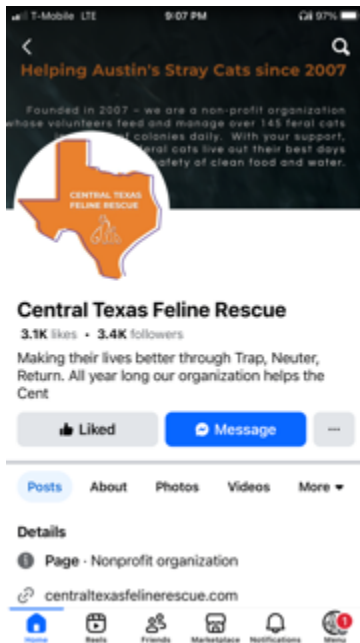


## Cover Photo

### Current on Desktop:



### Current on Mobile:



### Suggestions:

- Less text is better for cover photos as people are just scrolling and won't stop to read it all – this is especially true on mobile (where most people are on Facebook), so this is too much text
- Also, due to the profile picture placement on mobile, some of the text is cut off
- Keep the headline: Helping Austin Stray Cats Since 2007
- Then, beneath the headline, this is the only text you'll have: With your support, we can help feral cats live out their best days with the safety of clean food and water and love.
- You also want to add your logo to your cover photo
- Consider using a photo collage (2–3 high-res images of cats you've rescued) + headline and logo, for impact.

## **About Section**

Your current About Section includes your contact info and website, but it's missing some crucial details. The About Section is a great place to share your story, explain why people should like and follow your page, and even encourage donations. This is where people who engage with a post go to learn more and see if they want to follow and donate, so it's pretty crucial. You kind of want to pull at the heartstrings here.

## **Suggestions:**

- Facebook is constantly changing, but you should be able to edit and add a short Description/Bio and a longer Company Story
- Under the 'Website and Social Links' section, you have your website link, which is great, but you could potentially add the link to your LinkedIn

## **Here's some copy for the Description/Bio you could potentially use:**

Since 2007, we've TNR'd and cared for 130+ feral cats daily across Central Texas. When friendly cats, moms, or kittens need help, we step up, even when stretched thin. 100% volunteer-run. Donations keep us going. Every cat matters.

## **Here's some copy for the Company Story:**

Central Texas Feline Rescue (CTFR) is a 501(c)(3) nonprofit founded in 2007, built on compassion, grit, and a deep belief that every cat deserves care, no matter where they came from.

Our mission began with Trap, Neuter, and Return (TNR) — the most humane and effective way to manage feral cat populations. But over time, our work expanded

because the need grew. Friendly cats abandoned outside, sick or injured strays, mothers with litters — we couldn't turn our backs. So we didn't.

We still TNR and manage dozens of feral colonies, feeding over 130 cats daily in the Austin/Round Rock area. But now we also rescue, foster, and bring adoptable cats and kittens to events — giving them a second chance at life in a loving home.

- 💛 We are 100% volunteer-run
- 💛 We are community-supported
- 💛 We are stretched thin... but we keep going

Because budget limitations may slow us down, but they don't stop us. Every dollar we receive goes straight to medical care, spay/neuter surgeries, food, and supplies. And every time you donate, share, or adopt... you help us save lives.

What sets us apart?

- We show up for the cats no one else sees.
- We stay when it's hard.
- We do the work, rain or shine.
- And we keep growing — even when it's tough — because the cats need us.

As one supporter said, "CTFR saved us from a situation that had no solution."

That's what we do. And with your help, we'll keep doing it.

### **Add a Highlighted Post or "Pinned Story"**

- **Pin a post** that introduces the org, includes the "why we do what we do," and has a CTA to donate/follow/share.

- Example caption:

Meet Central Texas Feline Rescue 🐾 Since 2007, we've cared for 130+ cats a day — feeding, trapping, healing, loving. We do this all as volunteers, and we can't do it without you. 💛 See how you can help in the comments. 🙌

### **Add a "Donate" Button**

- Enable the **Facebook Fundraising** or "Donate" button if possible (via Meta's Charitable Giving Tools). Would need to see if you have this option.

- Even if people don't donate immediately, it gives social proof and makes it easier for others to do so when inspired by a post.

## **Posts**

You have a good mix of photos, videos, and link shares (photos and videos should be the main post types)

## **Suggestions:**

### **More Photos: Photos will be the main focus (as they currently are)**

- Feature photos of cats weekly
  - You can do a 'Cat of the Week' maybe on Mondays with some adorable photos of the cat doing various poses/things such as sleeping, yawning, playing, etc. with details about the cat such as his or her's story and temperament
- More behind-the-scenes photos of the cats in their environment – showcase how you are helping them
  - Their new habitat
  - Feeding time
  - Playing time
  - Cats together
- Behind-the-scenes photos at events
  - Any time you have an adoption event or community event, take behind-the-scenes photos/videos and post in real time, and you can let them know that there will be more events to come, and also direct them to the comments for how they can donate (include a link to your donation page)
    - This creates FOMO (Fear of Missing Out) - they see the good work you're doing in real time and are also guilted into donating
- Do a Friday Adoptable Feature where you feature an adoptable cat or kitten
  - In one post, you would include several photos and maybe even a video of the cat
  - Share the cat's story – stories are what move people and get them to adopt or donate

- Share the cat's personality – playtime, cuddle time, likes/dislikes
- Anything funny about the cat, no matter how ridiculous
- Always include a CTA on how they can adopt, BUT don't include any links in the post – direct them to the comments to learn more about how they can adopt or donate
- Share success stories
  - Reach out to people who have adopted (if you have their info) and ask for updates on how their cat is doing - I can help with a list of questions to ask
  -

