

Instagram usage in animal rescue associations

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<p>This thesis aims to describe the use of social media platform Instagram and the style of content animal rescue associations mainly provide and draw comparisons on how successful the different styles of this post content are. Social media is offering quite an easy-to-access, low-cost media for these often volunteer-based non-profits to reach out with their cause. However, with their limited resources, poorly made choices can lead to potential waste of essential time and funds.</p> <p>The empirical part of this research-based thesis was implemented by doing a comparative study of three Finnish animal rescue associations. Their Instagram presences and post content activity and styles were researched in detail to see how well they have managed in the light of professional recommendations. The research was carried out in spring 2020 and the Instagram posts included in the analysis were from February-March.</p> <p>In the theory part of the thesis there is a closer look into the recommendations for non-profits on how to present themselves and their cause in social media, and of how Instagram's different features should be used successfully. The analysis part presents different styles of posts made by the associations in Instagram and how they gained popularity among the associations' online audience.</p> <p>The results show that these associations have not really been taking in the platform yet, as their following is rather small. There is clumsiness in their use of available profile features, and rarely any content strategy can be observed. The most popular content style was posts introducing adoptable animals in the associations' care. This could be a good sign for the associations, as adopting out the rescued animals is one of their key goals. However, also other styles of posts with personal animal stories succeeded, so no strong conclusions can be made. Advertisements, often for events, were in general the least liked by the audience. The associations, except for one, were also not actively using such features as hashtags for their posts, nor were there much use of the tagging feature either. Tapping on to these features could however bring in more audience interaction within the platform.</p> <p>Quite often the administration of social media accounts of an association fall on one person, so the skills of the staff and volunteers come to focus. With a planned-out social media strategy and a content calendar for frequency, an association could lighten the workload of that one person and strive to create a more successful Instagram presence. The visual material they already have readily available.</p>	
Keywords Instagram, social media, animal rescue associations, non-profit organizations	

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1 Introduction

The topic of this thesis handles the usage of the visual social media platform Instagram in Finnish animal rescue associations. These small, mostly non-profit organizations often have very limited funds and one of their main goals is to reach out on potential adopters, donors, and volunteers. To this purpose the social media has offered a quite low-cost option for visibility and call for action. However, as the scope of social media platforms available nowadays is a vast one, the focus of this study will mainly be in the use of the picture-based social media channel Instagram. With its visuality, it offers a unique platform, that has been becoming more and more popular in recent years.

The examples of three animal rescue organizations' choices for appearance and post content in Instagram for two months' time are presented. The timeframe for the execution of the study is February-March 2020. The choices of the associations during this time period are analysed comparing them to guidelines given by professionals in building a successful Instagram profile for a business.

The example associations selected for the study are all quite small, local animal associations with running their own animal shelters as one of their main operations. Choosing three instead of two is more likely to give information on if some aspects are more common than others in comparison.

The structure of the thesis is quite traditional. First, in chapter 2 the wider concept of animal welfare organizations and the role of rescue associations in relation to them is clarified. The theory of social media strategy for non-profits is explored, including the challenges these organizations are facing.

In chapter 3 Instagram as a social media platform is studied more in depth, as well as its multiple features and the recommended ways to use them successfully. In the final subchapter the means for Instagram analytics are briefly explored. The selected animal rescue associations and their current situations in general are presented in chapter 4.

The analysis itself is on chapter 5. First, the associations' Instagram profiles are inspected to find out how the associations have chosen to build them and what features currently available they are using and how. There is then a closer look and analysis of such vanity metrics as followers of the accounts and the accounts these associations are following themselves, and finally, the post content of the two months' time is analysed in detail. This

included most importantly the styles of the posts, which are divided in different style categories based on their aim and characteristics. The analysis will show which of these styles are gaining popularity from the audience of these associations.

Finally, there are a summary of the results and a discussion over them in wider scope. References and appendixes, with detailed information on the analysed posts of the associations for February-March 2020, can be found in the final pages of this thesis.

Based on the analysis carried out, this thesis aims to describe the use of Instagram as a social media platform and the style of Instagram content rescue associations mainly provide, and also draw comparisons on how successfully the different styles of post content gather interaction and attention from the audience of these organizations' social media accounts. The benefit of that would be for similar kind of non-profit associations and organizations to pay attention to and plan their social media presence and content to what would be most fruitful for their organizational aims and objectives.

There have been some previous studies on the field of associations and their use of social media, but it appears none on the subject of animal rescue organizations. It seems most of the research is mostly done on the for-profit type of businesses.

2 Animal welfare organizations

Animal welfare organizations work on the issues concerning health, safety and psychological wellness of animals in general. Under this category fall several types of organizations, most importantly animal rescue groups and animal rights groups. These groups mostly focus on different aspects of the issues, even though there can also be some overlap. The main difference is that rescue groups' central operations concentrate on helping individual animals in distress, whereas the animal rights groups often work beyond the individuals. Instead they focus more on advocating for fair treatment, anti-abuse, and against the use of animals for medical research, food, sport, or clothing. These organizations aim to actively participate in politics and to promote animal welfare in public discourse (EHK 2013, 9).

The organizations produce also welfare information services and engage in educating population on the issues of animal welfare. Based on the cases found all around Finland, many owners of companion or hobby animals unfortunately lack information on the welfare prerequisites of the animals, so providing reliable, unbiased and research-based information is needed (EHK 2013, 9). Through increasing knowledge on the animal welfare issues, the influence of the citizens can increase as well, and co-operation between all the parties involved helps to achieve the goal of animal welfare improvement in general (EHK 2013, 11).

2.1 Animal rescue associations in Finland

SEY, Animal Welfare Finland, has been active since 1901 and is the biggest and most influential animal welfare group and animal protection expert in Finland. SEY oversees animal welfare in Finland and strives to increase people's awareness of animal protection. As an umbrella organization, their actions cover all animals and they operate country wide. The practical work is however carried out by its over 40 member associations and around 100 volunteering animal welfare inspectors and counsellors. (SEY 2020.)

These member associations take care of the field work, being the animal protection experts of their own areas. They mostly concentrate on offering proper care for homeless, found, stray, and wild animals, and some of them also run animal shelters in addition. The goal to find homes for as many unclaimed sheltered animals as possible. Their operations can also include animal vaccination, identification marking (microchip) campaigns, food drives, and other types of campaigns and events to support animal welfare. (SEY 2020.)

Arranging fundraisers play also a major part in these associations' actions, as well as other means of attracting the attention of potential donors to support their main operations. This is where these associations differ from the third sector, since they are generally non-profit organizations dependent on external donations.

To summarize, the main goals for animal welfare and protecting organizations are rescue and care of the individuals, educating the animal owners and population on animal welfare, and political influence to promote their agenda. On more local level other key functions include re-homing of the rescued animals as an optimal outcome, as well as collecting donations to secure the on-going operations of the association. Another important supporting feature are also foster homes, which take care of the rescue animals awaiting re-homing.

2.2 Social media strategy for non-profits

Modern day social media offers several significant benefits for enterprises as well as non-profit organizations no matter the industry. Especially for the smaller and local animal welfare associations raising people's awareness of their existence and functions would be quite troublesome without online visibility. Social media offers them a cost-friendly means to gather funds for their needs, visibility for their cause, and a remarkably wider audience reach. However, the sea of potential platforms available is vast, so it is important to make well-measured choices to reach the best possible result. This requires a successful social media marketing strategy.

A social media marketing strategy includes everything the organization or business is planning to do and achieve on social media. It is used to guiding the chosen actions and helps to measure if those actions are succeeding or failing. It aims to give a purpose to every post, like, or comment made by the social media account holder for the most efficient outcome. (LePage & Newberry 2019.)

For non-profit organizations social media offers means to engage with the community of their initiative, tell their story and draw in donations (Canva Staff Writers 2020). As animal welfare associations are also looking a medium to make an impact, building a social media presence is offering a great way to reach out for wider audience. Surveys have shown that not many non-profits have a documented social media strategy and with their often varied and diverse goals, only about half are measuring their results (Shattuck 2017).

Social media networks can offer several potential benefits for non-profit organizations if only curated properly. Choosing the right strategy can evidently prove to be quite arduous task. The first step is to start with determining the key performance goals and objectives for social media efforts of the organization (LePage & Newberry 2019). The goals give a way of measuring success or return on investment, and they should be specific, measurable, relevant, and attainable (LePage & Newberry 2019).

Some of the more popular goals are sharing news about the organization, its cause, and brand recognition. Others include fundraising, donor recognition, volunteer and employee recruitment, and education about the cause and mission. Diverse goals mean more diverse content distributed. (Shattuck 2017.)

Deciding on key audience demographic plays also an important role. Different platforms have different age group majorities, and content customization through designs that appeal to the intended target audience helps to capture their attention and interest (Canva Staff Writers 2020). For an animal rescue association these target groups would be possible donors, adopters, foster home applicants, as well as other interactors helping to spread their message of animal welfare.

2.2.1 Content strategy

Through a relevant content strategy, the organization should find a way to bring forward the sound of their brand and the image they wish to portray for this audience. (Canva Staff Writers 2020.) A consistent voice, tone, and style help the followers understand what to expect from the brand and to determine the value of following it (LePage & Newberry 2019). It also gives the social media presence a consistent, more trustworthy image.

Visual imagery can easily help create emotional triggers over the mere effect words might have (Canva Staff Writers 2020). Animal welfare organizations can be thought to have quite natural edge at this, were it cute and delightful photos to melt hearts or rough, emotionally appealing photos to address any neglect and suffering the animals are facing. Capturing the audience's attention with the visuals is a great way of reaching the goal of engaging them and motivating them to listen, relate, respond, and optimally share the content and the cause of the organization (Canva Staff Writers 2020).

A content calendar is a good way of keeping account for the time spend interacting with the intended audience. This would include a posting schedule listing the dates and times

planned for publishing content on the chosen channel. The calendar is both useful for regular day-to-day posting and keeping track on possible campaigns. It helps to make the posts spaced out more evenly and optimize their posting times, since frequency is also a quite central aspect in engaging the audience. (LePage & Newberry 2019.)

One example of a calendar planning would be the social media rule of thirds. With this strategy the planned content is shared to three different categories. The first third includes content that promotes business, converts readers, and generates profit. The second third consist of content that helps to share ideas and stories from thought leaders in the industry or like-minded businesses. The final third involves personal interactions with the audience. (LePage & Newberry 2019.) These business model categories could be converted to non-profits for example in the way of marking the first two categories as content that promotes the cause and draws in donors and content that shares ideas and stories form their field of action. The third one can be fitted as such with no need of adjusting.

Following up on what others on the same field are doing can offer some invaluable help in planning one's social media presence and where to succeed and what to avoid (LePage & Newberry 2019). It also offers a chance to network for the organizations and maybe even co-operation possibilities.

2.2.2 Challenges in social media

Despite all the benefits, there are still also challenges to overcome. One of the challenges non-profits often face is that responsibility over managing the social media accounts often falls on one employee (Shattuck 2017). Their staff can be quite limited in numbers especially on smaller associations often involving volunteers, and their budget scarce. This puts more value on the skills of the staff, as workers with already existing social media management or content producing skills can become very valuable assets for the association. A reasonable solution is also to limit the amount of social media channels, one to three in ideal (Shattuck 2017). Limiting the amount of social media channels of the organization can help to reduce the workload. This can also make it easier for the staff to focus on building stronger presence on the chosen networks and have more resources available to produce more relevant content.

