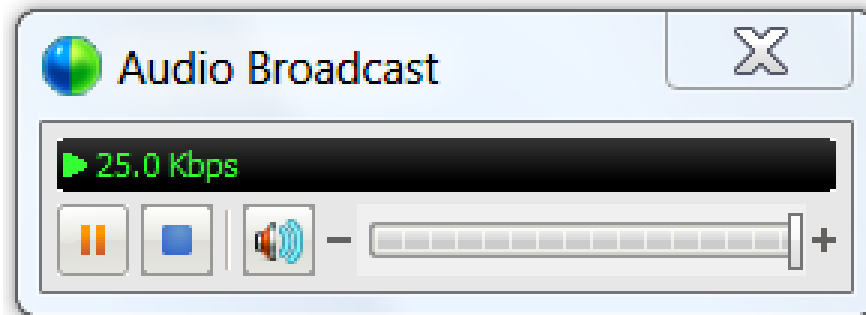


# ENJOY THE MUSIC

The webinar begins at the top of the hour.



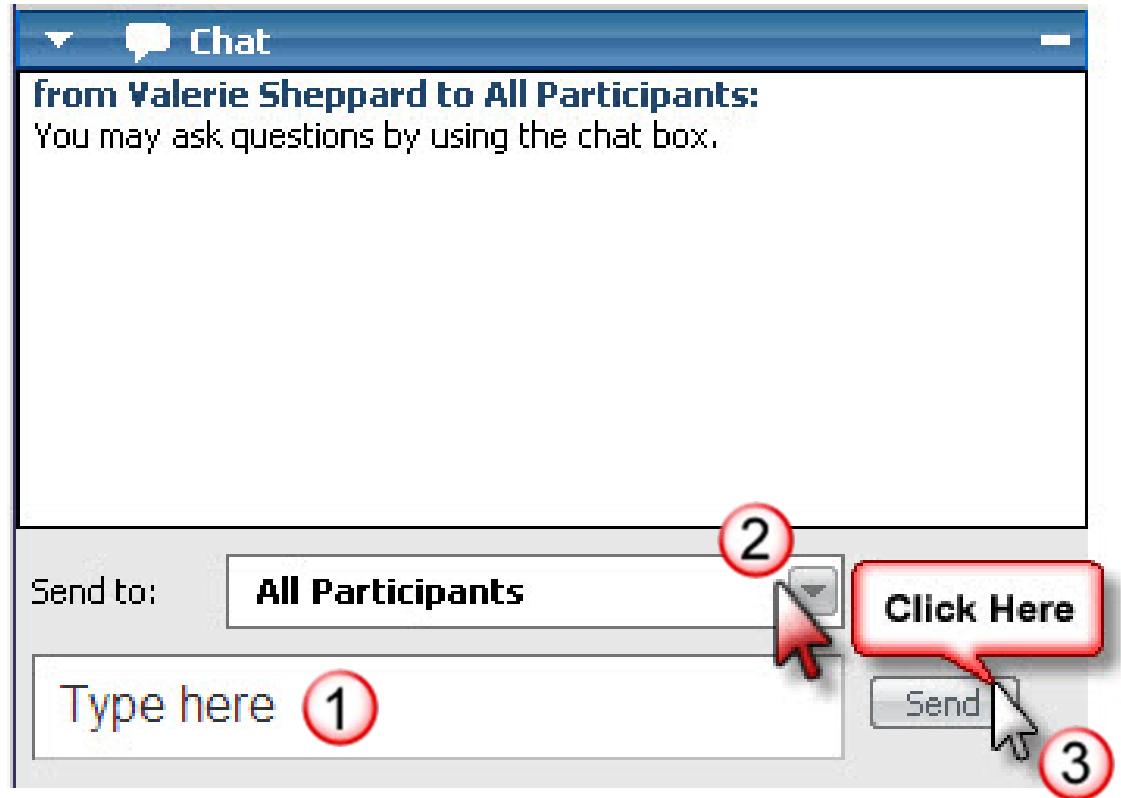
**Turn up your computer speakers!**  
**Audio Broadcast should open automatically in  
top left corner of your screen.**

If you have audio issues:

- Click **Communicate** at top left of screen
- Click **Audio Broadcast**

# HOW TO CHAT

- 1 Type your message in the **small** chat box.
- 2 In the Send To box, use the drop down triangle to select **All Participants**
- 3 Click Send when ready!



# Upcoming ASPCApro Webinars

[aspcapro.org/webinars](http://aspcapro.org/webinars)

How to Increase Lives Saved

– Advice from a Big Government Agency 4/10

Kicking Off a Big Campaign 5/01

The True Cost and Value of Pet Adoptions 5/02

Creating Adoption Processes that Truly Support  
Saving Lives 5/16

# A Magical Social Media Journey

Katherine McGowan Shenar  
President/CEO





# A Magical Social Media Journey



# A Magical Social Media Journey

## Understand How They Work Best:



**...is like having your friends over and sitting in your living room, catching up on news, stories and sharing photos.**



**...is like being at the mall or a restaurant and over hearing an interesting conversation or a tip about something.**



**...is like watching a movie, television show, or attending a rock concert and sharing it with other people.**

# A Magical Social Media Journey

**What does social media allow us to do that traditional media outlets do not?**

- Control our messages
- Immediacy
- Real time relationship building



# A Magical Social Media Journey

## Why do our organizations need to embrace social media?

- In the next few years, it's estimated that most people will access the internet from their smartphones.



# A Magical Social Media Journey

## What does that mean for us?

- That means, if we don't have a social media presence, people will need to consciously go to our websites each time they want to engage with us.
- Worse yet, if we're not doing social media well, people will not engage with our organizations.







# A Magical Social Media Journey

So... *Who is **Magic**?*

- Severely neglected poodle brought in through the Buncombe County Sheriff's Office.

- *His **real** name?*  
*Buddy.*



# Facebook



# A Magical Social Media Journey

## Make them feel connected right now!

- In the moment...in real time – they get to see it first
- Behind-the-scenes – no one else gets access to this
- Describe in detail... explain what is happening so they can understand it – in layman's terms, emotional words



# A Magical Social Media Journey

## Within the first hours:

- Gave him a name of 'hope' – Magic.
- Photographed him at intake – multiple photos
- Transported to veterinarian for treatment and prognosis



# A Magical Social Media Journey

## Within the first hours:

- Prepared press release and conferred with Public Information Officer at the Sheriff's Department
- Contact media about situation 'happening now' to meet news deadlines

From: Jennifer Brehler <kshenar@ashevillehumane.org>  
Subject: One of the Worst Cases Of Animal Neglect Brought To Shelter  
Reply: kshenar@ashevillehumane.org



For Immediate  
Release:

### News Release

#### Animal Cruelty Suspected In Severely Ill Dog Brought To Buncombe County Animal Shelter Tonight

Asheville, NC, July 31, 2012—

Tonight a dog is fighting for his life. In what is described as one of the worst animal neglect/cruelty cases seen by animal welfare experts at the Asheville Humane Society, a black, standard poodle of undetermined age is fending off maggots among other parasites in his emaciated body that is completely matted.

