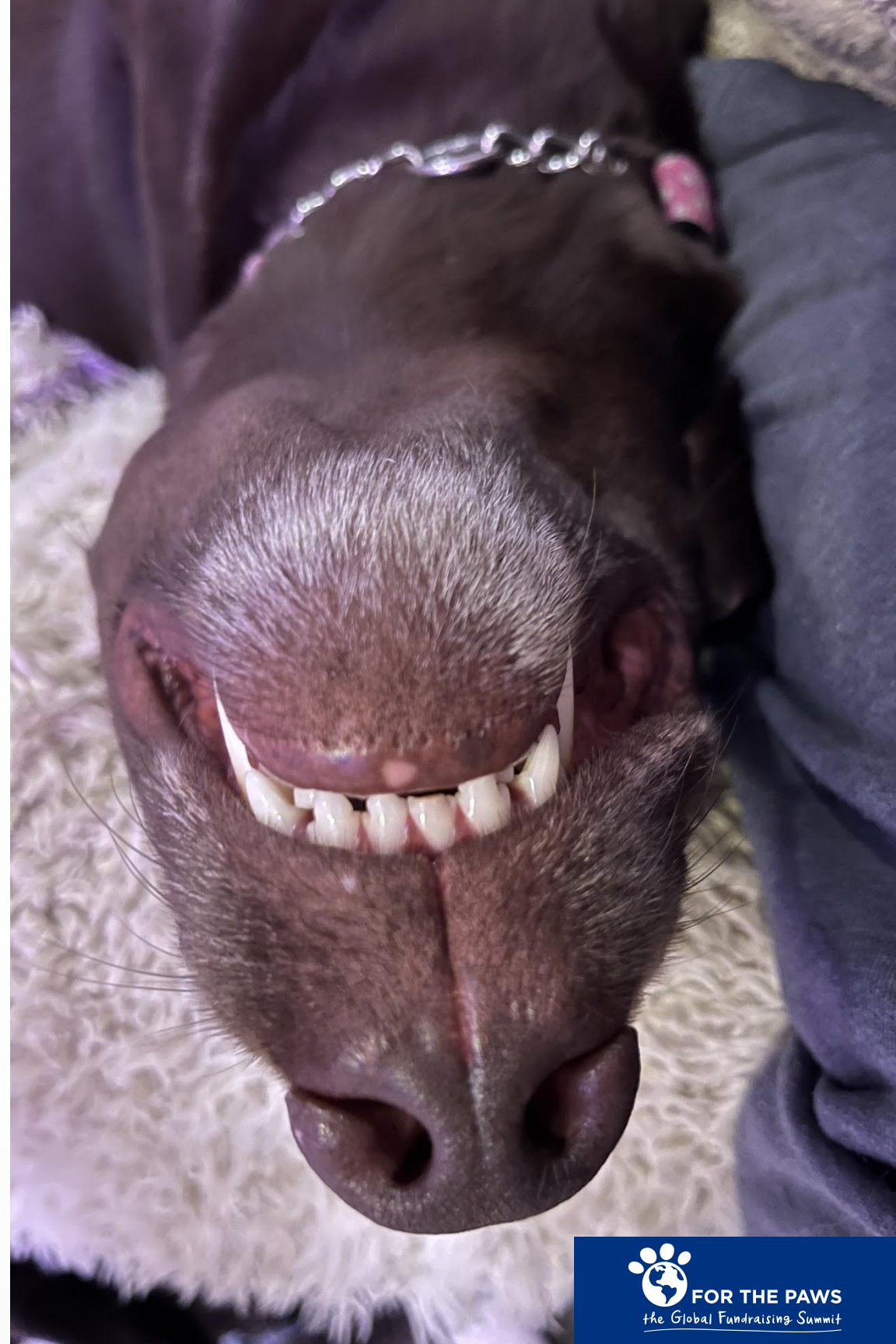


The Social Media and Search Shake-Up

Diversify, Adapt, and Thrive with Ethical, Cost-Effective Donor Strategies

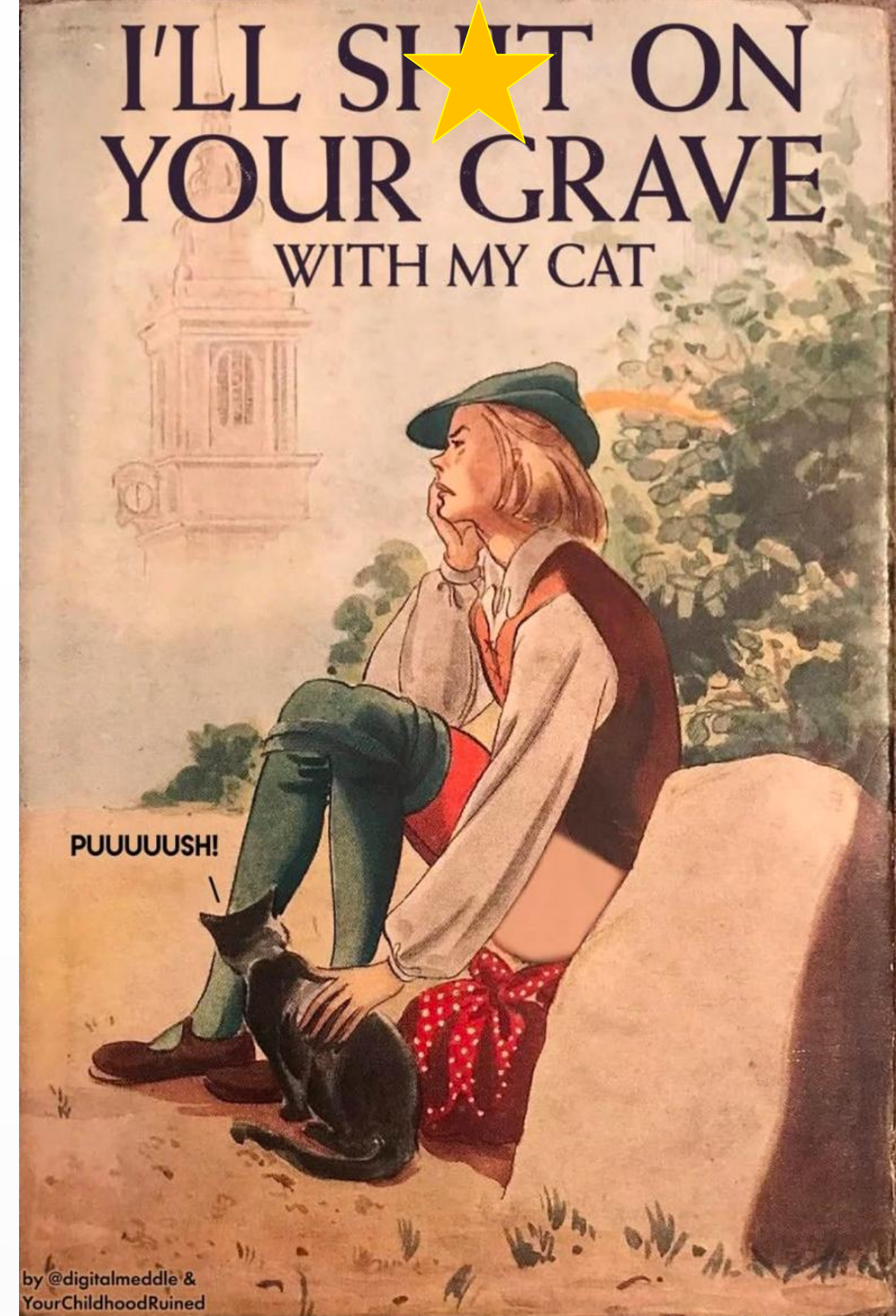