Even though social media offers non-profit organizations a relative cost-friendly way of promoting themselves and their message, taking the best advantage of the services available can turn out to be costly. For example, Facebook's pay-to-play model, as well as other similar sponsored marketing and paid visibility options the social media providers

are currently offering, can prove out to be problematic for the tight budgets of non-profit organizations (Shattuck 2017). Tight budget can also limit such options as acquiring a professional to manage the organization's social media accounts, to produce content, or to educate the already existing staff on those aspects. The same goes with content creation equipment available, although luckily modern smart phones are quite versatile and well-equipped.

Limited funds make it very central that an organization's social media strategy is well curated. In the worst cases, operating without a plan can lead to wasting valuable time, effort and funds (Shattuck 2017). This brings in to question the possible means of measuring the success of the organization's social media strategy and actions based on it. Different analytical tools for different platforms are offered to help tracking and measuring results and eventually determine the effectiveness of the selected options.

3 Instagram as a social media platform

Rise of mobile technology in recent years has been rapid, and smartphones has spread themselves around the globe, even if it is the most prominent in advanced economies (Silver 2019). There seems to be no end to this development, as global mobile data traffic is expected to increase nearly sevenfold from year 2017 to 2022 (Clement 2019). With this development making also social media more attainable for greater masses of people, have different social media platforms also become more and more important for companies to keep in touch with their expanding markets.

Instagram is an American photo and video-sharing social networking service. It is currently owned by Facebook, Inc., a social media market giant owning four out of five most downloaded apps worldwide in 2019. In that year, Instagram ranked as the fifth most downloaded app with almost 450 million unique installs on iPhone, iPad, and Google Play. (Jones 2020.)

Instagram was launched back in 2010 and was bought by Facebook Inc. in 2012, becoming Facebook's most expensive acquisition to that date. With this move Facebook, which had been seen as struggling with its mobile presence, was strengthening their position on the market. Instagram was already at the time one of the most downloaded app on iPhone with 30 million users and had just been launched on Google's Android system. (Rusli 2012.)

Since the acquisition, there has been a clear increase in brands who have developed their presence on Instagram. The platform has over one billion active monthly users and 500 million daily Instagram stories. According to surveys in 2019, 60 % of adults use Instagram, and 80 % of the users are based outside the United States. Businesses have found their way on the platform as well, and in 2019 there was 25 million business profiles found. 80 % of the users followed at least one business profile, and 72 % of the users had purchased a product they had seen on the platform. (Collins 2019.)

As a social media platform, Instagram is most popular within younger age groups, with 18- to 29-year-olds forming its largest age group, 67 %, in its leading country of most users, the United States, in 2019. It is also globally more popular with women than men, although the difference is quite insignificant, with 52 % female and 48 % male users in 2019. (Perrin & Anderson 2019.)

Instagram is originally designed to be used as a mobile application and this is easily recognizable on the available features it offers to its users. For example, a major feature for its usability, uploading pictures to the platform is only available through the Instagram app and not the website. This choice is in line with the fact that apps have quickly become one of the largest consumer ecosystems on the planet, with the global app economy expected to reach \$6.3 trillion by 2021 (Jones 2020).

According to research, an overwhelming majority of non-profit organizations have Facebook as primary social network with its broad reach and low barrier entry (Shattuck 2017). Nevertheless, in online trend development there appears to be a shift from Facebook to Instagram in popularity. As a photo-based, visual-centred online platform, Instagram is proving to be quite fruitful for visual brands, providing more engagement from the users (Holmes 2018).

This visual aspect might be something for animal rescue to look at especially since they would most likely profit from it. Their cause involves animals, something that people seem to be interesting in seeing online, and they can be quite straightforward use that advantage for producing visual content to aid their cause. Evidently visual content brings forward stronger emotions and can be processed faster and more efficiently by human brain (Holmes 2018).

3.1 Instagram profile

Instagram offers two different account types, private and business. Both account types are free of charge. When setting up an account for the first time, the default account type is always private, but after the account creating phase it is possible to change the type to business in the settings. It is also possible to upgrade an already existing account to business. (Instagram 2019.)

Instagram profiles include six main components: username, profile photo, name, bio, website URL, and business address (optional), in addition to business accounts also having contact buttons as an upgrade (Herman, Butow & Walker 2018, 21). These contact buttons allow the business account holder to include such information as email, phone number and the directions to the location of the business (Instagram 2019).

To engage the attention of its target audience and potential customers and stakeholders, whether choosing to upgrade to the business profile or not, it is important to fill in the profile information as accurately as possible. A profile should aim to accurately represent the business brand and appeal to the target audience (Herman & al. 2018, 21).

3.1.1 Profile information

The *username*, also sometimes called the Instagram handle, is shown at the very top of the profile page, whereas the *name* field is part of the profile information fields and can be edited with rest of the profile information. It shows bolded below the profile picture. When looking for profiles, the only two searchable criteria in Instagram are the name and the username, making them the most important ones. The application defines the relevance of the profiles for the search query only based on these information fields. It is recommended for a business owner to include any keyword or phrase they wish to be found with to either one of these fields. (Herman & al. 2018, 22.)

The chosen username should also preferably be very close to the official business name, since a very different one could confuse the audience and possibly make the doubt the authenticity of the profile (Herman & al 2018, 23). The username stands out as the more visible one as it is also the one showing up in the profile URL and any mentions or “tags”, for example in comments or story posts, where the user profile is added in text or on top of a picture. These tags are delineated with the symbol @ before the username to include a link to the profile page. The username is limited to 30 characters and can only contain letters, numbers, underscores, and periods. Any symbols or other punctuation that periods are not available to use within the username. The name however is only visible when directly visiting the profile but can add an important factor especially when providing searchable factors, since it is not limited by the choice of punctuation. (Herman & al. 2018, 22-25.)

Found under the name field is the *bio* field. The bio feature is meant to hold a short description of the business or the owner of the Instagram account. It is suggested that it should include the key aspects of the business to engage the target audience emotionally (Herman & al. 2018, 26).

A *profile picture* should also be representing the brand of the business. If the business is using several social media platforms, the use of same profile picture in all these platforms would be a good way of creating a cohesion between the accounts (Herman & al 2018,

26). This should also make it easier for the audience to recognize the account as the official one they are searching for.

The main problem while choosing a good picture for the profile is often the size. The profile pictures in Instagram are often displayed quite small, so the avatar should be easy to decipher even in shrunken size. Anything too cluttered and too detailed will be difficult to read for the audience, especially if there is text involved. The recommendation would be a high-resolution image with a clear focus, simple background and no pixelation (Herman & al 2018, 26).

3.1.2 Stories and highlights

Instagram stories, a feature launched in 2016, makes it possible for the user to add content that disappears within 24 hours (Herman & al. 2018, 131). The content posted in the stories will not appear in the regular Instagram feed, but be available through clicking on the user's profile picture during the 24 hours timeframe. They also cannot be liked or commented publicly, only replied in direct messages. Nevertheless, this direct way to talk to one's audience can create a feeling of familiarity that the still images of the feed cannot offer (Herman & al 2018, 136).

As the posted stories are only available for 24 hours and cannot be retrieved afterwards, the usage of this feature will not be very central in this research. It is however possible to save these stories to the profile under the highlights feature.

Highlights are a way of storing the stories so that they can be accessed after the 24-hour period (Instagram 2020). When a story is saved as a highlight, it appears under the profile information but before the post feed. It is possible to save several highlight stacks there and give them descriptive names.

3.1.3 Features related to posts

A *caption* is a short text added under a posted picture with the maximum length of 2,200 characters. It adds context and can be used to describe what the audience is seeing in the picture. Leaving the caption out completely might confuse the reader and give an unprofessional image, which is not optimal for the account holder. Optimal caption length would be variation from one to three paragraphs, with the first few lines capturing the attention of the reader. (Herman & al 2018, 90, 59-60.)

Tagging means adding other users' Instagram usernames starting with @ to an Instagram post (Herman & al 2018, 60). They can be added either to the photo itself or to the caption and the tagged person will get a notification of the mention. Tagging could be a good way of promoting for example a co-operating brand or a partner or bringing positive attention to a generous donor through this type of a shoutout.

Hashtags are keywords starting with a # symbol. What makes them special is that they can be searched within the Instagram app as they become searchable links. Up to 30 hashtag words can be added to the caption field, and if there is need for more, to the comments of the post with no difference in function. Too many hashtags in a post can however make the post seem cluttered and messy. An optimal amount would be something between 9 to 12 hashtags per post. (Herman & al. 2018, 113-116.)

3.2 Analytics

Social media analytics can provide valuable information and insights on followers' demographics and their interaction patterns to hone the brand's social media strategy and help produce relevant content (LePage & Newberry 2019). With a business account it is possible for the account holder to get real-time metrics on how their Instagram stories and promoted posts have performed daily, as well as also get insights into their followers and how those followers interact with their posts and stories (Instagram 2019).

However, Instagram does not yet have built-in, in-depth analytics platform like its parent Facebook. These available metrics on follower growth, impressions, reach, and engagement, are quite limited to individual posts and campaigns. More in-depth metrics can be achieved through third party apps such as Iconosquare or Simply Measured. They allow tracking additional metrics such as followers and engagement over time, optimal post time, and performance compared to competitors. These services require payment to use. (Collins 2018.)

Without access to such services the most meaningful can be vanity metrics such as like and comment count as well as the number of followers. Shares and followers mean increased awareness of the current and potential audience; comments, likes, and mentions more engagement (LePage & Newberry 2019).

4 Introduction of the selected associations

In this part the selected organizations for the study and their social media presence are presented. The Finnish animal rescue associations in this study and their respective Instagram usernames are the following: Hyvinkään eläinsuojeluyhdistys (@info.helsy), Katthuset i Vasa (@vaasankissatalo), and Kisu ry (@kisu_ry).

These associations were chosen for this study since they appear to be somewhat similar in their field of action and operations. They are all animal rescue associations running shelters in city regions in Finland, and engage in socialising, neutering, vaccinating, and medical care of rescue animals. All three are also all exclusively or primarily focused on cats, as only Hyvinkään eläinsuojeluyhdistys is open to shelter other small animal species as an exception, their main focus still remaining heavily in felines. None of the shelters deals with dogs or other larger animals, those go to separate co-operation partners.

These associations also resemble each other in their general use of social media platforms. Their choice of social media platforms is very similar, albeit quite limited to the common choices of Facebook and Instagram in addition to their own webpages. They all have already a somewhat established Instagram presence on similar level, which helps to get some comparable data for this research.

4.1 Hyvinkään eläinsuojeluyhdistys ry

Hyvinkään eläinsuojeluyhdistys ry, the animal protection association of Hyvinkää, is a registered non-profit association located in the city of Hyvinkää. The association was founded in 1947 and works on voluntary basis to promote animal welfare and offer shelter for homeless animals on the local area. The main focus of the operations of the association is upkeeping the rescue shelter in Kytäjä neighbourhood of Hyvinkää. They organize flea markets, lotteries and fundraisers, and accept donations, member fees and adoption fees of the animals to support and fund their operation. (Hyvinkään eläinsuojeluyhdistys 2019.)

The association has an agreement with the city of Hyvinkää to receive all found animals, except dogs, on the area. This appears to include mostly cats, but also occasional birds, rabbits, and turtles. Hyvinkään eläinsuojeluyhdistys is a member association of SEY, the Finnish Federation for Animal Welfare Associations, which acts and operates to promote the welfare of and respect for all animals (Hyvinkään eläinsuojeluyhdistys 2019).