"Officer Bradley of Animal Services for the Buncombe County Sheriff's Office brought the dog immediately to the Buncombe County Animal Shelter," explained Jennifer Brehler, Director of Operations and Government Affairs for Asheville Humane Society. "Our staff immediately realized the level of distress this poor dog was experiencing and contacted Animal Hospital of North Asheville for emergency services."

Professional staffers at the Buncombe County Animal Shelter worked quickly with a volunteer to help shave away the heavy mats confining his face. "We weren't sure if he was even able to breathe underneath all of the matting," explained Brehler. "This is definitely a tragic situation and we're hoping the dog makes it through the night."

"Animal cruelty and neglect is a horrific reality," said Asheville Humane Society President/CEO Katherine Shenar. "This dog deserved so much better. We are all hoping he pulls through this situation with his life. We are also hopeful that the Sheriff's Office will investigate this case to the fullest extent."

As this is released, veterinarians at Animal Hospital of North Asheville are seeing the dog for the first time. An update will be forthcoming.



# A Magical Social Media Journey

## Within first day/evening:

- Photographed process at veterinarian's office with details of what's happening
- Told Magic's story in 'real time' by posting a photo album on Facebook with captions
- Directed social media users to watch news at 11 p.m.



# Introduce him with a summary of the photo album...



Asheville Humane Society Photos ▾

+ Create Album

## Magic - who could give up on a dog like this?

Updated about 8 months ago 🌐

When he came to the shelter, he was so severely matted that his fur was pulling and ripping his skin. He was caked in feces, mud, urine and debris. His coat was so long, matted and corded we immediately knew this poodle had gone ungroomed for years. He was beginning to shut down. Lethargic and in pain. The worst was yet to be discovered ... from his shoulders

down to his tail, he was infested with maggots. Most would give up on this pitiful boy. But his spirit stole our hearts and we're doing all we can to give him love, happiness, and human kindness. Something he may never have known before. Considering his circumstances... we named him Magic. ✍️





# Intake photos... photos of in surgery suite at veterinarian's office...

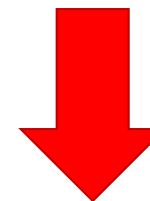


Asheville Humane Society Photos ▾

+ Create Album



# Explain what is happening in each photo



**Asheville Humane Society**

August 1, 2012

Once sedated, veterinarians and the medical team at Animal Hospital of North Asheville was able to fully exam Magic and learn the extent of his injuries and infections.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

[Andrea Heninger](#), [Vicki Benson](#) and 2 others like this.



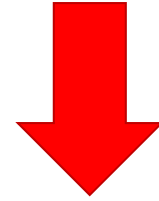
Write a comment...







## Appeal to the senses...



**Asheville Humane Society**

August 1, 2012

His front paw. The mud and feces was caked so tightly on his fur that it jingled when he walked.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Callie Walston likes this.



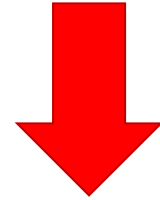
**Lindsay Lancaster** This poor, brave dog...

August 1, 2012 at 9:41pm · Like



Write a comment...

# What's going on in this photo?



**Asheville Humane Society**

August 1, 2012

Large portions of fur were shaved off and discarded.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

[Julia Lee Higgs](#), [Brian King](#), [Sonia Nesbitt Pitts](#) and 4 others like this.

[View 2 more comments](#)



**Jewel M Atwood** Wonderful work Dr Plankenhorn....Unbelievable!!!!

August 1, 2012 at 7:50pm · [Like](#) · [3](#)



**Joan E Snudden** Thank you, Dr. Amy!

August 4, 2012 at 10:20pm · [Like](#) · [1](#)



**Amy Plankenhorn** It was a long night, but well worth it 😊

August 5, 2012 at 10:36pm · [Like](#) · [1](#)

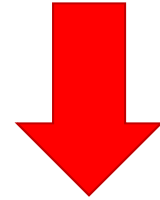


**Cindy Moore Gallagher** Poor Magic! Thank goodness that Dr. Amy and all the Asheville group

[Write a comment...](#)



# Details, details, details...



**Asheville Humane Society**

August 1, 2012

From his back shoulders to the tip of his tail, Magic was covered with maggots. He has a secondary bacterial infection and is on pain medications and antibiotics.

Tag Photo Add Location Edit

Like · Comment · Share · Edit



**Carol Avolese Fink Paterno** 😞

August 1, 2012 at 2:22pm · Like



**Lindsay Lancaster** Poor boy.

August 1, 2012 at 9:47pm · Like



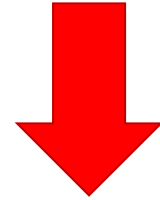
**Melinda Penny Canady** This poor boy. Thank God for you and everyone associated with this rescue. I hope his wounds and infections clear rapidly. I know he will feel better when he's up and around just from being clipped. Good luck with him and I sure hope he finds a great new home.

August 1, 2012 at 9:57pm · Like · 2



Write a comment...

# End the album with an emotional commitment to Magic



**Asheville Humane Society**

August 1, 2012

We promise when you wake up, special boy, that your body will no longer hurt. Your heart will be filled with the love and kindness you so deserve.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

[Gary Hawkins, Mary Lou Daugherty Blevins, Jenny Blevins Rogers and 122 others](#) like this.

[View 29 more comments](#)



**Monica Marshall** Poor baby! Thank u!<3

August 1, 2012 at 10:18pm · [Like](#)



**Molly Clowes Woerlein** Yes. He deserves all the love. All of God's creations do. Prayers for him and for those like him.

August 2, 2012 at 2:38am · [Like](#)



**Kathy Ward** Omg!

August 2, 2012 at 7:48am · [Like](#)



Write a comment...

# A Magical Social Media Journey

## Second day/evening:

- Posted “Top Story” newscast link to social media so followers could see the story as reported in the media
- Create website page devoted to Magic
- Gave ‘real time’ updates on Magic’s condition





# Followers have slept since the last news cycle... what's going on today?

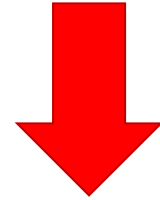
## Magic - The Day After

Updated about 8 months ago 🌐

After spending the night receiving supportive therapy and care, Magic was discharged from Animal Hospital of North Asheville and returned to the shelter this afternoon. He is still struggling with regaining his balance due to the significant weight shift from his matted fur being shaved off. He may also

be experiencing some ear equilibrium issues since so much fur was removed from his ear canals. Tonight, he is resting at home with his foster mom. Sweet dreams tonight, Magic boy... you will never need to suffer again. ✍️

# Give credit to the heroes...



**Asheville Humane Society**

August 1, 2012

Magic's Hero = Dr. Amy Plankenhorn at Animal Hospital of North Asheville

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Christina Creasman, Cindy Moore Gallagher, Consuelo Valdez and 47 others like this.