 by Charly Jarrett

hjc

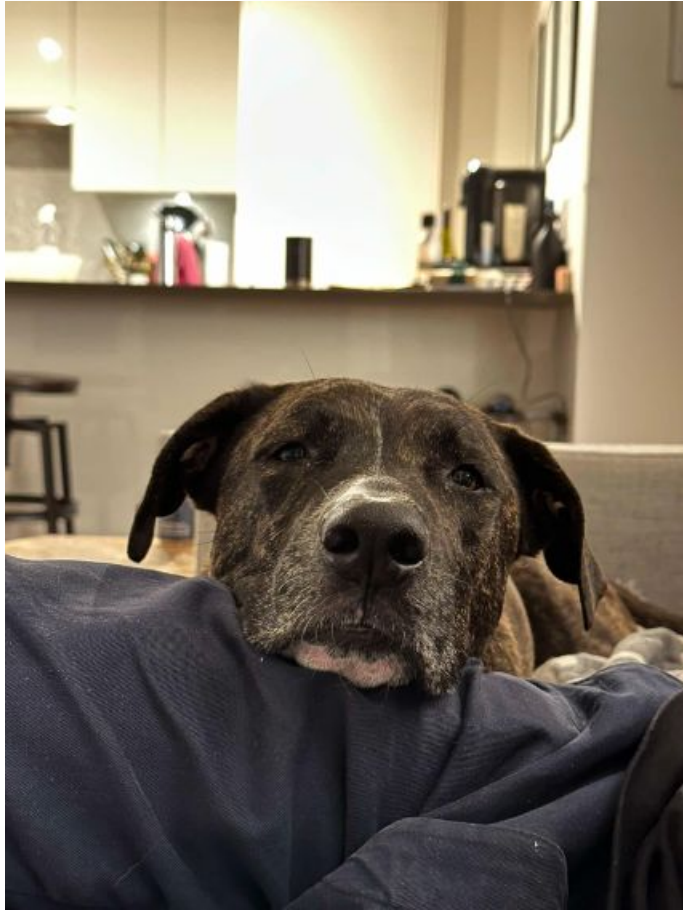


Disinformation: A Crisis for Animal Welfare

The world of animal welfare is facing a new challenge: a rise in disinformation.