In Instagram they use the Instagram username @info.helsy. The association is also running a webpage and a Facebook page.

4.2 Katthuset i Vasa

Katthuset i Vasa (in Swedish), or Vaasan Kissatalo (in Finnish) is a cat shelter located in the city of Vaasa in coastal western Finland. The region is bilingual, so the association uses both the Swedish and the Finnish name of the association alongside each other. Their main website is also available in both languages. The Swedish name is used here because they have chosen to display it on the name field of the Instagram profile.

The shelter is volunteer-based and is maintained by a registered association called Vaasan kodittomien kissojen ystävät ry. The association was founded locally in 1993 to re-home homeless pets and to fight the growing of feral populations, growing fast to become the predominant animal shelter operator in the area. Currently they operate two shelters and their activities include organizing weekly open-door events, fundraisers, and other types of events such as summer flea markets. They also have their own merchandise available to purchase to fund their actions. (Vaasan Kissatalo 2019.)

The shelter is mainly invested in homeless cats but co-operates with a dog shelter and the local member unit of the Finnish Federation for Animal Welfare Associations. The volunteers include association members, youth in internships, as well as rehabilitative work program attendees. (Vaasan Kissatalo 2019.)

The shelter has a website, a Facebook page, and their choice of Instagram username is @vaasankissatalo, using the Finnish variant of the shelter's name.

4.3 Kisu ry

Kissojen suojelu - Kisu ry is a registered association from Pirkanmaa region in western Finland. Their main operations are located on that area, but they promise to provide help to other parts of Finland if the resource allow it. The association fosters and adopts out homeless cats as well as rehomes pets by request. They also strive to spread information and to promote public discussion on animal protection. (Kissojen suojelu Kisu ry 2013.)

The association's operations are run by volunteers and they describe the possible ways to help are listed as following: joining as a member, donations in form of funds or usable or

sellable items, spreading information brochures, participating in organizing events, fostering, and providing logistics. (Kissojen suojelu Kisu ry 2013.)

Kisu ry's Instagram account is under the username @kisu_ry. In addition to a main web page and a Facebook page they also have a closed Facebook group and a mailing list for members only.

5 Analysis of the Instagram profiles of the associations

In this chapter the research of how the selected organizations' Instagram profiles have been built and are maintained is carried out. The analysis on the organizations' profile elements such as their choice of displayed names, profile pictures, and bio descriptions, brings forward the similarities and differences of their choices of presenting of their associations in Instagram.

Other element of the study is the post content of the associations, as well as the vanity metrics of the audience interaction that they have gathered. A look into the numerical values of the accounts offers insight on how well the associations' actions in Instagram so far have succeeded to gather attention and following within the social media network. These numbers will shed some light on if the associations have found their own voice to speak for their cause.

All data is retrieved from the Instagram accounts of the associations. The timeline for the study of the post content is February-March in 2020. Comparing the selected two months' activity and content and possible changes in them will give some insight on where these associations are going with their presence on this social media platform. The content from these selected months is codified in different categories based on their type and style qualities. This categorization is performed to make the content comparable within itself and between the selected associations. The detailed study of the post content also includes a quick look on if and how the associations are using such features as hashtags and tagging.

The comparison of the different aspects will point out how the associations are succeeding on this specific platform. This can give information on if their presence is worthwhile or if they are perhaps wasting valuable resources. It can help determine if it is fruitful for them to keep running the profile on the platform the current way or if changes in their strategy and execution are needed to make it more profitable. Comparison with others from the same field can offer solutions by providing insight on if what the others are doing is succeeding or not. This way it is easier to avoid the same pitfalls and tap on the content that is proven to be popular within the intended audience.

5.1 Profile outlook

In this subchapter the profiles of the associations' Instagram accounts are inspected in detail. This includes perceiving their choice of information in such information fields as

username, name, bio, and their profile picture, and how similar those choices are regarding to the guidelines, presented in the theory part, for an optimal account performance. It is also noted if the association in question has chosen a regular or a business type of account.

5.1.1 Hyvinkään eläinsuojeluyhdistys

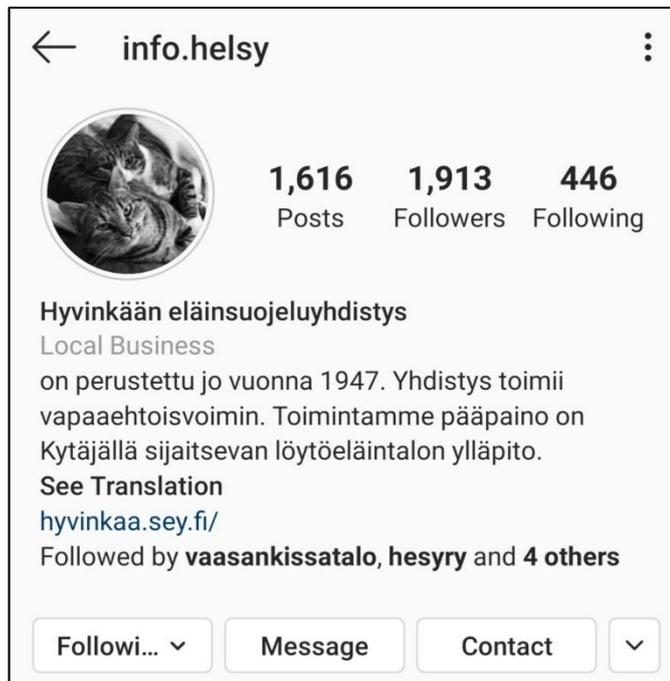


Figure 1. A screen capture of Hyvinkään eläinsuojeluyhdistys' Instagram profile 1.4.2020.

Hyvinkään eläinsuojeluyhdistys' chosen Instagram username is @info.helsy, and in the name field they have the full name of the association. The full name is quite optimal, as it helps the search query to find the keywords of the association's field of action, as it includes the words for animal, protection and association, as well as the name of the region it operates in, Hyvinkää. However, their username may appear a more problematic choice, as it combines the words info and helsy. "Info" seems too general and doesn't really relate to any key concepts of the association or its actions. "Helsy" appears to be an abbreviation of the association's name:

H = Hyvinkään (Hyvinkää's), el = eläin (animal), s = suojelu (protection), y = yhdistys (association)

This abbreviation is not present in the Instagram profile otherwise and with the abbreviation "HEL" commonly linked to the city of Helsinki, there might be room for confusion and error.

In the bio Hyvinkään eläinsuojeluyhdistys describes itself as a local business, which seems quite ambiguous. The bio includes a short description of the associations founding year, the volunteer-based action model, and the main focus of their functions, the animal shelter in Kytäjä. Link to the webpage is included, and in contact information one can find phone and email information. As adding this extra information is enabled, they are using a business type account.

Hyvinkään eläinsuojeluyhdistys' profile picture presents a black and white photo of two cats snuggling together. Even if not binding together with just this specific animal rescue organization, it does represent their focus animal group. It could although be hard to recognize from other types of accounts such as private pet accounts or other animal photography posting accounts. It also differs greatly from their profile picture equivalent in Facebook, which depicts a coloured photograph of a single red-and-white cat licking its face.

The association uses Instagram's stories feature quite infrequently, usually when adding a new animal to their saved highlights stack. This stack is updated often, since it only lists animals in their care currently searching for homes.

5.1.2 Katthuset i Vasa

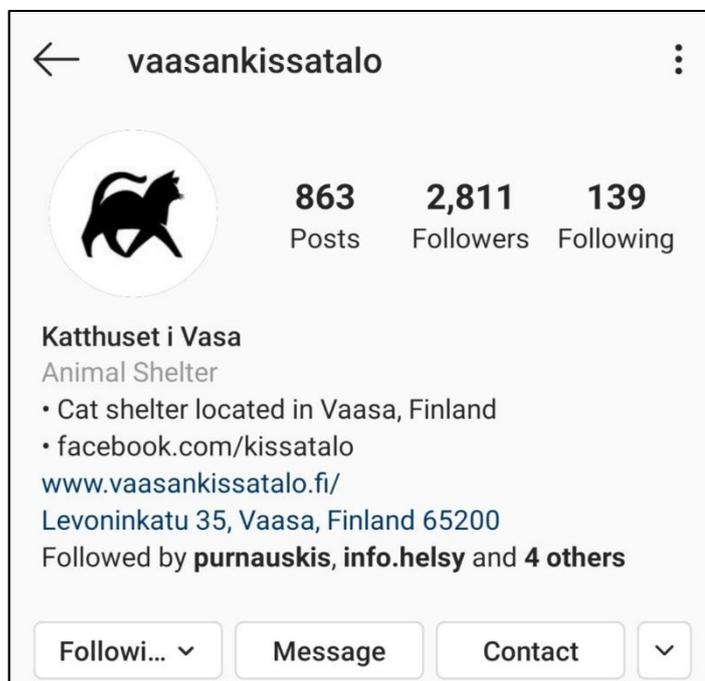


Figure 2. A screen capture of Katthuset i Vasa's Instagram profile 1.4.2020.

Katthuset i Vasa has made some interesting choices regarding their name display, as they are officially using the Swedish and the Finnish language name of their shelter. They have

decided to use the Finnish name, Vaasan kissatalo, as their username, @vaasankissatalo. In the name field they are using the Swedish name, Katthuset i Vasa. Even though this could prove to be confusing to some, it fits quite nicely to the search query optimization, as it is then possible for Instagram's search algorithm to find the profile with either name as a search query. With their location are being bilingual, this presentation form caters both language groups as well.

In general the choice of only displaying the official name(s) does not however offer any wider scope for the search, as the successful search words can only be restricted to the whole name, or its components, either in Finnish or Swedish.

Vaasan = Vaasa's, kissa = cat, talo = house (Fin.)
Katt = cat, huset = house, i = in, Vasa = Vaasa (Swe.)

The region name is included, but neither one of the name fields does not included the mention of their field of operations, for example an animal shelter or a rescue association.

Katthuset i Vasa identifies only as a non-profit organization in their bio. Interestingly enough, they have chosen to present their info in English, adding the description of "Cat shelter located in Vaasa, Finland" and their Facebook page address (not linked) to their bio field instead. The additional fields also include their webpage address in the webpage field and their street address. They seem to be using a business type account, as their profile includes such upgrade features as the street address field and the options to call or email them.

Their profile pic is their own logo, representing a black stylized silhouette of a cat on a white background. The Instagram version does not include the name of the association unlike for example the version in Facebook, which seems like a smart decision when taking in notion the display size. This way the picture does not appear too small or cluttered. Simple colour choices also make it very efficient and clear to recognize for the target audience.

The association has four saved separate highlights from their stories, but those consist only of one photo each. First one is a weeks old saved poll for attraction interest to a fund-gathering event also long past. The two following with the same topic include photos and names of two cats looking for homes, and the final one is a quite mysterious picture of black cat with no description or a custom name for the highlight stack.

5.1.3 Kisu ry



Figure 3. A screen capture of Kisu ry's Instagram profile 1.4.2020.

Kisu ry's username @kisu_ry delivers the abbreviated name of the association, whereas the name field fills in the full name, Kissojen suojelu Kisu ry. This seems quite safe and meaningful choice when considering the search query options, even though it does lack the focus on the actions or the form of the association.

