

PHOTOGRAPHERS FOR ANIMALS

In 2014, Paws PR launched a communications campaign for Photographers for Animals, a nonprofit that uses photography and film to bring attention to animal protection issues. Social media accounts were established on Facebook, Twitter and Instagram and we built an engaged and interactive audience of almost 4,000 fans combined in less than 5 months.

We strategically placed articles in targeted publications to lay a solid foundation of media coverage to the pet/animal media and local Baltimore media where the organization is based. All media placements were disseminated via social media, resulting in additional calls from media interested in covering the story. Additionally, the combined exposure in traditional news media and social media resulted in over 120 photographers signing up to volunteer for the organization's Photographers Registry database.

Media Coverage Included the Following Outlets:

Baltimore
MAGAZINE

Daily Mail
.com

BALTIMORE
CITY PAPER



From The Atlantic
CITYLAB

INQUISITR

Pet360°


care2
make a difference


mother
nature
network


one green planet