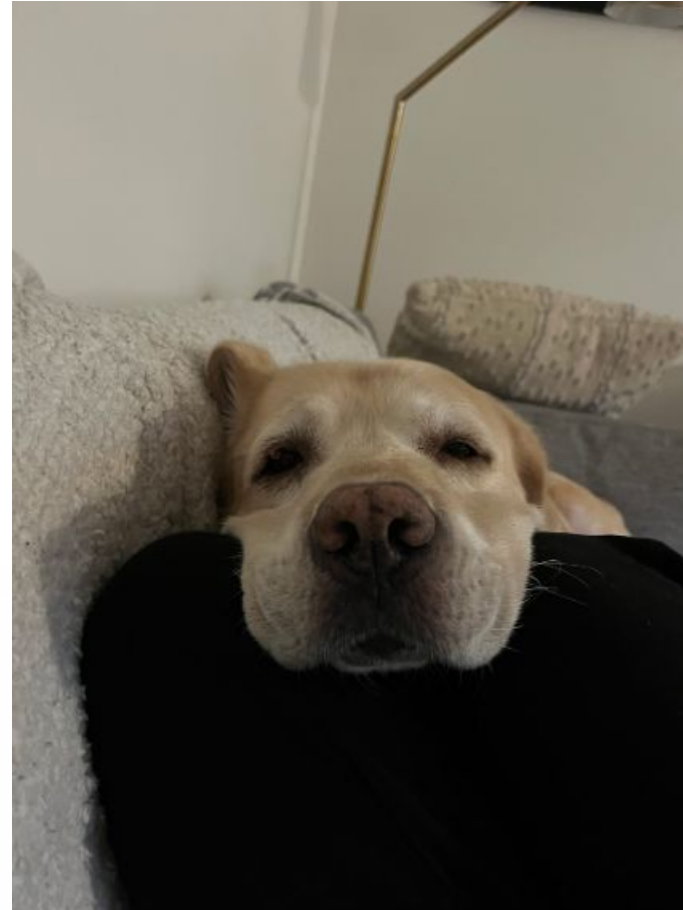


The Challenge



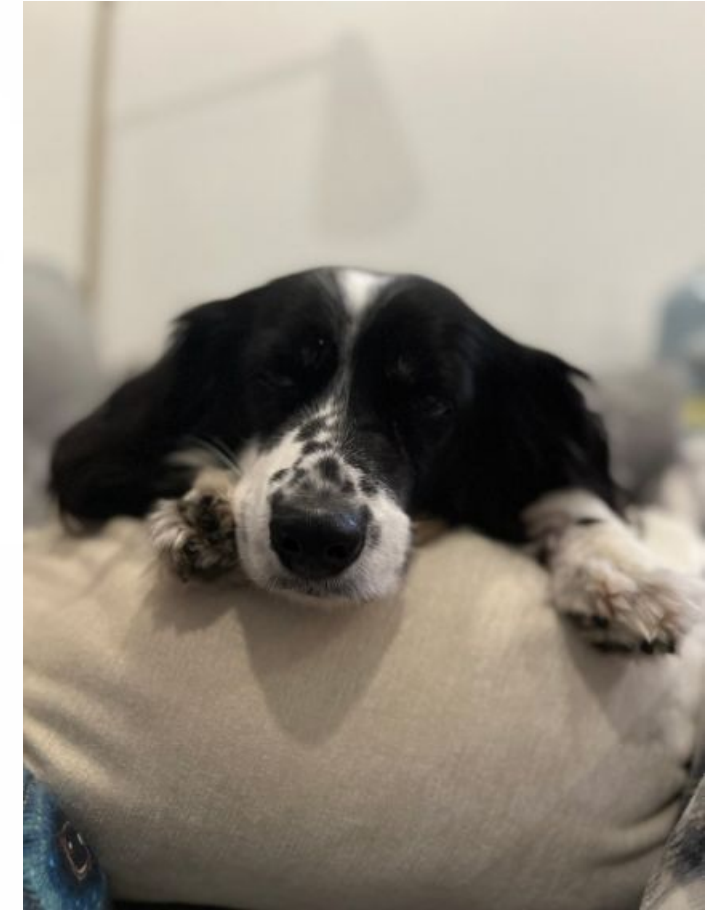
A Shifting Landscape

Tech platforms no longer prioritize truth, with algorithms driven by engagement, not accuracy.



Impact on Our Work

Misinformation undermines public trust and hinders our ability to raise funds and achieve our goals.