Kissojen = cats', suojelu = protection, Kisu = abbreviation of the former, ry = abbreviation for a registered association

Kisu ry's bio states them as an animal rescue service, which seems a lot more specific depiction for an association with this type of action than Hyvinkään eläinsuojeluyhdistys has. The bio description includes their business statement (to help homeless and in-need cats) and ends with a call to action, asking if there would be room for a cat from them in the assumed reader's life. They even include their own hashtag, #kisukisu, a pun with the acronym of the organization's name and the Finnish word for kitty being the same. It appears that Kisu ry's account is not a business type account, rather than a private one, since any contact information apart from the webpage link is missing.

Their profile picture includes their logo with both the full and the abbreviated name. The logo includes the text "Kisu" in green, on a white background. Above the last letter is a

very simplified face of a cat. Under the text is in a much smaller font the full name, “Kissojen suojelu ry” in black typing. Unfortunately, this smaller text gets muddled when the profile picture appears for example next to posts. They also use the same picture for their Facebook page, which strengthens the recognizability of the association’s brand between their social media accounts.

Kisu ry’s profile includes one saved highlight stack. This stack includes photos and names of several animals currently looking for homes.

5.2 Instagram interaction of the associations

In this section there is a closer look on the vanity metrics (explained on page 12) of the associations, and their numbers are compared to each other’s as well as their own to see what kind of development there has been on the chosen two-month time period from the beginning of February to the beginning of April. Such metrics include number of followers, number of followed accounts, and audience interaction such as the amounts of likes and comments. With this information there can be some tentative conclusions on the activity and popularity of the associations’ Instagram accounts.

5.2.1 Number of followers

Number of followers is one of the key vanity metrics, as it can give direct, comparable information of the visibility and popularity of the account and its content. These are the regular audience of the posts made by the associations and possible intermediaries for wider reach.

Table 1. Number of followers in the beginning of each month.

	February 2020	March 2020	April 2020
Hyvinkään eläinsuojeluyhdistys	1,870	1,886	1,914
Katthuset i Vasa	2,695	2,717	2,809
Kisu ry	1,246	1,305	1,387

In the beginning of April Hyvinkään eläinsuojeluyhdistys has 1,914 followers in their Instagram account (Table 1). There has been an increase of 28 new followers during the previ-

ous month, since the number of followers in the beginning of March was 1,886. This is almost doubled amount of increase when compared to the number of new followers gained in February, starting with 1,870 and ending with added 16 new followers within the month.

Katthuset i Vasa's total amount of followers in the beginning of April was 2,809 followers, going up from the beginning of March's 2,717 followers (Table 1). This means they managed to attain 92 new followers in March, when in the start of February the followers count was in 2,695, with the change of only 22 new followers added during the month.

Kisu ry started February off with 1,246 followers, March with 1,305, and ended up with 1,387 followers in the beginning of April (Table 1). According to these numbers, their new follower count for February was 59 new followers and for March 82 new followers.

When comparing these numbers, it is evident that Katthuset i Vasa is and has been the most followed of these three during the selected months. They lead the second-placing Hyvinkään eläinsuojeluyhdistys with 895 followers in April's follower numbers. Kisu ry, placing last of the three, might be far from the competition, but quite surprisingly their monthly new follower gain is on high level in both months. Only Katthuset i Vasa's March number is better, with their quite notable rise from February. It appears to be Hyvinkään eläinsuojeluyhdistys who is struggling compared to their comparison. They did experience some increase in March compared to the previous month, but there is still a noticeable difference to the others for their disadvantage.

These numbers can be compared to their equivalent follower numbers in Facebook. Even if Facebook is a somewhat more popular and major social media platform, this comparison will at least on some level give idea on if the audience has found the association in Instagram as well, or are they present at all.

Hyvinkään eläinsuojeluyhdistys has the Facebook following of 5,710 accounts (Hyvinkään eläinsuojeluyhdistys on Facebook 2020), a few thousands more than the 1,914 Instagram followers. For Katthuset i Vasa the corresponding numbers are 8,272 followers in Facebook (Vaasan kissatalo – Katthuset i Vasa on Facebook 2020) and 2,809 in Instagram. Kisu ry collects 14,336 for Facebook (Kissojen suojelu Kisu on Facebook 2020), a remarkable number compared with their somewhat meagre 1,387 Instagram followers. It could be said that at least in Kisu ry's case the audience haven't found them on the other platform.

5.2.2 Number of accounts followed

Followed accounts number can give some insight into how actively the association accounts are interacting with others, be they on the same field or other tentative or already existing co-operation partners.

Table 2. Number of followed accounts in the beginning of each month.

	February 2020	March 2020	April 2020
Hyvinkään eläinsuojeluyhdistys	440	440	446
Katthuset i Vasa	137	138	139
Kisu ry	73	73	75

Hyvinkään eläinsuojeluyhdistys has kept their amount of followed accounts the same, 440 account followed, through the month of February (Table 2). During March there has been a slight increase of six accounts added to their followed list, bringing the number up to 446 followed accounts.

Katthuset i Vasa's February started with 137 followed accounts, and there has been a steady rise in the numbers with one new followed account added both during February and March (Table 2).

Kisu ry did not either add any new accounts to their followed list during February, keeping the followed accounts number in 73, but in March they have added two new accounts to their followed list. This makes their followed accounts number 75 in the beginning of April.

These numbers vary quite a lot between the associations. Hyvinkään eläinsuojeluyhdistys ranks up with the highest number of followed accounts, four times the amount of Katthuset i Vasa, which is in the second place. Kisu ry holds the last place with only almost half of the followed accounts count Katthuset i Vasa has and not even a quarter of the number of Hyvinkään eläinsuojeluyhdistys.

It appears all of the associations are following each other. They also follow other similar types of associations and businesses, such as the animal protection services association in Helsinki area, Helsingin eläinsuojeluyhdistys HESY.

5.3 Analysis of post content

The posted content of the associations' Instagram accounts plays the main role of their presence on the social media platform. As stated by research in the theory part of this thesis, it is important to follow up what kind of content is the most effective in relation to the audience interaction. Frequency and consistency are also measured through the activity of the associations' accounts.

Table 3. Total post counts in the beginning of the given month.

	February 2020	March 2020	April 2020
Hyvinkään eläinsuojeluyhdistys	1,529	1,554	1,615
Katthuset i Vasa	876	819	863
Kisu ry	178	192	205

When comparing the overall activity of the accounts, it is clear to see that Hyvinkään eläinsuojeluyhdistys has been the most active on this social media platform. Their Instagram account's total post count in the start of April is 1,615 posts (Table 3). This number has come significantly up during March, adding 61 posts in that month, when in February the amount of new posts made was only 25 posts. This can be said to be a quite major increase on the frequency of posting on this platform.

For Katthuset i Vasa the total post count after March is 863 posts (Table 3). The increases are 43 new posts in February and 44 in March. These numbers show consistency of their part and reveal that the amount of work put in to managing of the platform account has seemingly stayed stable.

Kisu ry has the least amount of post made overall and their post count in the beginning of April is only 205 posts, a fracture of the others' (Table 3). Despite their somewhat lacking effort at least compared to the others, they also show quite uniform post schedule for the months, adding 14 new posts in February and 13 in March.

In the next subchapters the associations' post content will be given a more throughout look individually. This includes categorizing their posts in terms of their types and styles, the amount of likes and comments the individual posts have gained, as well as their use of hashtags and the tagging feature.

The style categorizations are formed based on inspecting their post feed on the selected months and finding enough similarities between the caption content of the posts to be able to codify them as content with a same style. There is however some variation in the exact content of the categories between the associations, and some categories might not present for all of them, but the main features of the categories remain the same. Sometimes a post's category can be slightly ambiguous if it shares the key features of several groupings, so that has also been marked down as its own category for clarity.

There are eight main style categories presented are:

Diary posts. These are photo or video posts where the caption describes the everyday life of the association, quite usually through the animal shelter and its animal inhabitants. They usually depict such things as vet visits, cleaning and maintenance of the shelter facilities, and changes in the collection of the animal population collected under an individual post. These posts could be either daily or weekly or something covering even a longer time period.

Animal introductions. This content style works as an introduction of a specific animal or a bonded pair to the audience. Its main goal is to find prospective adopters through increased awareness. The animals are presented in the photo or video of the post, sometimes with a lengthy description of their personality, behaviour and preferences as well as their background stories to bring out their unique needs and properties and to appeal to the emotions of a potential adopter.

Thanking a partner/donor. In these posts the main topic is to show gratitude of any help received externally. The party receiving a thank you could be a frequently co-operating partner, one or several private donors, or a major business offering either donations or for example premises for holding an event.

Success story. These posts present a former animal cared by the association, now living their best life in a new adopted home. This is the fate the associations aspire to give for all their animals. They usually include at least some part of the animal's story while in the care of the association, working as a reminder of where they started to compare where they are now. These stories are strong positive incentives for hope and faith for the cause and aimed to strengthen also the spirits of the audience.

Memorial post. This is the opposite of a success story. An animal is presented, usually including detailed information on how and in what condition it ended up to the association,

how it was treated there and how long. These stories always have tragic endings, as even with all the given treatment it is either not working or it is too late. As much as these are expressions of sorrow for an individual animal's passing, they also serve an important role as reminders of why the association's work is still relevant and needed. In these cases they have failed to prevent what they work against and it is brought in the centre of these posts to underline the cause.

Advertisement for an event / Advertisement. This style category includes all sorts of advertisements the association has chosen to publish in their post feed. These are mainly promoting for upcoming donation and information events, but in some cases also any goods the association has acquired (usually by donation) and are either selling or running an auction for.

Call for aid. In this category are all posts that include clear appeals of help. They call for support in either as donations in form of supplies or money, or in some cases also volunteers or foster homes to care for the animals.

Information. These posts work as announcements for the audience. They give out information on for example on current changes in planned activities or how the potential adopters are expected to interact according to the association's guidelines.

5.3.1 Hyvinkään eläinsuojeluyhdistys

Detailed information on Hyvinkään eläinsuojeluyhdistys' individual posts for February can be found in Appendix 1 and for March in Appendix 2.

Hyvinkään eläinsuojeluyhdistys started their February 2020 with quite even weekly post frequency of around ten posts per week, but it slowed down near the end of the month to only two posts per the final week. For March the numbers returned to the same level, excluding the second and fourth week, both of which reached nearly 20 posts per week. Several of the posts in both months were done on the same day, though usually no more than three per day.

In February Hyvinkään eläinsuojeluyhdistys posted 25 new posts in their Instagram account. Of these 14 were photos and four were photo stacks with two or more photos stacked together to the same post. They also posted five videos and two video stacks with two or more videos. Thus, photos were the most common content type for them in February.

In March the post count had a major increase, reaching up to 61 new posts in total. 22 of these posts were individual photo posts and 9 photo stacks. The most significant increase was in videos, which totalled up to 27 videos within the month. However, video stacks remained in the same as the previous month, with only two of this type posts published.

The like average for Hyvinkään eläinsuojeluyhdistys' posts was 276 likes per post in February and 246,1 likes per post in March (Table 4). The numbers show a slight decrease, even though the post count rose significantly from the previous month.

Table 4. Like averages for Hyvinkään eläinsuojeluyhdistys' posts per style category. Mixed categories are not shown.

