



CATAWBA COUNTY

Department of Emergency Services

P.O. Box 389 100-A South West Boulevard Newton, North Carolina 28658-0389

www.catawbacountync.gov

Telephone: 828-465-8230

Fax: 828-464-4820

May 31, 2011

CATAWBA COUNTY ANIMAL SHELTER NOW HAS FACEBOOK PAGE

Catawba County Animal Services now has a dedicated Facebook page, which staff will use as a central site for posting pictures and information about animals available at the shelter for adoption. The page may be accessed at <http://www.facebook.com/catawbacountyanimalservices>.

“We are always looking for new ways to tell people about the animals we have ready for adoption and Facebook is an excellent tool because so many people are using it,” said Jay Blatche, Catawba County Animal Services Manager. “Our Technology staff has been posting information on Facebook about the adoptable dogs and cats we have for some time, but a Facebook user may not see each posting if they get a lot of posts from many friends all day. One of the advantages to having a Facebook page just for the Animal Shelter is that Facebook users will have one place to go where they can see information on all of our adoptable animals.”

The highlight of the Animal Shelter Facebook page is information on adoptable animals in the middle, where status updates from friends are seen on Facebook pages for people. Each post has a link to more specific information about the animal and its registration number. Photos for animals are shown when they are available.

On the left side of the page are links to basic information about the Animal Shelter, including a link with information especially for those willing to provide a foster home for animals who don't yet have a permanent home. There will also be a link listing events in which the shelter is involved, such as rabies vaccination clinics, spay/neuter clinics, adoption fairs and the annual Basket Raffle fund raiser. A photo page will grow over time and will include information on dogs and cats formerly in the shelter that now have new homes. Shelter staff will continue publicizing animals available for adoption through other media such as newspaper ads, the County's web site and PetFinder.com

“The shelter continues to take in far more animals each day than we can house in a way that is healthy and safe for all of the animals,” Blatche added. “So it remains important that we find new homes for as many of these animals as we can. We are confident this new Facebook page will help us improve on our rate of adoption and we hope everyone will visit the page often.”

For more information, contact Animal Services at (828) 465-8228 or JBlatche@catawbacountync.gov.

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CONTACT: JAY BLATCHE, ANIMAL SERVICES MANAGER

828-465-8228

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