

# The Journey of Social Media Content Creation

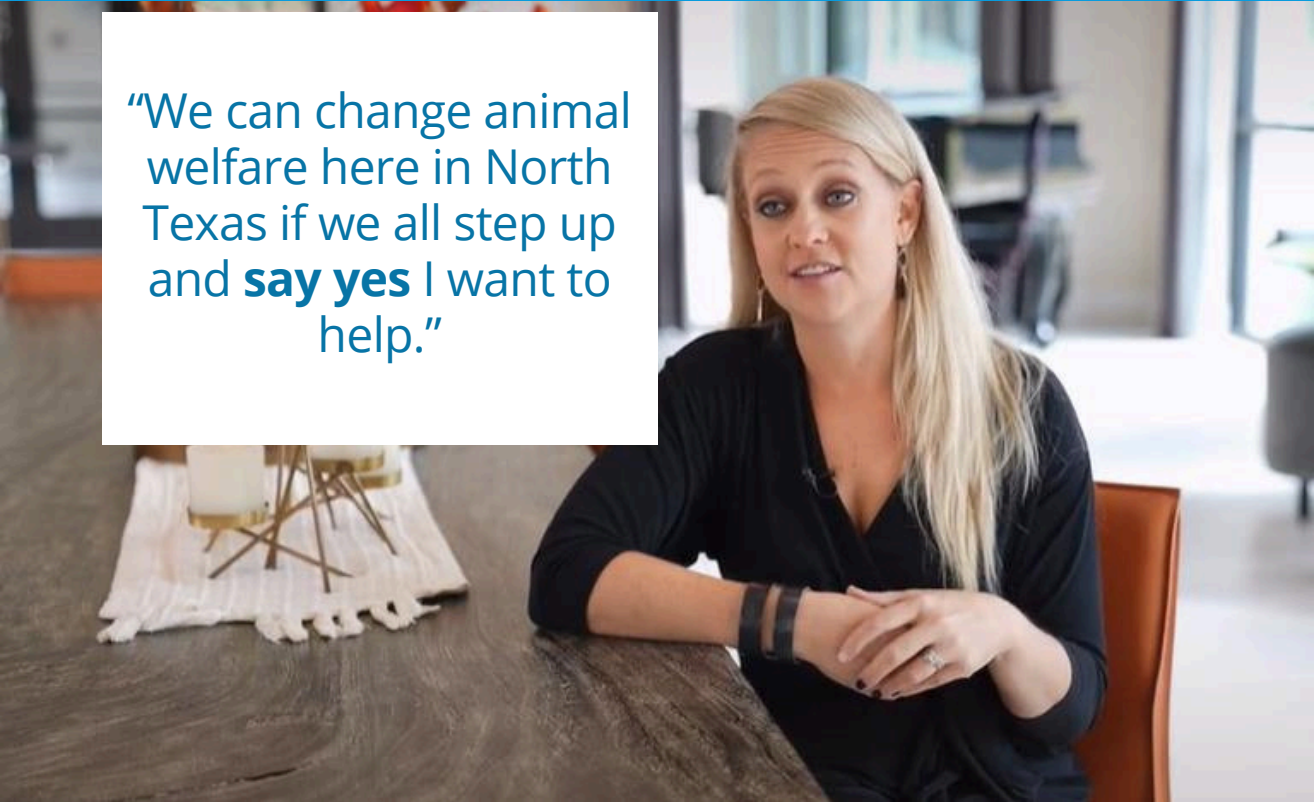
As a Virtual Social Media Manager in Dallas Fort Worth, I applied for a contract position with a local pet rescue group. As a part of the interview process, I was asked to create a full campaign for them so they could get a sense of my social media design and content style. All I was given was their website and current social media links. After some research, I found a video where the rescue group founder was being interviewed and two words she said stood out ... say yes. It seemed like a great concept for a campaign and I worked for a while figuring out how that concept could not only be used in a social media campaign but for swag and future events. Then came the presentation day. The rescue group founder and her team met with me on Zoom and I presented my slides below along with the concept I had in mind. Unfortunately, they did not select my designs and concepts. I believe that with some additional research, I could have included statistical information that would have sold the concept better. Moving forward, this is something I have done and it's proved valuable. It shows that all the skills I have is not focused on short-term creating, but long-term vision. One of the best things that happened as a result of this project is that I got to know the team at the rescue group and we still work together on other projects to this day.

# Dallas Pets Alive Campaign - SAY YES!



Concept: Say Yes

Campaign Say Yes to:  
Fostering, Donating,  
Adoption, Volunteering...

A woman with long blonde hair is sitting at a wooden table, looking towards the camera. She is wearing a black top. In the background, there is a white tablecloth and some decorative items.

“We can change animal welfare here in North Texas if we all step up and **say yes** I want to help.”

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## Execution

- Social Media content per each platform – Twitter, Facebook, Instagram, TikTok, YouTube.
- “Say Yes!” events with partners and sponsors.
- Corresponding “Say Yes!” swag.
- “Say Yes!” ongoing brand campaign with adoptables and brand mission statements.

# Dallas Pets Alive Campaign- SAY YES!



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A man with a beard, wearing a white t-shirt with "VOLUNTEER" on it and blue jeans, is crouching and holding a small pug dog. The background is dark blue.

SAY  
**Yes!**  
TO VOLUNTEERING

**Dallas**  **pets alive!**  
dallaspetsalive.org



A black cat with yellow eyes is sitting and looking forward. The background is dark blue.

SAY  
**Yes!**  
TO RAVEN

RAVEN:  
1 YO  
FEMALE  
GREAT WITH KIDS  
CURRENT ON VACCINES  
SPAYED  
MICROCHIPPED

**Dallas**  **pets alive!**  
dallaspetsalive.org/adopt

# Dallas Pets Alive Campaign - SAY YES!