	February 2020	March 2020
All	276	246,1
Diary	218,8	234,6
Animal introduction	286,2	252,5
Thanking a partner/donor	251	234,7
Success story	312,5	299,3
Memorial post	272	0
Advertisement	0	273
Call for aid	0	0
Information	0	0

February's posts have five distinctive style categories appearing: a diary, an animal introduction, thanking a partner/donor, a success story, and a memorial story. March's content styles are quite similar, with the only exception of memorial story being replaced by ad for an event category.

Table 5. Top 3 posts for Hyvinkään eläinsuojeluyhdistys in February 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Feb 13	Photo	Success story	402	45	#exkytäjäankisut #kodinsaaneeet	-
Feb 11	Video	Animal introduction	380	46	#villipentu #karanteeni #eivarattavisavielä	-
Feb 12	Photo	Animal introduction	368	19	#kotiavailla	-

Animal introduction is by far the category with the highest number of posts in both months, with 13 posts in February and 33 posts in March. These posts also succeed very well in relation to the like average, exceeding it noticeably with the February average of 286,2 likes and 252,5 average for March (Table 4). Especially February's high like count on this style of posts brings up the total average considerably. The animal introductions were unarguably the second most liked style category in both months. However, there was a slight drop in March in the average. In February two post of this style made it to the top 3 as the second and third likes posts (Table 5), and in March they placed first and third (Table 6).

Table 6. Top 3 posts for Hyvinkään eläinsuojeluyhdistys in March 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Mar 11	Photo	Animal introduction	356	17	#kissatalonarki #helsy #seyhyvinkää	-
Mar 4	Photo stack	Success story	333	28	#kodinsaaneet #exkytjänkisut #silmänpoisto #pentu #seyhyvinkää #kiitoslöytäjälle	-
Mar 16	Photo stack	Animal introduction	312	10	#kesyyntymässä #hurjatyty #kissatalonarki #helsy #seyhyvinkää #kodittomat #leikatturokotetusirutettumadotettu #yhteiseenkotiin	-

The second largest style group for both months were diaries. Four in February and 17 in March, they also did quite decently on the like average, 218,8 and 234,6 respectively, especially in March where the number stayed only slightly below the total like average of 246,1 likes per post (Table 4). As a personal trait, these diaries were always written on the perspective of the inhabiting animals, describing the daily life and functions of the association's animal shelter. In a lot of cases they can also be seen as working as animal introductions as well, as they also make the individual animals more familiar for the audience, if mostly through personalities given to them by the author of the posts.

Because of this strong mixing of characteristics of the post styles, there were two posts in February and three in March that basically fit well in both categories. These diary/introductions did quite well on the like average, gaining 266,3 in February, which is not as well as

the pure animal introductions, 286,2 likes in average, but clearly better than the diary posts, 218,8 likes in average (Table 4). For March the corresponding numbers were 237,7 like average for the mixed type and 252,5 average for animal introductions and 234,6 average for diaries respectively (Table 4).

The distinguishably most liked style for the posts was success stories. They were four in February and three in March. Their like averages exceeded the total like averages for the months remarkably, with 312,5 average against February's 275 total and 299,3 against March's 246,1 total (Table 4). In February one of these posts made it to be the topmost liked post of the month, with over 400 likes (Table 5). Also, in March one of the success stories placed in second between the animal introduction style posts, only 23 likes behind the most liked post of the month (Table 6).

The month of February saw one thanking a partner/donor style post, whereas March had three. These posts did also quite well in audience likes, placing their average on both months, 251 for February and 234,6 for March, slightly below the total averages (Table 4). For March this is the same average as for diary-styled posts.

February had one distinctive style post that was missing in March. This was a memorial post for an animal that had been found as a stray some days earlier but turned out to be in a condition beyond help. This post's like average stayed around the month's total average.

Another special category by only appearing once was also an advertisement for an event in March, which gathered 273 likes, thus clearly exceeding the monthly total average of 246,1 per post (Table 4). For the same month there was another advertisement with also equally thanking a partner/donor style content, so this one post is listed separately with a mixed category of ad/thanking a partner/donor. It was not very popular though, falling well behind the total average with only 101 likes. For any major styles that were not present at all, at least during the time period of the study, Hyvinkään eläinsuojeluyhdistys made no posts with call for aid style.

The content styles with the lowest like averages for the months were diary for February and diary and thanking a partner/donor for March, with the exception of the one mixed style ad/thanking a partner/donor post with only 101 likes. However, in general the number of likes Hyvinkään eläinsuojeluyhdistys' posts have generated seems to be quite steady and even in all the categories.

Quite distinctively for Hyvinkään eläinsuojeluyhdistys, their audience interaction in the form of comments is remarkably high. For February the comment average per post is 17,6 comment and for March 11 comments. February's average is notably brought higher by the lone memorial style post, which cumulated 73 comments from the compassionate audience and being the most commented post of the month. The success story style was also gaining high amount of comments well over the average, with 24,6 average in February and 25,3 in March. Thus, it is the most commented style category including more than one post.

Based on average, the less actively commented were the diary posts, with the average of 8 comments per post in February. In March all the categories place nearly on the total average with no notable differences.

Hyvinkään eläinsuojeluyhdistys has a remarkably active use of various hashtags. Their overall posts include tens of different hashtags varying for post to post. They are bravely experimenting with different ones, changing the compositions and adding new ones from time to time. These hashtags are often quite humorous and personal, describing the animals in their care and giving them personality traits through humanizing them. Most of the chosen hashtags are in Finnish, but also some English ones are present, such as #loveisintheair for Valentine's day, and #catshelter.

The most frequent hashtags appearing are the two main ones, including the shortened name for the association, #helsy, and the local member organization name under SEY Animal Welfare Finland, #seyhyvinkää. Excluding these, the most used is #kissatalonarki, is used to describe the everyday life at the shelter. It is especially present in the diary-style posts. Other commonly used hashtags were #kodontomat and #kotiavailla, usually included in the animal introductions to underline the homelessness of the animals depicted, and in turn #kodinsaaneet for those already adopted in success stories.

Hyvinkään eläinsuojeluyhdistys is not a very active user of the tagging feature with no parties tagged in February and only two in March despite the high post count for the month. The first one is of a co-operation with a vet tech training program and a donation from a major grocery store in the region, so both fall under the thanking a partner/donor style category.

5.3.2 Katthuset i Vasa

Detailed information on Katthuset i Vasa's individual posts for February can be found in Appendix 3 and for March in Appendix 4.

The association's post frequency is quite evenly distributed, with a weekly post count of around ten posts every week, although many of the posts are made on the same days. The post count on both months is also very even, slightly over 40 posts per month. However, in March some of the posts made were the same content published first in Finnish and then in Swedish in separate posts, when formerly both language versions had been invariably added to the same caption. There seems to be inconsistency in this practice.

In February they published 43 posts in total. Of these 23 were plain photos, in addition to nine videos and four images with text. Seven of the posts were photo stacks. In March there were 44 posts made, of which two were videos and one an image with text. In all cases the images with text were event advertisement posters. 30 of the posts consisted of plain photos and 11 were photo stacks.

The like average for February was 199,3 likes received by a post, but in March the average went down to 162,8 likes per average per post (Table 7).

Table 7. Like averages for Katthuset i Vasa's posts per style category. Mixed categories are not shown.

	February 2020	March 2020
All	199,3	162,8
Diary	267	154
Animal introduction	212,7	210,3
Thanking a partner/donor	336,5	156,3
Success story	0	0
Memorial post	250	0
Advertisement	146,4	100,1
Call for aid	222,8	155,9
Information	159	159

Based on the like averages, the one of the highest scoring style categories for Katthuset i Vasa in general was animal introductions. There are 11 posts in this category for February and 14 in March. For March, this was the most popular category with a clear lead over the others with an average of 210,3 likes per post (Table 7). However, in February despite the good average of 212,7 likes, it placed only third. In fact, none of the posts of this style

made it to the top 3 of February (Table 8), whereas in March they filled all the top ranks (Table 9). There is also a notably irregular pattern to these introductions, as some of them are more in detail whereas others are quite lacking, listing sometimes only just the names of the animals pictured.

Table 8. Top 3 posts for Katthuset i Vasa in February 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Feb 2	Photo	Diary	400	3	-	-
Feb 15	Photo stack	Thanking a partner/donor	368	5	-	-
Feb 12	Photo	Ad	364	5	-	-

February's most popular post was a diary post with 400 likes (Table 8). This is the highest amount of likes any of the association's posts reached during the two months. Interestingly, this post does not seem to differentiate much if at all from the other diary style posts made by the association. These posts are most often formatted as weekly news flashes, collecting the latest incidents in the everyday life of the staff and inhabitants of the animal shelter. In February three posts with this style were made and received a quite high average like count per post, 267 likes, making it the most popular category of the month (Table 7). In March the corresponding numbers were six posts made with the like average of 154 per post. This is a notable change since that is well below the month's average of 162,8 likes per post.

Table 9. Top 3 posts for Katthuset i Vasa in March 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Mar 1	Photo	Animal introduction	293	9	-	-
Mar 29	Photo	Animal introduction	272	1	-	-
Mar 23	Photo stack	Animal introduction	236	3	-	-

Call for aid was a quite large category in both selected months. In February nine posts of this style were made and in March eight. Their like averages were 222,7 likes per post for February and 155,9 likes for March (Table 7). February's number succeed the monthly average, but March's did not. These posts included a campaign for member fees as well as asking for volunteers to help running the shelter and its daily tasks.

In thanking a partner/donor style category landed two posts in February and three in March. In March they did not really catch the audience's interest, placing near the monthly

average, but in February this became quite surprisingly the category with most likes per average, 336,5 (Table 7). These posts were mostly thank-you posts for donors, most notably for a major grocery store operating in the area and participating both in donations as well as offering up premises for an event arranged by the association. One of these posts ended up pacing second on February's most liked top 3 (Table 8).

Information posts were one in February and two in March. They had quite varying content, ranging from a guide on how to pay the association's member fee through virtual services, update on changes on procedures with relation to the spread of coronavirus, and a notice of a cancelled event.

One distinctive style category for Katthuset i Vasa is advertisements. Under this category fall both regular advertisements for events and other activities, as well as advertisements promoting several handicrafts which they are selling to supports their key operations. In February there were 16 of this style of posts, making them the category with most posts, and in March nine. Their like averages for the months are 146,4 and 100,1 respectively, which compared to the total averages of 199,3 and 162,8 are remarkably low (Table 7). This is definitely the least liked category on average. Nevertheless, one of these posts made it to the third rank of February's top 3 posts (Table 8).

Only one memorial post style post is found from the posts of February-March. Published on February 6th, it depicted the life story of a rescue animal that was found badly wounded during winter and after recovering lived its life at the shelter. The likes this post gathered were 250, placing well over the total average of the month (Table 7).

The month of March had also two mixed style category posts, one sharing the characteristics of thanking partner/donor and call for aid, and another one with ad for an event and animal introduction. They both did quite well in averages, placing slightly higher than the monthly total average of 162,8 per post.

Clearly missing from the style categories present was success story. None of this style posts were posted during the two months' time.

Not much is to be said about Katthuset i Vasa's comment activity in their posts, since it is quite non-existent in general. The average amount of comments per post was 1,9 in February and even lower, 0,9 in March. February's number was heightened by the single memorial post reaching up to 17 comments, whereas most of the posts stayed either totally

without any comments or gathered only few. In general, the most commented content style was the animal introductions.

None of Katthuset i Vasa's posts in February-March included any hashtags or tagged parties.

5.3.3 Kisu ry

Detailed information on Kisu ry's individual posts for February can be found in Appendix 5 and for March in Appendix 6.