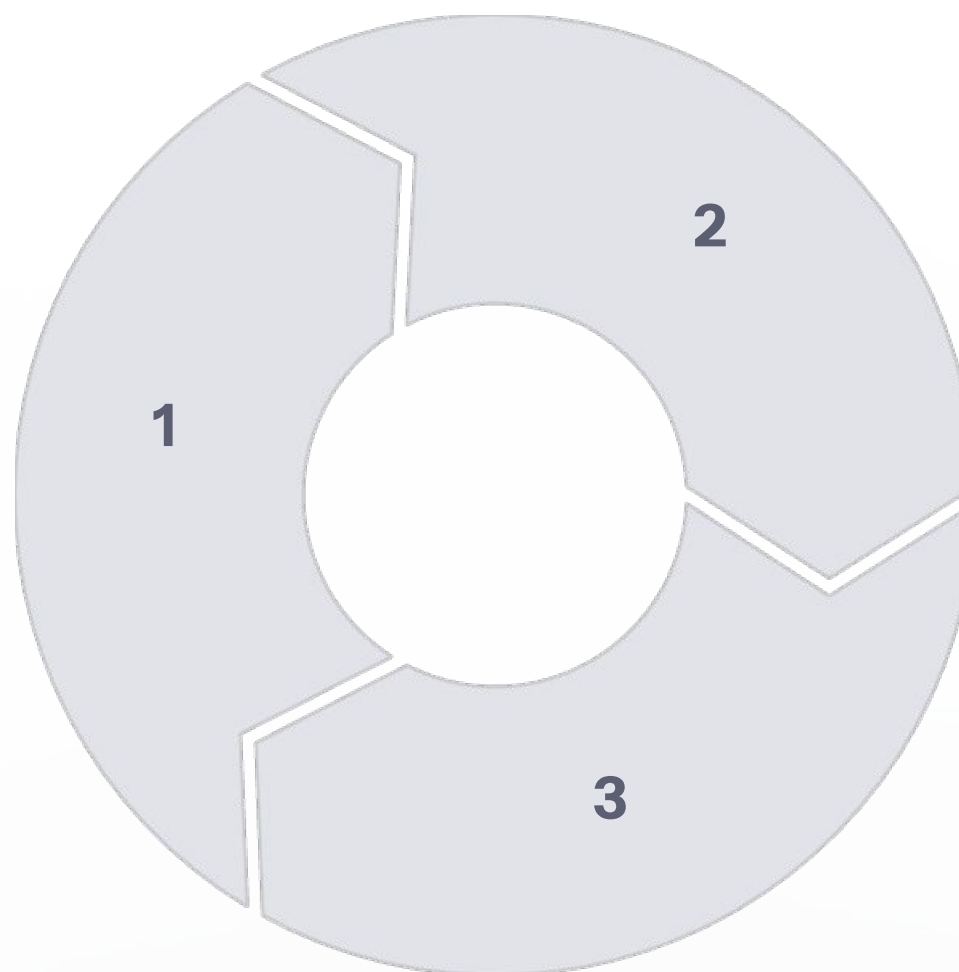
Opportunity

Diversifying, redistributing budgets, and new cost-effective donor strategies that align with your mission. Finding new donors in new places.

But there are more reasons to diversify

Rising Costs

Social media ads are getting more expensive.



Shifting Audiences

Some demographics are moving away from mainstream platforms.

Algorithm Changes

Platforms control reach; diversification gives you control.



Spending Smart: Get a Baseline on Ads & ROI

Test
Cost Per Acquisition
Compare effectiveness across
platforms.

Retargeting vs.
Acquisition
Identify where you're losing donors.

Align with Mission
Avoid spending on platforms that
contradict your values.



Ethical Engagement Strategies

1

Stay & Advocate

Use platforms for accurate information and activism.

2

Exit & Explore

Shift resources to more aligned platforms.

3

Hybrid Approach

Engage where necessary while expanding elsewhere.



During Joe Rogan's podcast on January 9, Mel Gibson promoted drugs that are not scientifically proven cancer treatments. Misinformation on cancer treatment is dangerous, cruel, irresponsible and gives false hope to people with cancer.

Researchers around the world dedicate their lives to uncovering the best cancer treatments. Surgery, radiation and approved cancer drugs like chemotherapy are safe and proven to stop cancer cells from growing and spreading. Choosing to use an alternative therapy can have serious health effects, such as the cancer spreading or getting worse.

The Canadian Cancer Society provides credible, independent, trusted information on cancer treatments, in easy-to-understand language. You can find this at cancer.ca or and we are also available on chat or by calling 1-888-939-3333.