View 3 more comments



**Ginni Terhune** Thank you Dr. Plankenhorn for saving Magic!! We love that you love dogs as much as we do and you gave Magic a second chance.

August 1, 2012 at 7:57pm · Like · 4



**Vicki Benson** Thank you Dr. Amy... you are a hero everyday.

August 1, 2012 at 8:19pm · Like · 4



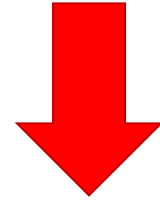
**Kathy Munro** Great job!!!

August 1, 2012 at 8:44pm · Like · 1



Write a comment...

# Photograph the media doing an interview...



**Asheville Humane Society**

August 1, 2012

Meeting Andy from WLOS who came to celebrate his return to the shelter

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

Christina Creasman, Lorey Peek Taylor, Lori Warnagiris and 13 others like this.



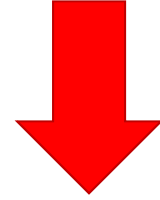
**Vicki Benson** woof woof everyone

August 1, 2012 at 8:21pm · [Like](#) · [1](#)





# What we consider mundane... followers love.



**Asheville Humane Society**

August 1, 2012

It's bath time, Magic!

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

Christina Creasman, Michelle Baba Raiford, Sharon Port and 6 others like this.



**Karissa Saville** heavenly

August 1, 2012 at 7:55pm · [Like](#)



**Vicki Benson** you always feel better after a bath.

August 1, 2012 at 8:23pm · [Like](#) · 1



**Vickie Blackburn Rogers** Such a sweet baby!

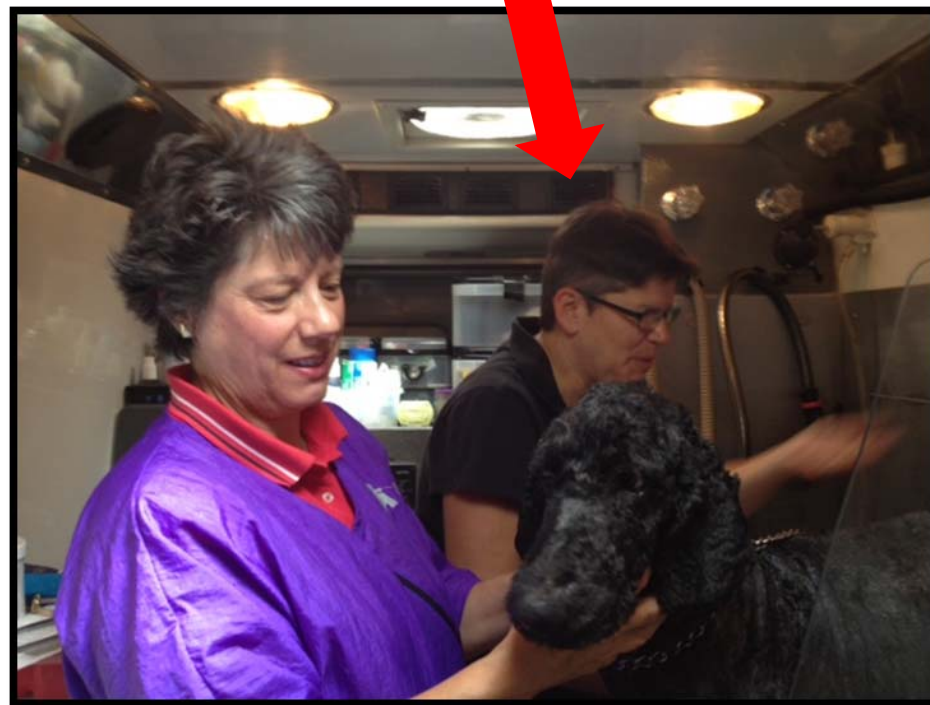
August 2, 2012 at 10:33am · [Like](#)



# A Magical Social Media Journey

## Third day/evening:

- Day After Rescue photos and medical updates
- Contacted television station to come interview staff and foster parents



Veterinarian

Groomer

# A Magical Social Media Journey

## First Week:

- Created “I believe in Magic” advocacy t-shirts and “Before/After Rescue” pins
- Posted photos of Foster Mom meeting Magic
- Posted newspaper article about Magic’s story

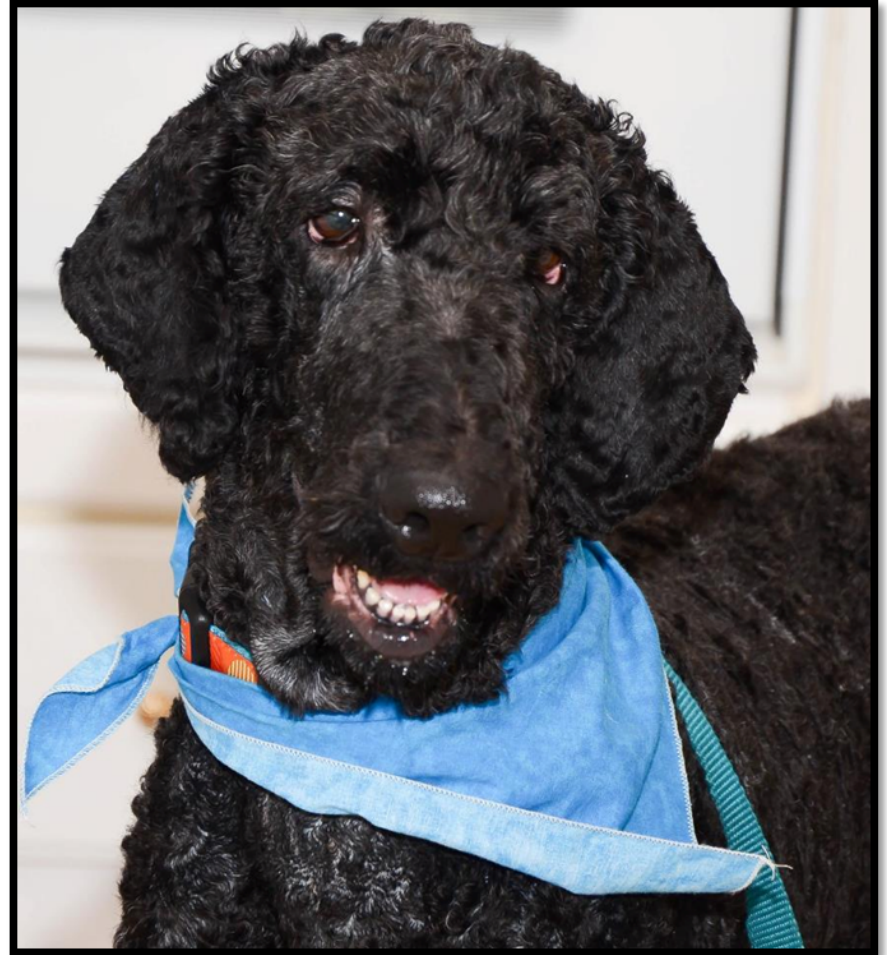




# A Magical Social Media Journey

## Second Week:

- Focus on medical check ups and updates
- Grooming update
- “What a difference a week makes!”