Kisu ry's post count is steady, yet quite low compared to the others. With only 14 new posts in February and 13 in March, there is a notable difference in the post frequency of the others. They have few cases of more than one post made in the same day. Most of the posts have been made with two or three per week, only the second week of February and the first week of March exceptionally reaching six posts per week. They also differentiate from the others by their lack of varying content types, as neither of the selected months' content includes any videos. Their content is purely made of individual photos, with only one distinctive exception, a photo stack published on the March 17th.

For February the average for likes was 97,7 likes per photo and in March this average went up to 107,9 likes per photo (Table 10).

Table 10. Like averages for Kisu ry's posts per style category. Mixed categories are not shown.

	February 2020	March 2020
All	97,7	107,9
Diary	0	0
Animal introduction	137,8	0
Thanking a partner/donor	74	101
Success story	87	0
Memorial post	0	0
Advertisement	74	73,5
Call for aid	87	117,4
Information	0	107

Style-wise, the most prominent category for February were animal introductions. Five of the 14 posts made were in this category. They were also by far the most liked content (Table 11), forming the top 5 of the month's most liked posts, with only the sixth most liked falling into the thanking a partner/donor category. All of them also succeeded the average for likes per posts greatly, bringing the average for animal introduction style posts up to 137,8 likes per post (Table 10).

Table 11. Top 3 posts for Kisury in February 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Feb 13	Photo	Animal introduction	155	2	#kisury #koditonkissa	-
Feb 14	Photo	Animal introduction	149	0	#kisury #koditonkissa	-
Feb 12	Photo	Animal introduction	144	5	#kisury #koditonkissa	-

In March no post with purely animal introduction style were published, but as already seen in the end of February in one post, a new mixed style was presented. It became very central in March, totalling up to four posts in that month, making it the most prominent style category of the month. This was a mix of a diary and a call for aid, telling a story of a single survivor of a population, and serving as a demonstration of the different phases of treatment a rescued animal goes through in the process in order to become adoptable. All these campaign posts also included donation instructions for supporting the care of this particular one and other animals in similar circumstances. One of these posts made it to top three liked posts in March (Table 12).

Table 12. Top 3 posts for Kisury in March 2020 based on likes.

Date	Type	Style	Likes	Comments	Hashtags	Tagged
Mar 7	Photo	Thanking a partner/donor	155	3	#kisury	Photographer
Mar 8	Photo	Success story	152	2	#kisury	Partner
Mar 3	Photo	Call for aid/diary	130	0	#kisury	Photographer

Another similarly major category for February was thanking a partner/donor with also five post made, and three in March. One of the posts for March were also the most liked post

for the month (Table 12). In February their average for likes was 74 likes per post and in March 101 likes (Table 10).

February's posts included three advertisements for events and March two. February saw no further categories of posts, but in March there were one success story published, making it the month's top 3 most liked (Table 12), and two information posts. The first one was about the payment of member fees, and the second one was dealing with the spread of coronavirus and the changes to practises its spread would bring. The success story exceeded the like average of March, 107,9, with a remarkable amount of 152 likes, whereas the average for information posts set itself on only slightly below the monthly average in 107 likes (Table 10).

In February the most poorly performed styles according to the likes they gathered were, despite their share of the total post amount, thanking the partner/donor posts and the few advertisements for up-coming events. The thank-you posts stayed well below the like average, with the average of 74 likes per post, the same as for the advertisements (Table 10).

As for the audience interaction in form of comments, the average amount of comments per post in February was 1,9 comments. The highest amount of comments for a single post was nine comments for one of the animal introductions. All in all, this style of content gathered most comments in general. In March the average for comments dropped even lower, with only 1,2 comments per post. None of the month's posts got more than three comments at best.

The most used hashtag for Kisu ry was #kisu ry, used eight times in February's posts and twelve in March, where only one of the posts was missing the hashtag. The second used was #koditonkissa, meaning a homeless cat, which was used five times in February, but none in March. The partner hashtag #mustijamirri was added on five times, two in February and three in March. Quite surprisingly, the hashtag visible in their profile bio, #kisu-kisu, was not present at all in the posts.

The tagging feature was used six times in February and ten times in March. Most often the tagged party was the photographer of the posted photo and in three cases it was a co-operation partner. Of the posts where a partner was tagged, two were thanking a partner/donor style and one was a success story style. The success story was by far the most liked of these three, ranking in the month's top 3 liked posts (Table 12), whereas the other two fell well below the like average of their publication month.

5.4 Summary

It seems quite evident that Instagram is not quite familiar social media platform for the associations in general, and it competes nowhere near the corresponding follower numbers in Facebook. This is especially the case for Kisu ry, which holds a quite remarkable following on Facebook, but has managed to carry over only a fraction of it to Instagram. They did though add quite a few new followers during the months of the research, despite their seemingly low efforts on activity and content. In fact, they were the only one with a major increase in the number of new followers on both months, whereas Katthuset i Vasa saw a quite notable decrease. Hyvinkään eläinsuojeluyhdistys' numbers stayed quite steady but were very low compared to the others.

When looking at the profile elements, of the three Kisu ry is the only one without a business type account. It is hard to say why they have made this selection as it seems changing to the business type of account only adds to the promotability of the profile and the association, as well as its other websites and social media profiles. As there is also no cost in changing to and having a business type account, so it would probably be recommendable for them to follow up on the others in this feature, even though Instagram is hardly their priority.

There seems to be quite a variation on the bio descriptions of the associations. All the three have chosen a different way of describing what kind of business they are running. Also, they have chosen very different profile pictures, but with only Katthuset i Vasa and Kisu ry are pursuing cohesion between their social media platforms of Instagram and Facebook. Although, Katthuset i Vasa's account could use some polishing up especially judging on the highlights feature, which currently seemed unfinished and messy, adding an unprofessional feeling. This was not helped by their seemingly highly irregular captions by content length and changing language variations and use of links in captions, which is a feature Instagram does not support and thus leaves the links useless.

Hyvinkään eläinsuojeluyhdistys had a quite remarkable increase in the amount of posts made during March compared to the previous month, which unfortunately did not show in the new follower numbers. However, their content was the most liked of the three, especially in March, where Katthuset i Vasa's numbers were slightly waning despite their very even posting frequency. It is also to be noted that regardless the different styles of the posts, all categories seemingly gained quite even number of likes. Their well detailed success stories and animal introductions were their greatest successes in that sense. It must

be noted though that when counting in the considerable difference in follower numbers and low posting frequency, Kisu ry did also quite well on this aspect.

What truly puts Hyvinkään eläinsuojeluyhdistys in their own level compared to the others is their audience interaction in form of comments gathered by the posts. Where the others' posts collected near to none, this association was raking them in with averages of 17,6 for February and 11,1 comments per post for March.

Whereas the others had not really ventured to the world of hashtags, one of Instagram's key features, at all, Hyvinkään eläinsuojeluyhdistys seems to master them splendidly. They are using several different ones in addition to their essential ones and bravely trying out new mixes. In comparison, Instagram's tagging feature did not gain much interest from the associations. The most active with it was Kisu ry, although most of the tags were of the photographer of the posts, who was most likely also the person operating their social media account.

In the light of vanity metrics such as likes from the audience, the most liked content style categories were animal introductions, success stories and the few memorial posts made. Animal introductions were also the largest group in terms of volume. They placed frequently to the top liked posts of the month.

What these categories have in common are their emotionally appealing factors. They bring forward the touching stories of the animals paired with cute photos as attention catchers. Regarding the goal of these associations, the popularity of animal introductions is encouraging, as they are their means of reaching out and trying to find the right adoptive homes for these animals. Also, interest for the success stories as well as sympathetic memorials support their actions for fighting animal abuse.

It seems quite evident that all these associations are running on rather low personnel, which is quite typical for non-profits. Despite all the available potential visual material for content every day, they do not have too much time to put effort on planning out a comprehensive social media strategy. At least that is the case of this particular social media channel, which has quite unique build-up content-wise. The post frequency and content styles seem to variate with no clear division. This could also be the case of even several staff members acting behind an account but not following a shared, structured plan.

Discussion

The main goal of this study was to shed light on how this type of relatively small, non-profit operators have taken themselves in on the visual platform that is Instagram. The results of the post analysis are however of a quite limited time range, so what has been done before the chosen period and what comes after may vary distinctively. It could also be that an association's online presence is significantly more active on some other social media platform and they have thus chosen to neglect this one in favour of focusing the scarce resources.

It is almost surprising how heavily non-profits lean on their Facebook presence over other options. The most probable reasons for this are the very practical, namely the temporal existence of the platform, which also brings with itself the huge quantity of more or less active users. Age group-wise Instagram is still a platform favoured by younger people generally. Facebook is also more likely to be more familiar for the social media administrators of the associations. Other reasons may include the different format of the social media platform and its content publishing, as Facebook, at least for now, does in fact offer an easier way of interacting with the audience by its comment field structure.

Even if the association is not using Instagram as their main social media platform, it could be used to draw in traffic to their main channel. Currently Instagram is not very co-operative with this, since for example linking attached to captions or comments is not working. They do however allow automatic cross-sharing to Facebook when a post is made.

Regardless the quite local range of operation, the results of this research seem to appear in line with the more international aspects of the non-profits and their general use of social media. This is true especially when it comes to shortcomings and challenges.

The lack of available personnel to curate the social media channel is most likely the main hindrance of animal associations taking over the visual world of Instagram. They are truly surrounded by potential material for such a visual and diverse platform, especially with the popularity of animal photos and videos online, so providing new content frequently should not be a problem. A current example is Hyvinkään eläinsuojeluyhdistys' post on the first of April, just outside the study's reach, informing the audience that the account is taking a "summer break", hence no new content is going to be published or that it will be scarce. Most likely this is caused by the person in charge of the account not being available for the time being.

With the limited resources it is important for the associations to ponder closely on where their audience lies, but Instagram could however offer a new channel for a new audience. A major importance falls on the skills of the staff and their willingness to share them. The association itself rarely has an opportunity to educate its staff in the use of modern technology and all the available apps and social network platforms, or to hire someone to manage them. This could be affecting the social media presence of the association through the noticeable clumsiness in their profile set-up, use of any features available, and the content they create. Such mishaps can be pardoned by the more understanding part of the audience, but in worst cases it can distort the association's message significantly.

One of the finding in this study was that most of these associations are currently not taking the full advantage of Instagram's features, which can be a limiting factor for their audience reach. Hashtags could draw in traffic interested in their objectives and sharing the passion for the same cause, if only they were used, and it was done correctly. Tagging in turn would offer a great way to coax co-operating partners for benevolent exposure.

An interesting aspect of the results is the popularity of certain style groupings. For the association, the success of the animal introductions is a central factor, as they are very much advertisements for their "key product", namely adopting out these animals. However, it should be noted that in this study only the vanity metrics were researched, so there is not true indicator on how successful these posts eventually were. It could be that these likes and comments are given by people who are already fans of the association, and have maybe been adopting from them before, but are not currently looking for a new pet. The prominent popularity of the success story and memorial post styles would support this deduction.

The work of the associations is not however limited to the animal adoption, but also the gathering of donation to support their operations and overall education of the audience on animal welfare issues. Regarding those objectives, these personalized animal spotlight posts can prove out to be effective.