12:47 PM · Jan 10, 2025 · 2.1M Views

VIRAL

THE CANADIAN CANCER SOCIETY JUST DUNKED ON MEL GIBSON AND JOE ROGAN AND IT WAS AWESOME

Contributing Writers | Jan 11, 2025



During Joe Rogan's podcast on January 9, Mel Gibson promoted drugs that are not scientifically proven cancer treatments. Misinformation on cancer treatment is dangerous, cruel, irresponsible and gives false hope to people with cancer and their loved ones.

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33 comments 123 shares

Comment

Comment.

cluding cancer is

24

Early into my treatment for esophageal cancer last year I was asked by a couple of oncologists if I was doing or planning on doing any "alternative" or "holistic" treatment. I said no, my plan was to do whatever I was asked or told to do by the many c... See more

5w

28



Chris Beveridge
Nobody who matters cares what Rogan says

5w

16

Underused Social Media Platforms

- | | | | | | |
|----|---|----|---------------------------------------|---|---------------------------------------|
| 1 | Bluesky
~5 million MAUs | 2 | Reddit
~1.1 billion MAUs | 3 | Discord
~196.2 million MAUs |
| 4 | LinkedIn (Groups)
~364 million MAUs | 5 | Pinterest
~450 million MAUs | 6 | Nextdoor
~75 million MAUs |
| 7 | Twitch
~140 million MAUs | 8 | Substack
~20 million MAUs | 9 | Medium
~100 million MAUs |
| 10 | BeReal
~10 million MAUs | 11 | Quora
~400 million MAUs | | |

u/The_BCSPCA Promoted

Remember last New Year's when you said this is it, 2024 year of me! I really hope that's working out for you. But just in case, you can still accomplish something magnificent, donating a few bucks to the BCSPCA to help save animals. So selfless, so kind, it really is the year of you!