# Celebrate the milestones... no matter how small...



Asheville Humane Society Photos ▾

+ Create Album

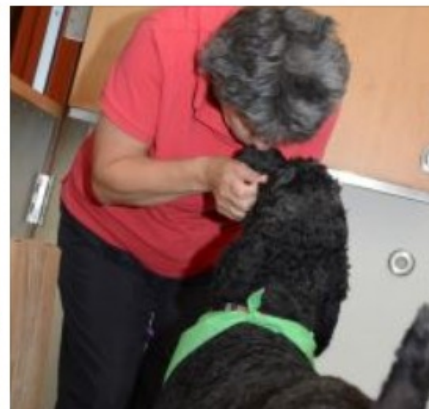


## Magic's First Day of School - Update 8-22-2012

Updated about 7 months ago 🌐

Magic went to school today! Yes, that's right! Magic is enrolled in obedience class and started his first day of school! Magic's foster parents brought him in for his special grooming appointment with Sharon. His back rear that was once infested with maggots looks great and his skin is healing beautifully. Due to proper nutrition, his once dull, damaged coat is

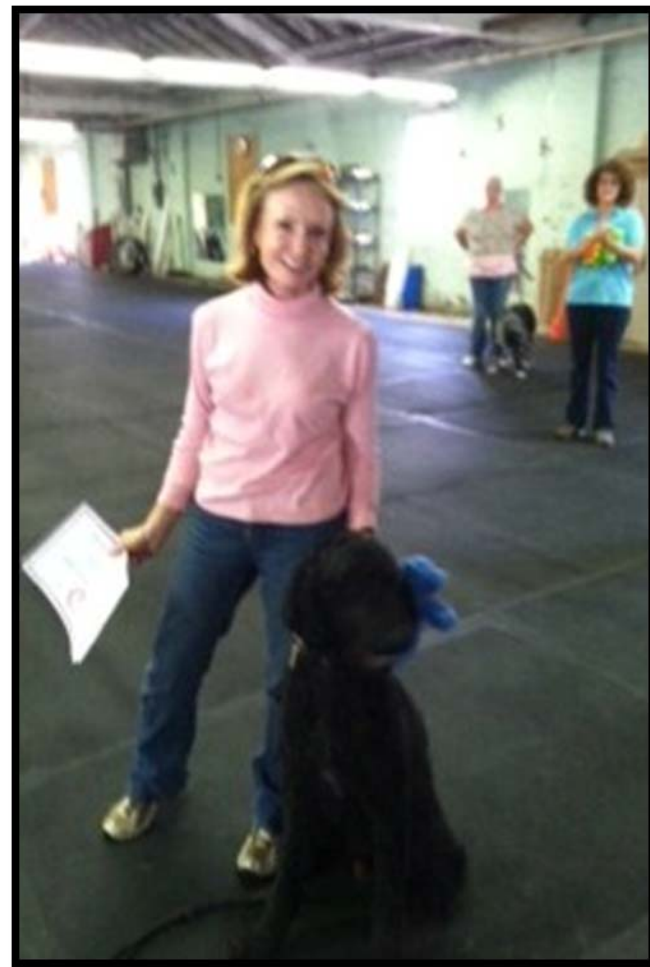
beginning to shine brightly black. He is recovering well from his neutering surgery. His foster parents report that he loves to romp and play outside. They are also taking him on hikes to help strengthen his muscles. Do you believe in Magic? We sure do! 💡



# A Magical Social Media Journey

## Following Weeks:

- Magic's foster parents write letter to the public
- Magic goes to obedience school to help with his training and socialization
- After four weeks – call for entries for adoption





# Dear Friends of Magic...

## Through your prayers, generosity, kindness and good wishes, Magic is becoming a new boy and he asked me to thank all of you on his behalf...

### Emotional, heart-felt letter from Magic's foster parents...



# A Magical Social Media Journey

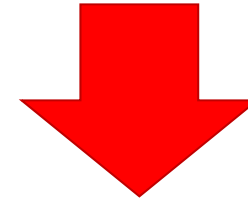
## Following Weeks:

- Start advocacy t-shirt campaign
- Have staff all dress up in “I believe in Magic” t-shirts for day he gets adopted
- Chronicle the adoption moment
- Have Magic attend events





Take your followers with you... behind the scenes...  
put them in the moment with you...



**Asheville Humane Society**

Liked · September 26, 2012

Magic Update: Guess who graduated from obedience class at Companion Dog Training School in Asheville??? Magic!!! Congratulations to Magic and his foster mom for completing basic obedience training! We're currently reviewing applications for his adoption and will report when a decision has been made. In the meantime, congratulations gorgeous boy!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

286 people like this.

15 shares

View 20 more comments



**Doris Patton** To Magics foster Mom, thank God for the people like you, you Truly are a God send. May God Bless you Always and may you serve many more years of fostering



Write a comment...

# A Magical Social Media Journey

## What happens while you wait for the next update?

- Give your followers something to advocate for...
- Ask them to share your story...
- There is a reason why gossip and the grape vine work... people like to talk about what intrigues them... shocks them... angers them... captivates them.



# The Inside Scoop

News and Updates for AHS Friends and Family

August 2012

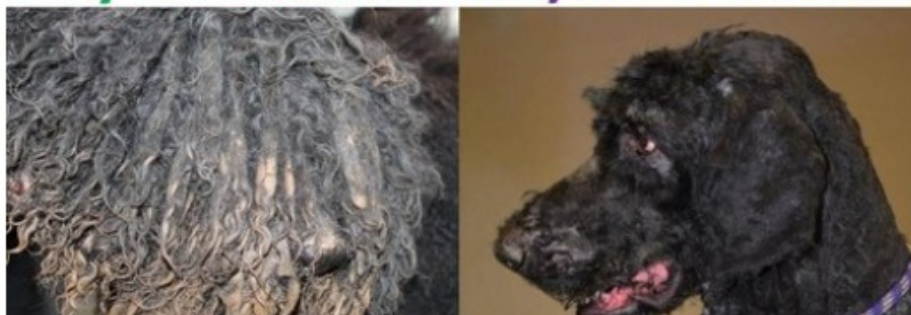


[www.ashevillehumane.org](http://www.ashevillehumane.org)

## Magic Shows Us That Magic Can Happen!

When Sheriff Deputies brought this dejected poodle to us, he was so severely matted that his fur was pulling and ripping his skin. He was caked in feces, mud, urine and debris. His coat was so long, matted and corded we immediately knew this poodle had been neglected for years. He was beginning to shut down. Lethargic and in pain. Tragically, the worst was yet to be discovered ... from his shoulders down to his tail, he was infested with maggots. Most would give up on this pitiful boy. But his spirit stole our hearts and we're doing all we can to give him love, happiness, and human kindness. Something he may never have known before. Considering his circumstances... we named him Magic.