This study's information on what speaks to the audience could hopefully help these associations and similar ones to think about their online presence and content they are providing. The worst-case scenario for them would be a lot of work done on the platform with no result. With clever planning and distribution of resources, preferably with a content calendar to create permanent practises, the work might even get easier. It would also be a lot

easier for someone else to take over the social media account when needed while preserving a set tone and voice for the association.

With already existing following, the associations could quite flexibly be able to try out different features, such as formats and styles of posts, hashtags, and for example creating campaigns. In these results there were for example no contest style posts, which have become quite common recently on social media.

Other quite interesting phenomenon online are social media celebrities. This oddity reaches itself also to the animal kingdom, and several “viral cats”, such as @sirthomas-trueheart and @meetmayacat, can be found also on Instagram. Quite often they are actively promoting animal welfare charities or working as a face for one.

Further research on these issues could include contacting the associations presented on this study for interview or through a questionnaire to get a more profound look on how and why of their actions. This way their view on their content and audience interaction could be collected, as well as study on if it is answering their wishes and needs. This could lead into developing unique social media strategies for the associations. Another potential viewpoint for further study could be the audience’s, to see how they feel of certain post styles and the associations social media image and content in general.

With constantly changing platforms, and all the up-and-coming ones as new are created almost each day, keeping up with all the new features and audience shifts can be grueling for the non-profits. They must be meticulous on if the chosen social media platforms are benefitting them or not. Poorly made choices can lead to potential waste of essential time and funds for the association. It has been an interesting study on how much can actually be done on such limited means and social media has certainly proven to be a very unique and flexible media in that sense.

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Appendices

Appendix 1. Hyvinkään eläinsuojeluyhdistys' Instagram posts in February 2020

No.	Date	Type	Style	Likes	Comments	Hashtags	Tagged
#1	Feb 3	Photo stack	Diary	232	10	#maanantai	-
#2	Feb 3	Photo	Animal introduction	255	17	#jännittävää #kotiavailla	-
#3	Feb 4	Photo	Diary/introduction	296	18	#kotiavaillapikaisesti-kuneinaitäjaksanää #kiitosnam #kissatalonarki	-
#4	Feb 6	Video	Thanking a donor	251	13	#lahjoitus #kiitos #Pabloarvostaa	-
#5	Feb 7	Video stack	Diary	203	9	#hutkimusmatka #siivouspäivä	-
#6	Feb 7	Photo stack	Success story	324	34	#exkytäjänkisut #kodinsaaneet #helsy #seyhyvinkää	-
#7	Feb 7	Video	Diary	202	10	#HUHHU	-
#8	Feb 7	Video	Diary/introduction	237	13	#kytäjännoutaja #kissatalonarki #keppikissat	-
#9	Feb 8	Photo stack	Success story	269	14	#kissatalonmuistot	-
#10	Feb 8	Photo	Success story	255	5	#exkytäjänkisut #kesykissa #kiitos	-
#11	Feb 11	Photo	Diary	238	3	#kissatalonarki #helsy #seyhyvinkää #koditon #leikatturokotettusirutetumadotettu	-
#12	Feb 11	Video	Animal introduction	380	46	#villipentu #karanteeni #eivarattavissavielä	-
#13	Feb 11	Photo stack	Animal introduction	233	7	#pirttimäenkissat #leikatturokotettusirutetumadotettu #kotiavailla #helsy #seyhyvinkää #koditon #kissanystäväajantieto	-
#14	Feb 12	Photo	Memorial post	272	73	#surupuserossa	-
#15	Feb 12	Photo	Animal introduction	368	19	#kotiavailla	-
#16	Feb 12	Photo	Animal introduction	329	18	#leikatturokotettusirutetumadotettu #kotiavailla #helsy #seyhyvinkää #koditon #kissatalonarki #nuorimies #pähkinätVEKS	-
#17	Feb 13	Photo	Success story	402	45	#exkytäjänkisut #kodinsaaneet	-

#18	Feb 14	Photo	Animal introduction	278	6	#leikatturokotettusirutettumadotettu #kissatalonarki #nuorimies #kotiavailla	-
#19	Feb 14	Photo	Animal introduction	265	7	#villikissa #seyhyvinkää #leikkauttamisenmerkitys	-
#20	Feb 18	Photo	Animal introduction	326	25	#kotiavailla #helsy #pentu	-
#21	Feb 18	Photo	Animal introduction	236	12	#kotiavailla #helsy #seyhyvinkää #koditon #mustankissanpaksutposket	-
#22	Feb 18	Video	Animal introduction	293	7	#reipas #kesyyntyjäinen	-
#23	Feb 20	Photo	Animal introduction	271	12	#kotiavailla #helsy #seyhyvinkää #koditon #leikatturokotettusirutettumadotettu #homelesscat	-
#24	Feb 26	Video stack	Animal introduction	245	11	#kotiavailla #kissatalonarki #helsy #seyhyvinkää #koditon #mustankissanpaksutposket	-
#25	Feb 27	Photo	Animal introduction	241	6	#kesyyntyjäinen #kissatalonarki #helsy #seyhyvinkää #koditon #leikatturokotettusirutettumadotettu #kotiavailla #apupoika #seuramies	-

Appendix 2. Hyvinkään eläinsuojeluyhdistys' Instagram posts in March 2020

No.	Date	Type	Style	Likes	Comments	Hashtags	Tagged
#1	Mar 2	Video	Animal introduction	236	8	#uusikissa #paluuarkeen	-
#2	Mar 2	Video	Animal introduction	225	4	#kotiavailla #vellikissat	-
#3	Mar 3	Photo	Animal introduction	249	6	#kotiavailla #helsy #seyhyvinkää #koditon #leikatturokotettusirutettumadotettu	-
#4	Mar 3	Photo	Animal introduction	266	16	#leikatturokotettusirutettumadotettu #kesyyntyjäinen #sinitakitkiittäämedianlukutaidostajatsenpeistä	-
#5	Mar 4	Photo	Ad for an event	273	10	#tervetuloa #avoimetovet #helsy #seyhynikää	-
#6	Mar 4	Video	Thanking a donor	262	10	#kissatalonarki	-
#7	Mar 4	Photo stack	Success story	333	28	#kodinsaaneet #exkytäjänkisut #silmänpoisto #pentu #seyhyvinkää #kiitoslöytäjälle	-
#8	Mar 6	Photo	Animal introduction	231	6	#sopusijaajaniinedelleen #kissatalonarki #helsy #seyhyvinkää	-
#9	Mar 6	Video	Animal introduction	224	10	#eivarattavissa #aamutäppästely	-
#10	Mar 6	Video	Animal introduction	300	16	#loveisintheair #catshelter #kissatalonarki #helsy #seyhyvinkää #kodittomat	-
#11	Mar 8	Photo stack	Animal introduction	296	19	#villikissa #leikatturokotettusirutettumadotettu #kesyyntymässä #hurjatyty	-
#12	Mar 9	Photo	Animal introduction	282	10	#kesyyntyjäinen #tiskikaappipäälylyskissa	-
#13	Mar 9	Video	Animal introduction	233	17	#kesyyntyjäinen #kotiavailla #ainoaksikissaksi	-
#14	Mar 9	Video	Animal introduction	253	17	#kissatalonarki #helsy #seyhyvinkää #koditon #leikatturokotettusirutettumadotettu #eivarattavissavielä #exvillikissa	-
#15	Mar 10	Photo stack	Animal introduction	255	16	#kotiavailla #helsy #seyhyvinkää	-
#16	Mar 10	Photo stack	Animal introduction	261	13	#ystävät #kissatalonarki #helsy #seyhyvinkää #kodittomat #paksupoikajakarvahäntä	-
#17	Mar 10	Video stack	Animal introduction	231	16	#hiekkakylpyjä	-

#18	Mar 10	Video	Animal introduction	209	3	#kissatalonarki #helsy #seyhyvinkää #koditon	-
#19	Mar 11	Video	Animal introduction	196	6	-	-
#20	Mar 11	Photo	Animal introduction	356	17	#kissatalonarki #helsy #seyhyvinkää	-
#21	Mar 11	Photo	Diary	246	1	#jännäähousuissa #poiskaranteenista	-
#22	Mar 11	Photo	Diary	226	5	#muutosvostarinta #jännitävältä #kissatalonarki #helsy #seyhyvinkää	-
#23	Mar 11	Photo	Success story	279	20	#exkytäjäänkisut #kodinsaaneeet #helsy #seyhyvinkää #hienomies	-
#24	Mar 12	Video	Animal introduction	237	11	#seniorkissat #kotiavailla #kodittomat	-
#25	Mar 13	Video	Animal introduction	245	16	#exvillikissat #kesyhousut #kissatalonarki #helsy #seyhyvinkää #kodittomat	-
#26	Mar 13	Photo	Animal introduction	271	13	#miksinoihuriseetolleihmiselle	-
#27	Mar 14	Photo	Animal introduction	267	7	#kesyntyessä #kotiavailla #helsy #seyhyvinkää #leikatturokotettusiruttumadotettu	-
#28	Mar 15	Photo	Animal introduction	272	7	#kotiavailla #helsy #seyhyvinkää #kodittomat #sisarukset	-
#29	Mar 16	Photo stack	Animal introduction	312	10	#kesyntyessä #hurjatyty #kissatalonarki #helsy #seyhyvinkää #kodittomat #leikatturokotettusiruttumadotettu #yhteiseenkotiin	-
#30	Mar 16	Photo	Ad/Thanking a partner/donor	101	0	#femmatoriihimäki #kiitos	-
#31	Mar 17	Photo	Animal introduction	285	24	#kissatalonarki #helsy #seyhyvinkää #hammashoito #kurssittaminen	-
#32	Mar 18	Photo stack	Success story	286	28	#exkytäjäänkisut #kodinsaaneeet #helsy #seyhyvinkää #ystävät	-
#33	Mar 18	Photo	Diary	257	6	#muuttohaluttomat #kotiavailla #helsy #seyhyvinkää #kodittomat #poiskaranteenista	-
#34	Mar 19	Photo	Diary	232	7	#kotiavailla #kaverihukassa	-
#35	Mar 19	Video	Diary	220	7	#kissatalonarki #helsy #seyhyvinkää #kodittomat #sisarukset #leikatturokotettusirutettumadotettu #kotiavalla	-
#36	Mar 19	Photo stack	Diary/introduction	265	11	#toipilas	-