Woof, this one hits close to home. Where are you credit card?



sPCA.bc.ca

Vote Share

r/DivorcedBirds 6h

I told you Jeanie...The.Cheque.Is.In.The.Mail!
No w go get Shawn, I'm running late.

r/birding 9h

u/The_BCSPCA Promoted

This. This is the face of betrayal. Nova has been informed that she will, indeed, be going on that diet. Do Nova a favour and indulge on her behalf, get yourself a BC SPCA 50/50 Ticket. \$15 could win you up to \$750,000, and no matter what, you would be helping animals. (19+)

Know your limit, play within it. 19+ BC Gaming Event License #151998



u/The_BCSPCA Promoted

It's Zephyr's turn with the brain cell tomorrow, today it's all yours! Use it to get your BC SPCA Lottery 50/50 ticket and help 'special' animals like her. \$15 could win you up to \$750,000, and no matter what, you would be helping animals. (19+)

Know your limit. Play within it. 19+ BC Gaming Event License #151998



Diversify Ad Placements

1 YouTube Ads
(unfortunately)

2 Quora

3 Nextdoor

4 LinkedIn (Groups)
Key for Major & Influencer

5 Activision Blizzard

6 Spotify

7 Activision Blizzard

8 Substack

9 Medium

10 BeReal

11 Quora

Influencer Marketing - Same Platform/Different \$\$

Take that budget and spend it with your most popular advocates or stars!



Building Trust and Reaching New Audiences

Trust & Credibility

92% of consumers trust influencers more than traditional ads (Nielsen), making them effective advocates for animal welfare.

Engagement & ROI

Influencer marketing generates 11x more ROI than banner ads (TapInfluence), amplifying your impact.





Shifting Platforms and Connecting Authentically

1

Younger donors (Gen Z & Millennials) are more receptive to creator-led content than corporate ads (Edelman Trust Barometer).

2

Authenticity resonates: 63% prefer brands that are personal and relatable (Sprout Social).

3

Micro-influencers drive 60% higher engagement than traditional social ads (Influencer Marketing Hub), creating a powerful connection with your audience.



Ethical Partnerships and Strategic Alignment



Partner with values-driven creators who align with your mission and promote ethical animal welfare practices.



Avoid funding misinformation-heavy platforms that could harm your reputation and the animals you serve.

So...

A Call to Action

We need to shift our strategies to avoid funding harm and promote accurate information.

Invest in Ethics

Redirect ad dollars to trusted influencers and ethical networks that uphold our values.

Find the Right

Platforms

Explore mission-driven spaces that foster genuine connection and support real change.





Affordable Expansion Opportunities

1

Underutilized Platforms

Reddit, Discord, LinkedIn, Mastodon, Threads, video-driven platforms.

2

Owned Media First

Website optimization, email nurturing, SMS & WhatsApp engagement.

3

Classic Tactics

Blog content, SEO-driven education, community forums, direct mail.



Now for Search & AI



Authenticity

Be VERY careful with content from AI. It is becoming more recognizable



Storytelling

Custom GPTs are great to make sure you stay in your authentic style and can easily look up/use stories



Automate What You Hate

AI is best at the mundane. You are gifted and like your job. Make it easier to get back what you do best.

SEO Strategies for AI-Powered Search

Structured Data

Implement Schema Markup for better AI understanding.

FAQ Pages

Create content optimized for AI-driven responses.

Evergreen Content

Regularly update impact-driven blog posts.

Charity Ranking/Transparency

Regularly update impact-driven blog posts.



What is the most visited page at the BC SPCA Every Year?





Treat your media contacts like major donors. Invite them for shelter tours, give them behind the scenes access.

Leveraging News & Partnerships

1

Trending News

Tie into current events to boost relevance.