## Day Of Rescue Day After Rescue



**E-newsletter to nearly  
10,000 people**

**Story... photos...**



Remember the advocacy t-shirts?

Real staff members



## Asheville Humane Society

20,711 likes · 2,402 talking about this

Adoption Service · Animal Shelter

We RESCUE, REHABILITATE, REUNITE and REHOME homeless animals. Help save lives! Foster! Adopt! Donate! Volunteer! [www.ashevillehumane.org](http://www.ashevillehumane.org)

About



Photos



20,711

Likes



Join My List



Videos

# Real staff member shares why he believes in magic...



**Asheville Humane Society**

Liked · September 26, 2012

"When people put their heads together, anything can happen." - Justin Risenburg, Animal Caretaker, Asheville Humane Society

Tag Photo Add Location Edit

Like · Comment · Share · Edit

232 people like this.

20 shares



**Joyce Lichtenfels** I love you guys for letting me adopt "Silverbell". She's an absolute joy!

September 26, 2012 at 5:47pm · Like · 2



**Patty Costelloe Perouty** What a doll baby!!! He'd be MINE if I was there!!! Can you bring him to Cocoa Beach??????????

September 26, 2012 at 5:49pm · Like



**Andrea Welden-Demmons** love her.....what a face! And those ears.....so pretty

September 26, 2012 at 5:51pm · Like



Write a comment...

# Real staff member... why she believes in magic...



**Asheville Humane Society**

September 7, 2012

"Every day I am surrounded by, and moved by, the passion that people feel and express through their contact with these amazing animals. It really is 'magical' to work with a group of people (staff and volunteers!) who put so much energy, dedication, and determination into one united cause." - Heather Brannan, Manager of Community Programs, Asheville Humane Society

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

[Kristi Eidson Hedberg](#), [Jamie Winston Tudico](#), [Julie Gosnell](#) and 162 others like this.

[13 shares](#)



**Heather Wade** Do u have any dogs up 4 adoption?

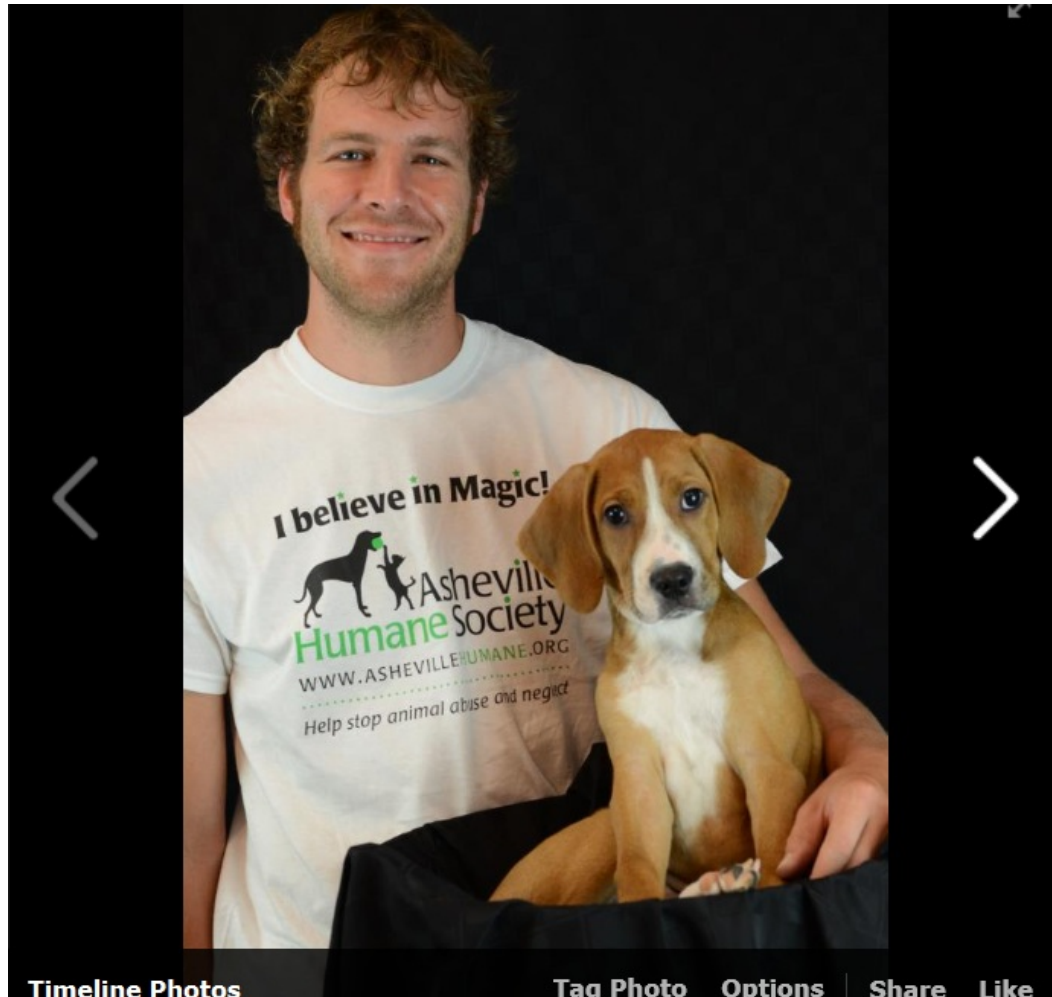
[September 8, 2012 at 6:55am](#) · [Like](#)



id=10151155491652068&set=a.90720467067.83125.48648647067&type=1&comment\_id=7734651&offset=0&total\_comments=1



Posted these once every three days...



**Asheville Humane Society**

August 21, 2012

"Be the friend your best friend deserves." - Justin Eisenman, Lead Guitar, Mountain Feist

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Elizabeth Gary, Brenda Jones and 218 others like this.

18 shares

View 8 more comments



**Asheville Humane Society** Also, if you're interested in purchasing a "I believe in Magic" t-shirt, you can online at <http://www.ashevillehumane.org/magics-story.php>



**Magic's Story : Asheville Humane Society**  
[www.ashevillehumane.org](http://www.ashevillehumane.org)

August 21, 2012 at 10:30pm · Like · Remove Preview



**Bobby Mobley** Cute puppy



Write a comment...

