



Beyond Carnism

Animal Rights Non-Profit Boosts Posting by 5x and Reignites Growth on Instagram

ABOUT THE BRAND

Beyond Carnism is a nonprofit working to expose and transform carnism—the belief system that normalizes eating certain animals. Through **education, advocacy, and storytelling**, the organization challenges the status quo and promotes conscious food choices.

THE PROBLEM

Despite a powerful mission and loyal base, **Beyond Carnism's Instagram had hit a plateau**. Their follower count hovered at 16,000 for over a year, and content was sporadic. Without a plan, system, or data insights, their team felt directionless. As the client shared:

"Prior to working with Strella, I felt a little lost—my social media strategy was ineffective, and I was unsure of how to make evidence-based adjustments to it."

THE STRATEGY

We partnered with Beyond Carnism in a 6-month consulting engagement focused on structure, clarity, and growth. Together, we:

- **Built a Planning System:** Created a reliable content calendar and task management workflow for better planning and execution.
- **Organized Their Assets:** Developed a content bank to store and repurpose mission-aligned posts.
- **Redesigned Content Approach:** Introduced a custom caption framework to increase connection and engagement.
- **Activated Their DMs:** Launched a direct messaging strategy to nurture deeper audience relationships.
- **Empowered with Data:** Trained the team to track analytics and refine their strategy based on real results.

Our goal: systems that would serve them long after our partnership ended.

THE OUTCOME

- **Posting Frequency:** From 5 posts/month → 21 posts/month by the end of the partnership.
- **Follower Growth:** From +16 followers in the first month → +275 in the final month.
- **Confidence:** The team now builds content backed by purpose and performance.

As the client reflected:

"I now feel confident in my ability to analyze appropriate analytics data and to use that data to inform my strategy."

THE BOTTOM LINE

With the right tools, Beyond Carnism transformed a stagnant feed into a strategic platform for advocacy. #Strella Social Media didn't just help them post more—we helped them post with purpose.