



SOCIAL MEDIA: BRINGING PEOPLE TOGETHER TO SAVE LIVES

How Covario is helping orphaned animals find forever homes

Autumn's family rushed to the Center to adopt her after seeing her picture on Twitter.

At Helen Woodward Animal Center, we want to do everything we can to save the lives of as many animals as possible, and these days one of the most efficient ways we can do that is through the internet and social media. Over the past few years we have worked hard to increase adoptions as well as awareness of our mission and work through our website, e-Newsletters, Facebook, and blog, and we would not have been able to do it without our friends at Covario. As founder and CEO Russ Mann explains, "Covario is in the 'business of search'- we help our clients like P&G (including Iams!), Intel, Sony Pictures and others rank higher on the search engines like Google." Although they are busy working with these and many other Fortune 500 companies, Covario still puts an emphasis on giving back. Mann says "we believe that there is 'no search more important than the search for a lost child or the search for a missing pet- or the search for a forever home for a companion animal.' Thus, we donate our software and services to three organizations [including Helen Woodward Animal Center]...to help our pro bono clients get more awareness, volunteers and donations through their digital marketing efforts."

According to our Operations Assistant and social media lead Marcie Grube, just in the last year alone we have gained over 3,000 new Facebook friends and increased search engine referrals to our site by 4 percent. This is great news for all the animals here at the Center waiting for their forever homes. As Marcie points out, "an adorable photo of an orphaned animal posted on Facebook may brighten someone's day, but it also markets that orphaned animal to find their perfect forever family. It's a win-win for everyone!"

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As a result of our efforts and Covario's expert guidance, we have been able to use social media to connect with more potential volunteers, adopters, and donors, as well as promote discussion and provide leadership to other organizations and rescues throughout the animal welfare world. In short, social media is allowing us to bring people together for one common cause—to save more lives. 🐾



Covario CEO Russ Mann

www.covario.com

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