# Real foster parent... why she believes in magic...



A woman with long dark hair and multiple tattoos is smiling and holding a small Siamese kitten. She is wearing a white t-shirt that says "I believe in Magic!" and "Asheville Humane Society" with the website "WWW.ASHEVILLEHUMANE.ORG". The t-shirt also features a logo of a dog and a cat. The background is dark.

**Asheville Humane Society**  
August 22, 2012

"I spent more than a decade as a veterinary health technician so I have a sincere sympathy for the plight of homeless animals – especially those who have been abused and neglected. That's why I foster for Asheville Humane. Now my life is dedicated to saving kittens and ink!" – Tiffany LeMeaux, Owner, Freaks-N-Geeks Tattoo Sideshow in West Asheville and foster parent for Asheville Humane Society pictured with her foster kitten, Frank... who she plans to adopt!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

El Kimchi, Martha Goodman, James Farley and 180 others like this.

15 shares

View 13 more comments

**Kaaren Rojohn Sander** Awwwwwww How cute!

Write a comment...



# A Magical Social Media Journey

## What started happening?

- Followers had hope...
- They shared why they believed in magic
- They told their friends about Magic
- Our community rallied around this dog



# Update ... update... update! Tease! Tease! Tease!



**Asheville Humane Society**

October 9, 2012

Magic Update: Guess who came to visit Katherine, our president, today in her office? Magic! He was just groomed because this is the week - the week that he gets adopted into his new home! We'll be posting photos of the wonderful event!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Sharon Brien, Joanne Pittman, Amy Jenkins Anthony and 545 others like this.

27 shares

View previous comments 6 of 63

**Jenni-Mark Springston-Claibourne** so cute!!!  
October 10, 2012 at 4:32pm · Like

**Linda Cooper Simerly** I love him !  
October 10, 2012 at 4:43pm via mobile · Like



Write a comment...

# Adoption Day has arrived!!!



Staff

Foster parents with Magic





**New owners speak with media... take those photos in the moment... followers will feel the emotional tug.**



**Asheville Humane Society**

Liked · October 11, 2012

George shares his happiness with WLOS on how Magic has touched his heart. — at Asheville Humane Society.

Tag Photo Edit

Like · Comment · Share · Edit

16 people like this.



Write a comment...

Sponsored

Create an Ad

**Notice the t-shirts?**





# New owners open gifts from followers around the country...



**Asheville Humane Society**

Liked · October 11, 2012 · 🌐

Suzanne and George open gifts from some of Magic's fans who sent him toys for his new home. — at Asheville Humane Society.

Tag Photo Edit

Like · Comment · Share · Edit

14 people like this.



**Christine Fadden** Congratulations, Suzanne and George! Hope Magic enjoys his giraffe.

October 12, 2012 at 1:03pm · Like · 1



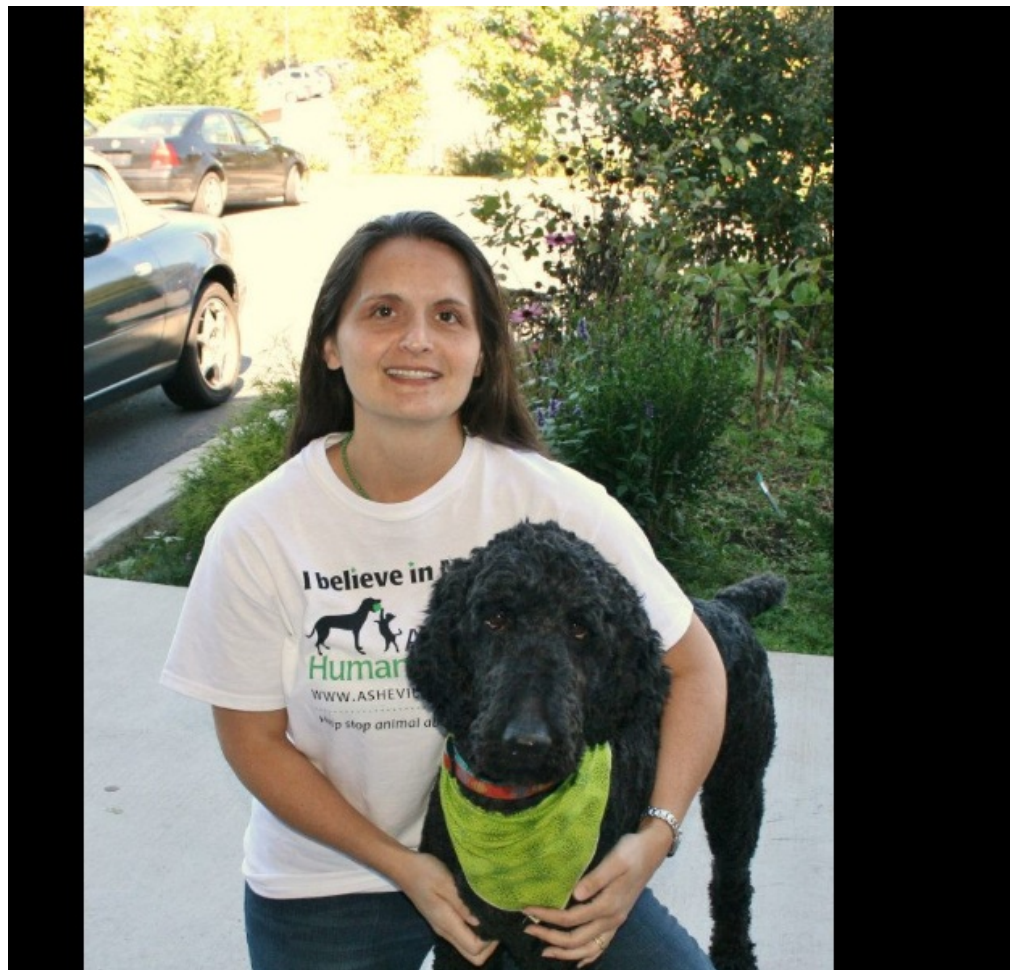
**George Lowe** Magic and Marley have bonded nicely and played tug of war with the giraffe many times, how lovely to watch.

October 17, 2012 at 7:22am · Like · 1



Write a comment...

# Include the emotion of saying goodbye...



## Asheville Humane Society

Liked · October 11, 2012

Jennifer Brehler, Director of Operations for Asheville Humane Society, who spent hours with Magic at Animal Hospital of North Asheville when he was brought in by Buncombe County Animal Services. — at Asheville Humane Society.

Tag Photo Edit

Like · Comment · Share · Edit

29 people like this.