## **More Reels**

- Reels should be a significant part of the post mix.
  - This video is great and performed well, so you want more humorous videos like this:  
<https://www.facebook.com/100064243527055/videos/2152951508517761>
  - In the future, film vertically and upload as a Reel, as Facebook prioritizes Reels over other videos
- The majority of your Reels should be humorous (like the video above), but there's great potential in other types of Reels
- People are always asking what to do when they find a cat (feral or lost,) so if you create a series of Reels addressing these common questions and speaking to your mission, you could reach a lot of people
- Any Reels that pull at people's heartstrings – before and after Reels showcasing cats you rescued and how they are doing so much better, or showcasing how hard you tried but it didn't end up working out, or adoption stories... anything that shows what you're doing and the results... tear-jerking stories work incredibly well.

As far as Reels, you need to film them vertically and make sure to upload as Reels (90 seconds or less) - this way, Facebook gives them priority

## **More Promotions:**

- Any adoption events or community events, along with regular donation posts

- You have a mission and are doing work that people are passionate about. As a result, cat and animal lovers want to help, so don't be afraid to promote events directly. You can do this in a fun way with cute photos, engaging captions and memes.

I love this photo that Austin Animal Shelter posted to promote their event:

Clear the Shelters is this Saturday (August 9)!

We're throwing an Austin themed adoption event on Saturday, and waiving adoption fees all weekend long—it's the perfect time to meet your new best friend.

Just ask Trap, who's already out making Austin memories at the "I love you so much" mural. This sweet, adoptable pup (and hundreds more) is ready to explore the city with their forever family.

📍 Austin Animal Center, 7201 Levander Loop

📅 Saturday, August 9

🎫 All adoption fees waived August 9-10

Let's clear the shelters, Austin!!





- I like how they include their logo on the photo so when it gets shared, it gets their brand out there
- For adoption events or events where people need to show up on a specific time and date, you want to start promoting at least a month in advance (if possible). If not, then two weeks. People are busy, and if they're in-person events, you have to give them time to plan.
- You should share stories about why you started this and where you're at – speak directly to the needs you have. Make it super personal. Also, share cat's stories – really give them a voice. Show what you do and share how they can help via donations. Thank them for their support and reiterate that you couldn't do what you do without their help and also that you want to do more but it's really just you. It's good to be vulnerable! People relate to that more.
  - This is a good example of how to promote what you do by featuring a cat:



harpurr\_kitty\_warrior

16h · 🌐

I am HarPURR Kitty Warrior, hear me ROAR!!! 🐾 I am courageous, insPURRrational and turbo charged!

Today was acupuncture day (HarPURR goes every 6 weeks for the last 4 or more years) and he really implemented his mindfulness, enjoyed his pokes and allowed his meridians to open.

HarPURR's 7th birthday is next Wednesday (8/13/25) and we hope you will be able to send HarPURR some extra love as he is our miracle kitty.

Today and every day, show the ones you love what they mean to you, treasure the moments, live in the now as tomorrow is never purromised.

HarPURR and I are here to tell every single soul that you are ALL valued, irreplaceable, ALL matter and are loved. Feel the warrior spirit from within and HarPURR on.

Help him to fulfill his mission to insPURRire, advoCATE, eduCATE, encourage and demonstrate compassion by letting your light shine bright from within.

Be Like HarPURR - advoCATE 🐾 eduCATE 🐾 insPURRire

[#catlife](#) [#guapo](#) [#humble](#) [#grateful](#) [#gato](#) [#hero](#) [#instagood](#) [#catsofig](#) [#fyp](#) [#bittersweet](#) [#mycommunity](#) [#inspiration](#) [#catsofinstagram](#) [#instacat](#) [#catlover](#) [#warriorcats](#) [#warrior](#) [#driftcar](#) [#friendship](#)



- When sharing links (like to an event or your donation page, you want to do that in the comments)

**Memes/Prompts - These won't be a main focus but one per week would be good to grow your reach and generate engagement**



- People love memes and tend to share them plus the caption can be super simple
- Prompts are the easiest posts to create. You simply click on the little color thing in the lefthand corner and then ask a question - people LOVE to answer these and it's just a good way to engage and start to reach more people. Questions like:
  - What was the name of your first cat?
  - Share the latest cat picture in your camera roll
    - When people share, you want to make sure you like every comment and comment if you can

## **Captions**

- Play with the caption length - super short (1-2 words), medium (a few lines or short paragraphs) and long (these are great for sharing stories)
- Emojis work well as they stand out when people are scrolling but you want to limit them to a maximum of four per post and you don't have to use them in every post. One thing though, when you copy and paste them from a doc, they sometimes don't translate to the caption so often, I'll go directly to <https://emojipedia.org/> and grab the emoji from there
- Spacing - you want to make sure your captions are easy to read so make sure there is proper spacing between words and lines like this:

Clear the Shelters is this Saturday (August 9)!

We're throwing an Austin themed adoption event on Saturday, and waiving adoption fees all weekend long—it's the perfect time to meet your new best friend.

Just ask Trap, who's already out making Austin memories at the "I love you so much" mural. This sweet, adoptable pup (and hundreds more) is ready to explore the city with their forever family.

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Let's clear the shelters, Austin!!



- Always include a call to action on every post. This can be:
  - Asking for share
  - Asking a question
  - Telling them to check the comments for more info or the link to donate

## Posting Frequency

- It's about quality over quantity so fine to post just 5-7 times (can post more if there is something going on)

