

Organization: Nashville Humane Society

Organization's Business Objective: The Nashville Humane Association (NHA), incorporated in 1946 to protect the well-being of animals in Davidson County, is one of the oldest service organizations in Nashville. The roots of NHA can be traced back to a society founded in 1887 to protect children from inhumane working conditions and draft horses from mistreatment. While our location and logo have changed throughout the years, our devotion to being a voice to those without one has remained steady and strong. Nashville Humane Association is committed to finding responsible homes, controlling pet overpopulation and promoting the humane treatment of animals.

Organization's Business Objective I Will Achieve: Year-over-year, the Nashville Humane Society have been named "Best Place to Adopt" by their community. I would like to continue to show the heart and soul of the organization in their social media platform. My objectives are to bring awareness to the organization, create engaging, exciting, and relevant social content, and help find our animals responsible forever homes.

Organization's Target Audience: Future pet owners of all ages, animal lovers, future humane society donors and volunteers, and community organizations that would like to partner with us.

My Target Audience: With my social media content, I would like to reach audiences of all ages that are looking to adopt a pet, engage with opportunities for social content such as holidays or current events, and reach animal lovers that want a social media platform that is engaging to them to bring awareness to us.

Social Media Platform: Instagram

Content Developer: As the content developer, I would like to make fun, engaging and current social content that is authentic. To grow the social media team, we would need people who are animal lovers but also people who are up to date with pop culture to provide engaging media.



@nashvillehumane



In honor of the new season of @nailedit on @netflix, we wanted to test our skills. Tag us (@nashvillehumane) on your attempts! #fail #wouldstilleatit



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That “just adopted” smile! Make a rescue dog or cat smile today with #FREE adoption fees. For #nationaladoptionday. Visit our website at nashvillehumane.org for more info.



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It's #FRIYAY and the gang is all here! Comment below your weekend plans with your gang. Maybe stopping by at the Humane Society to spend time with our amazing rescues?



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In the wake of #COVID-19, Please care and take precautions for yourself and your pets. Click on the link in our bio to learn more about ways to stay safe during these trying times.



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On March 3rd, Rural homes to downtown Nashville were affected by the devastating tornado claiming homes and lives. Animals continue to be rescued. Please visit the link in our bio to donate to the Humane Society to help with the relief efforts. Your contribution to NHA #saveslives.



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When #socialdistancing is over, don't forget to take your pets out too! They are the best wingman. Trust them, they have to live with you. Comment below the first place you will go once we can all safely go out again.



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#Easter is coming soon. Come visit us at the Nashville Humane Society on Sunday for our dog and cat egg hunt! All proceeds go to purchasing new beds for our animals.



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Pets are also suspicious on April 1st! Comment and tag your April fool and we will send you and your pet a \$25 gift card to @PetSmart. #giveaway



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It's #nationalpeanutbutterday! Today if we gain 500 new Instagram followers, we will gift one lucky follower a year supply of @skippybrand peanut butter! More details in our bio.



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When we heard #workfromhome, we thought @netflix and sweatpants, not actual work. Visit our website today, donate \$5 or more, and you will be entered to win 1 of 25 WFH gift baskets courtesy of @target. More info in our bio.