**Ginni Terhune** Thank you Jennifer. You are an angel.

October 11, 2012 at 11:06pm · Like · 1



**Sharon Smyth Kaye** good job Jennifer!!

October 12, 2012 at 11:14am · Like



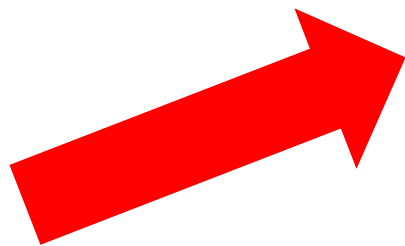
**Nancy Self Parham** MAY GOD BLESS ALL THE PEOPLE THAT HELPED IN HIS RESCUE AND RECOVERY!!

October 12, 2012 at 11:19am · Like

# A Magical Social Media Journey

## Happily Ever After?

- Even after he went home... followers still wanted more Magic...
- Updates from his new life ... share!!!



**Magic taking piano lessons! Ha ha!  
Apparently, he loves Beethoven.**





## Magic at our Halloween event...



**Asheville Humane Society**

Liked · October 27, 2012 · 🌐

Look who came out to the Howl-o-ween Block Party! It's Magic with his new parents, George and Suzanne! He's one happy boy! — at Asheville City Government.

📷 Tag Photo ✎ Edit

Like · Comment · Share · Edit

👍 24 people like this.



**Amy Dobbins** Awesome!!

October 27, 2012 at 6:39pm · Like



**Christine Marie** He is such a sweet dog, so loving and friendly!

October 27, 2012 at 8:42pm · Like



**Jackie Cassada** He is bee-you-tee-ful!!! What a great life he will have!!

October 27, 2012 at 9:07pm · Like



**Jayne Husk** He looks great and so happy!

October 27, 2012 at 9:35pm · Like



**Magic at the holiday parade... people on the street started screaming “I believe in Magic” when they saw him in the parade.**



**Asheville Humane Society**

Liked · November 18, 2012

Add a description

In Asheville.

Tag Photo

Edit

Like · Comment · Share · Edit

15 people like this.

1 share



**Natalie Williams** he's a beauty! he's come so far. it's wonderful to see him looking so great! God bless you all!

November 18, 2012 at 12:54am · Like · 1



**Melissa Missi Williams** wow...lookin good!!!

November 18, 2012 at 8:54am · Like



**Elaine Robbins** Yay, Magic!

November 18, 2012 at 10:03am · Like



**George Lowe** Good work baby

Write a comment...

**And those t-shirts? Strangers became friends at the airport because they were wearing the same t-shirt... and, of course, we shared it on Facebook.**



**Asheville Humane Society**

August 29, 2012

At the Asheville Airport this morning! Another guy wearing the same shirt as our President/CEO's husband... can you believe it? I think we might have a new volunteer!!!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Giang Xinh, Lisa Toney, Jana Munger Weed and 156 others like this.

1 share



**Denise Edwards Goodson** It seems that everybody knows our name.

August 29, 2012 at 11:34am · Like



**Christine Marie** All the girls at our house think that those shirts make men look so HANDSOME! Christine, Ruby and Christel

August 29, 2012 at 3:00pm · Like · 2



**Sandra Crennan** I want a shirt....please!

Write a comment...

# Website





Home

Our Adoption Center

Asheville Humane Society

Buncombe County Animal Shelter

Overview

Adopt

Please Donate

Become a Volunteer

Become a Foster Parent

Events and News

- > A Story of Grace
- > Trivia Night
- > Oscar's Tale
- > **Magic's Story**
- > Events and News
- > Events Calendar
- > What's Happening
- > What's News
- > The Inside Scoop
- > Happy Flicks

Book the Community Education Room

Purchase Commemorative Bricks and

## Magic's Story

When Sheriff Deputies brought this dejected poodle to us, he was so severely matted that his fur was pulling and ripping his skin. He was caked in feces, mud, urine and debris. His coat was so long, matted and corded we immediately knew this poodle had been neglected for years. He was beginning to shut down. Lethargic and in pain. Tragically, the worst was yet to be discovered ... from his shoulders down to his tail, he was infested with maggots. Most would give up on this pitiful boy. But his spirit stole our hearts and we're doing all we can to give him love, happiness, and human kindness. Something he may never have known before. Considering his circumstances... we named him Magic.

## Day Of Rescue    Day After Rescue





**August 28, 2012**

We have exclusive video of Magic's progress. [Watch](#) and see how he has been transformed.

**August 16, 2012**

Magic's foster parents have written a letter for everyone who cares, loves and has been following Magic. Read their special update [here](#).

### Where Is Magic Now?

This handsome boy is receiving tender loving care from an experienced foster parent. He is on pain medication for skin inflammation and antibiotics for the infection. His foster family will work on reintroducing Magic to normalcy. In a few weeks, he may be ready for adoption pending a release from his veterinarian. Thank you for all the well wishes and loving thoughts. This sweet boy will never know pain again. We promise, Magic. We promise.

### Day Of Rescue



## Speak For Magic And Help Save Abused And Neglected Animals!

Be a voice for animals who have no one to speak for them. Share Magic's story by purchasing a T-shirt and/or pin. You will be an ambassador for Magic and all the animals who need rescuing. All proceeds will go directly to Magic's Fund to save abused and neglected animals.





## Purchase Your Magic T-shirt

Size

X-Small \$10.00 USD ▾

**Buy Now**



\* We are out of medium-sized shirts \*



## Purchase Your Magic Pin

**Buy Now**



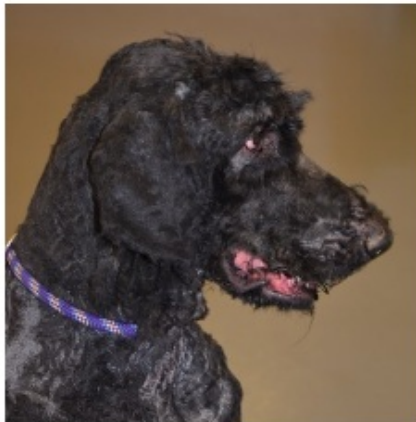




Keep up with Magic's story on Facebook and Twitter.



## Day After Rescue





## Magic's Media Coverage

From WLOS

[Top story August 1](#)

[Magic on the Mend, follow up, August 2](#)

From Asheville Citizen-Times

[Susan Reinhardt column, August 4](#)

[Jason Sanford's article, August 2nd](#)

[John Boyle's column, August 4th](#)

Asheville Humane Society Photos

[The Day of His Rescue](#)

[The Day After His Rescue](#)



**Make traditional media links  
available to website visitors**



# Video



**This is  
Magic**





**He was  
rescued  
August 1**





A close-up photograph of a dark-colored animal's fur that is severely matted. The matting is dense and tangled, with some areas appearing lighter brown, possibly due to dirt or dryness. A small, dark, rounded mass is visible within the matted fur on the right side.