2

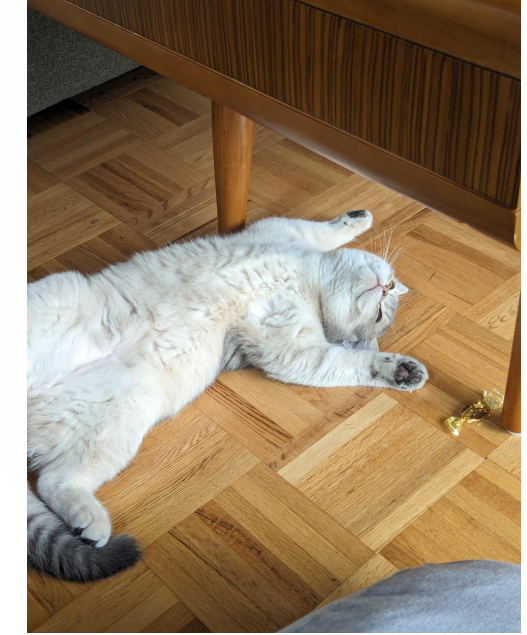
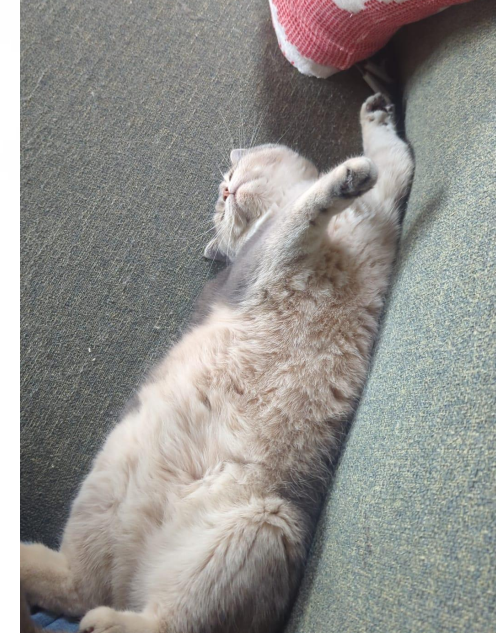
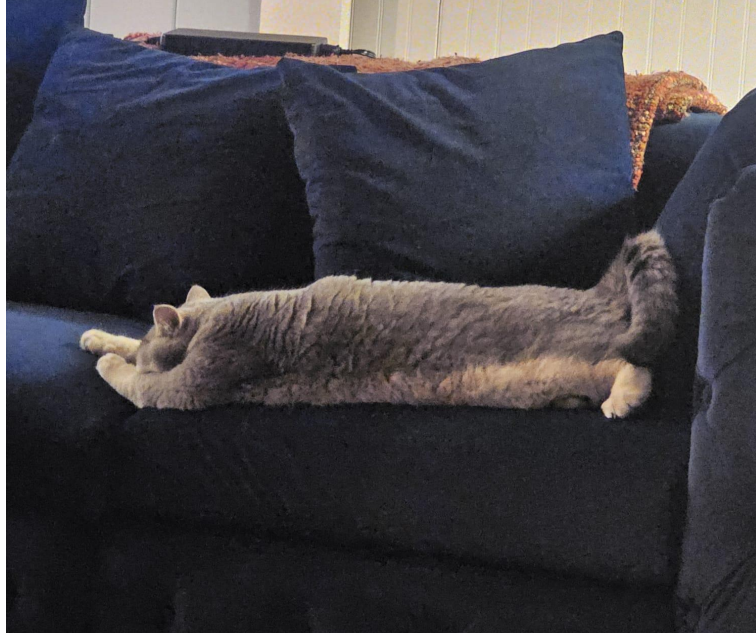
Collaborations

Partner with aligned organizations for joint SEO benefits.

3

Press Coverage

Earn high-quality media mentions to increase credibility.



AI Change is Fast & Slow

The Classics

Media & SEO still very relevant!

Monitoring

Where is traffic coming from? Is it slowing on specific pages especially? Is summary AI ruining something? Are Agents able to access?

Upskilling

Pro-D has never been so affordable. Look for efficiencies BUT also look for gaps in higher skills

Make Space

AI is still the best at crap work. Policies, expenses, organization, simple support - anticipating expectations.



Action Plan

1

Audit Platforms

Evaluate where to stay, expand, or exit.

2

Test Strategies

Start small and measure impact.

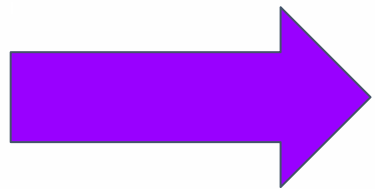
3

Optimize for AI

Adapt content for evolving digital landscapes.

Thank you! Questions?

Connect with me
for free complex
Prompts



Charly Jarrett

Nonprofit Digital Strategy/
Fundraising & AI enthusiast.