#37	Mar 23	Photo stack	Diary	276	12	#kotiavailla #helsy #seyhyvinkää #koditon #kaunokainen	-
#38	Mar 23	Video	Diary	249	13	#maanantai #siivouspäivä #helsy #seyhyvinkää	-
#39	Mar 24	Video	Diary	208	16	#kotiavailla #kissatalonarki #helsy #seyhyvinkää #kesyyntymässä	-
#40	Mar 24	Photo	Animal introduction	274	10	#seniorit #kotiavailla #helsy #seyhyvinkää	-
#41	Mar 24	Photo	Animal introduction	244	9	#toipilas	-
#42	Mar 25	Video	Diary	253	11	#puhtausonpuolikastiketta	-
#43	Mar 25	Video	Diary	187	13	#sinitakinpeitonallatarke- nee	-
#44	Mar 25	Photo	Thanking a partner/donor	231	6	#näyttö #eläintenhoitaja- opiskelija #kesyyntyjäinen #kotiavailla #kissatalonarki #helsy #seyhyvinkää #ko- dittomat #leikatturokotet- tusirutettumadotettu #yhtei- seenkotiin	partner
#45	Mar 25	Video	Animal introduction	264	10	#kissatalonarki #helsy #seyhyvinkää #kesyyntyjäi- nen #toipilas	-
#46	Mar 26	Video	Diary/animal introduction	220	5	#suuriatunteita	-
#47	Mar 26	Video	Diary	205	8	#apuva #kissatalonarki #helsy #seyhyvinkää	-
#48	Mar 26	Video	Diary	269	17	#hälytys #sos #apua #kis- satalonarki	-
#49	Mar 27	Video	Diary	213	14	#kesyyntyjäiset	-
#50	Mar 27	Video	Diary/introduction	228	11	#helsy #seyhyvinkää	-
#51	Mar 27	Photo	Animal introduction	236	6	#muutospelottaa #instapäi- väkirja #helsy #seyhyvin- kää	-
#52	Mar 27	Photo stack	Animal introduction	233	4	#hiekkamerenneito #seyhyvinkää #kodittomat #sisarukset #leikatturoko- tettusirutettumadotettu #kotiavailla	-
#53	Mar 27	Photo	Animal introduction	267	11	#kotiavailla #helsy #seyhy- vinkää	-
#54	Mar 28	Video	Animal introduction	243	5	#naisetensin #kotiavailla #helsy #seyhyvinkää #her- rasmies	-
#55	Mar 28	Video	Animal introduction	209	3	#maalaishyytelö #kissata- lonarki #helsy #seyhyvin- kää #kodittomat #leikattu- rokotettusirutettumadotettu #kesyyntyjäinen	-

#56	Mar 30	Video	Animal introduction	171	5	#kylmääjapelottavaa #tyhmähiace #kissatalonarki #helsy #seyhyvinkää #kodittomat #leikatturokotettusirutettumadotettu	-
#57	Mar 30	Video	Diary	231	15	#kesyttelyä	-
#58	Mar 30	Video stack	Diary	229	13	#päiväkirja #kodittomat	-
#59	Mar 31	Video	Thanking a partner/donor	211	16	#muikkutiski #pirkka #läksiäismuikut #kioski #kissatalonarki #helsy #seyhyvinkää #kodittomat #leikatturokotettusirutettumadotettu #minttuoikeudet	donor/partner
#60	Mar 31	Photo	Diary	256	11	#leikittiinsiltihoitajankanssa #jasainkarkkii #jakermulii #kissatalonarki #helsy #seyhyvinkää	-
#61	Mar 31	Video	Diary	232	12	#tiemiehensydämeen	-

Appendix 3. Katthuset i Vasa's Instagram posts in February 2020

No.	Date	Type	Style	Likes	Comments	Hashtags	Tagged
#1	Feb 1	Photo stack	Ad for an event	137	0	-	-
#2	Feb 1	Video	Animal introduction	166	3	-	-
#3	Feb 1	Video	Animal introduction	238	9	-	-
#4	Feb 2	Photo	Diary (weekly news)	400	3	-	-
#5	Feb 2	Photo	Call for aid	294	3	-	-
#6	Feb 3	Image with text	Ad for an event	77	0	-	-
#7	Feb 3	Photo	Ad for an event	64	1	-	-
#8	Feb 3	Photo	Call for aid	127	0	-	-
#9	Feb 4	Photo	Information	159	2	-	-
#10	Feb 5	Photo	Call for aid	358	4	-	-
#11	Feb 5	Image with text	Ad for an event	82	0	-	-
#12	Feb 6	Photo	Memorial post	250	17	-	-
#13	Feb 7	Video	Animal introduction	269	10	-	-
#14	Feb 8	Photo	Ad for an event	256	2	-	-
#15	Feb 11	Video	Call for aid	189	0	-	-
#16	Feb 12	Photo	Ad	364	5	-	-
#17	Feb 12	Photo	Ad?	174	0	-	-
#18	Feb 13	Photo	Ad for an event	176	1	-	-
#19	Feb 13	Photo	Ad for an event	182	1	-	-
#20	Feb 13	Video	Animal introduction	155	0	-	-
#21	Feb 13	Video	Animal introduction	194	3	-	-
#22	Feb 13	Image with text	Ad for an event	86	0	-	-
#23	Feb 13	Photo stack with video	Animal introduction	251	4	-	-
#24	Feb 14	Image with text	Ad for an event	70	0	-	-
#25	Feb 15	Photo stack	Thanking a partner/donor	368	5	-	-

#26	Feb 15	Photo	Thanking a partner/donor	305	7	-	-
#27	Feb 16	Photo	Call for aid	208	0	-	-
#28	Feb 16	Video	Diary (weekly news)	226	0	-	-
#29	Feb 16	Photo	Call for aid	246	0	-	-
#30	Feb 17	Video	Animal introduction	139	2	-	-
#31	Feb 20	Video	Animal introduction	194	1	-	-
#32	Feb 20	Photo stack	Animal introduction	222	0	-	-
#33	Feb 21	Photo	Ad	123	1	-	-
#34	Feb 22	Photo stack	Ad	122	0	-	-
#35	Feb 23	Photo stack	Ad for an event	215	0	-	-
#36	Feb 23	Photo	Diary (weekly news)	175	0	-	-
#37	Feb 23	Photo	Call for aid	207	0	-	-
#38	Feb 24	Photo	Call for aid	205	0	-	-
#39	Feb 25	Photo	Call for aid	171	0	-	-
#40	Feb 25	Photo	Ad	124	0	-	-
#41	Feb 27	Photo stack	Ad for an event	90	0	-	-
#42	Feb 27	Photo stack	Animal introduction	296	0	-	-
#43	Feb 29	Photo	Animal introduction	216	1	-	-

Appendix 4. Katthuset i Vasa's Instagram posts in March 2020

No.	Date	Type	Style	Likes	Comments	Hashtags	Tagged
#1	Mar 1	Photo	Animal introduction	293	9	-	-
#2	Mar 1	Photo	Diary (weekly news)	182	0	-	-
#3	Mar 1	Photo	Call for aid	105	0	-	-
#4	Mar 2	Photo	Call for aid	174	0	-	-
#5	Mar 6	Video	Animal introduction	222	3	-	-
#6	Mar 6	Photo	Animal introduction	220	1	-	-
#7	Mar 6	Photo	Call for aid	147	0	-	-
#8	Mar 7	Photo stack	Animal introduction	220	5	-	-
#9	Mar 8	Photo	Ad for an event/animal introduction	191	2	-	-
#10	Mar 8	Photo	Call for aid	174	2	-	-
#11	Mar 8	Photo	Diary (weekly news)	164	0	-	-
#12	Mar 8	Photo	Diary (weekly news)	120	0	-	-
#13	Mar 8	Photo	Call for aid	133	0	-	-
#14	Mar 10	Image with text	Ad for an event	106	0	-	-
#15	Mar 11	Photo stack	Ad for an event	114	0	-	-
#16	Mar 12	Photo	Call for aid	126	0	-	-
#17	Mar 13	Photo	Information	171	0	-	-
#18	Mar 13	Photo stack	Ad	123	0	-	-
#19	Mar 14	Photo	Thanking a partner/donor/Call for aid	169	0	-	-
#20	Mar 15	Photo	Thanking a partner/donor	146	0	-	-
#21	Mar 16	Photo	Diary (weekly news)	152	0	-	-
#22	Mar 17	Photo	Ad	64	0	-	-
#23	Mar 18	Photo	Ad	101	1	-	-
#24	Mar 18	Photo	Thanking a partner/donor	178	1	-	-
#25	Mar 19	Photo	Animal introduction	174	1	-	-
#26	Mar 19	Photo	Animal introduction	170	4	-	-
#27	Mar 20	Photo	Ad	79	0	-	-

#28	Mar 20	Photo	Animal introduction	179	1	-	-
#29	Mar 21	Photo	Animal introduction	168	0	-	-
#30	Mar 21	Video	Animal introduction	201	3	-	-
#31	Mar 23	Photo stack	Animal introduction	192	0	-	-
#32	Mar 23	Photo stack	Animal introduction	236	3	-	-
#33	Mar 23	Photo stack	Ad	132	0	-	-
#34	Mar 24	Photo stack	Diary (weekly news)	154	0	-	-
#35	Mar 24	Photo stack	Diary (weekly news)	152	0	-	-
#36	Mar 24	Photo	Call for aid	225	1	-	-
#37	Mar 24	Photo	Call for aid	163	0	-	-
#38	Mar 25	Photo	Information	147	0	-	-
#39	Mar 25	Photo stack	Ad	93	0	-	-
#40	Mar 27	Photo stack	Ad	89	0	-	-
#41	Mar 28	Photo stack	Animal introduction	223	0	-	-
#42	Mar 29	Photo	Animal introduction	272	1	-	-
#43	Mar 29	Photo	Animal introduction	174	0	-	-
#44	Mar 30	Photo	Thanking a partner/donor	145	0	-	-

Appendix 5. Kisu ry's Instagram posts in February 2020

No.	Date	Type	Style	Likes	Comments	Hashtags	Tagged
#1	Feb 3	Photo	Ad for an event	71	0	-	Photographer
#2	Feb 4	Photo	Ad for an event	69	1	-	Photographer
#3	Feb 8	Photo	Thanking a partner/donor	66	1	#kisury #mustijamirri	-
#4	Feb 12	Photo	Animal introduction	144	5	#kisury #koditonkissa	-
#5	Feb 13	Photo	Animal introduction	155	2	#kisury #koditonkissa	-
#6	Feb 14	Photo	Animal introduction	149	0	#kisury #koditonkissa	-
#7	Feb 15	Photo	Animal introduction	112	3	#kisury #koditonkissa	-
#8	Feb 15	Photo	Thanking a partner/donor	77	0	#kisury #mustijamirri	Partner
#9	Feb 16	Photo	Animal introduction	129	9	#kisury #koditonkissa	-
#10	Feb 19	Photo	Thanking a partner/donor	103	1	#kisury #mustijamirri	-
#11	Feb 19	Photo	Thanking a partner/donor	73	0	-	-
#12	Feb 20	Photo	Thanking a partner/donor	51	1	-	Partner
#13	Feb 24	Photo	Ad for an event	82	0	-	Photographer
#14	Feb 27	Photo	Call for aid/diary	87	3	-	Photographer

Appendix 6. Kisury's Instagram posts in March 2020

No.	Date	Type	Style	Likes	Comments	Hashtag	Tagged
#1	Mar 2	Photo	Thanking a partner/donor	56	0	#kisury #mustijamirri	-
#2	Mar 3	Photo	Call for aid/diary	130	0	#kisury	Photographer
#3	Mar 4	Photo	Ad for an event	77	3	-	-
#4	Mar 6	Photo	Ad for an event	70	0	#kisury #mustijamirri	Photographer
#5	Mar 7	Photo	Thanking a partner/donor	155	3	#kisury	Photographer
#6	Mar 8	Photo	Success story	152	2	#kisury	Partner
#7	Mar 12	Photo	Call for aid/diary	114	0	#kisury	Photographer
#8	Mar 17	Photo stack	Thanking a partner/donor	92	2	#kisury #mustijamirri	-
#9	Mar 18	Photo	Information	104	1	#kisury	Photographer
#10	Mar 20	Photo	Call for aid/diary	115	0	#kisury	Photographer
#11	Mar 22	Photo	Call for aid	116	2	#kisury	Photographer
#12	Mar 27	Photo	Call for aid/diary	112	2	#kisury	Photographer
#13	Mar 29	Photo	Information	110	0	#kisury #kورونا #koronavirus	Photographer