**He could barely  
breathe or  
drink due to  
his severe matting.**



**His feet were caked with  
mud, feces and urine.**





**From his shoulders to his  
rear, he was infested with  
maggots.**

**Still photos until this point... then live action video**

**After 4 weeks  
in foster care...**

**For the very first time, Magic is seen running and having fun.**

**It's heartwarming.**



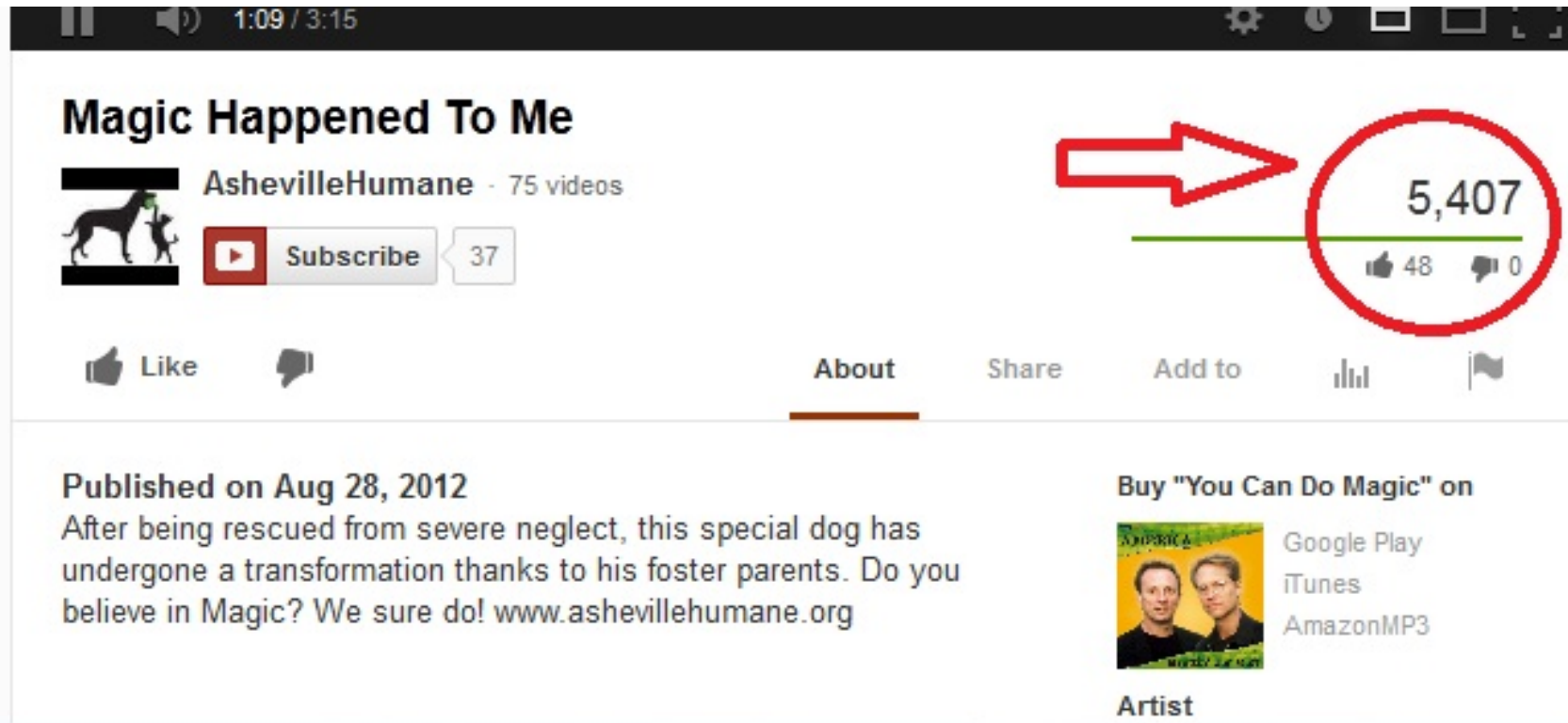
**Empower...**

**YOU**  
**Can Do Magic.**

# Call to action...



**Magic's video went around the world thanks to Facebook re-posts...**



The image shows a YouTube video player interface. At the top, there is a progress bar showing 1:09 / 3:15. Below the progress bar, the video title "Magic Happened To Me" is displayed. To the left of the title is a small thumbnail image of a dog. To the right of the title is the channel name "AshevilleHumane" and a link to "75 videos". Below the channel name is a "Subscribe" button and a comment count of "37". To the right of the video player, there is a red arrow pointing to a red circle containing the number "5,407", which represents the number of likes. Below the number are icons for "Like" (48) and "Dislike" (0). Below the video player, there is a section titled "Published on Aug 28, 2012" followed by a description: "After being rescued from severe neglect, this special dog has undergone a transformation thanks to his foster parents. Do you believe in Magic? We sure do! www.ashevillehumane.org". To the right of the description is a section titled "Buy 'You Can Do Magic' on" with a small album cover image and links to "Google Play", "iTunes", and "AmazonMP3". Below the album cover is the word "Artist".

1:09 / 3:15

## Magic Happened To Me

AshevilleHumane · 75 videos

Subscribe 37

Like Dislike

About Share Add to

Published on Aug 28, 2012

After being rescued from severe neglect, this special dog has undergone a transformation thanks to his foster parents. Do you believe in Magic? We sure do! [www.ashevillehumane.org](http://www.ashevillehumane.org)

Buy "You Can Do Magic" on

Google Play  
iTunes  
AmazonMP3

Artist



## Comments from You Tube users who watched the video



**Jewel Atwood** 6 months ago

I have followed you all the way MAGIC and donating to your getting well.....It is soooo good to see you running, playing and HAPPY NOW.....God Bless you!!!!!! AND the ones that helped you get to that POINT!!!!!!

j

Reply ·



**sunshineladym sb** 6 months ago

What a beautiful ending to what started out to be such a sad story. God bless all the people involved in this "Magic". Loved it!!

Reply ·



**Debra Evans** 6 months ago

amazing and thank you!

Reply ·



**dml329** 6 months ago

Awesome! Thank you so much for this wonderful update! I believe in Magic!!

Reply ·



**Irene Couzyn Haas** 6 months ago

Wow! I believe in Magic! I believe in Fostering! I believe in Asheville Humane Society! Miss you all and hope to visit when back in Black Mountain. Thank you for sharing this awesome story.

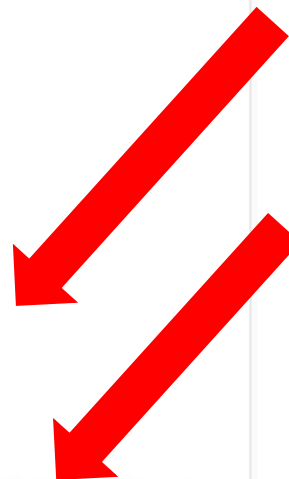
Reply ·



**Darr Conradson** 6 months ago

What a great video with a happy ending!!

Reply ·



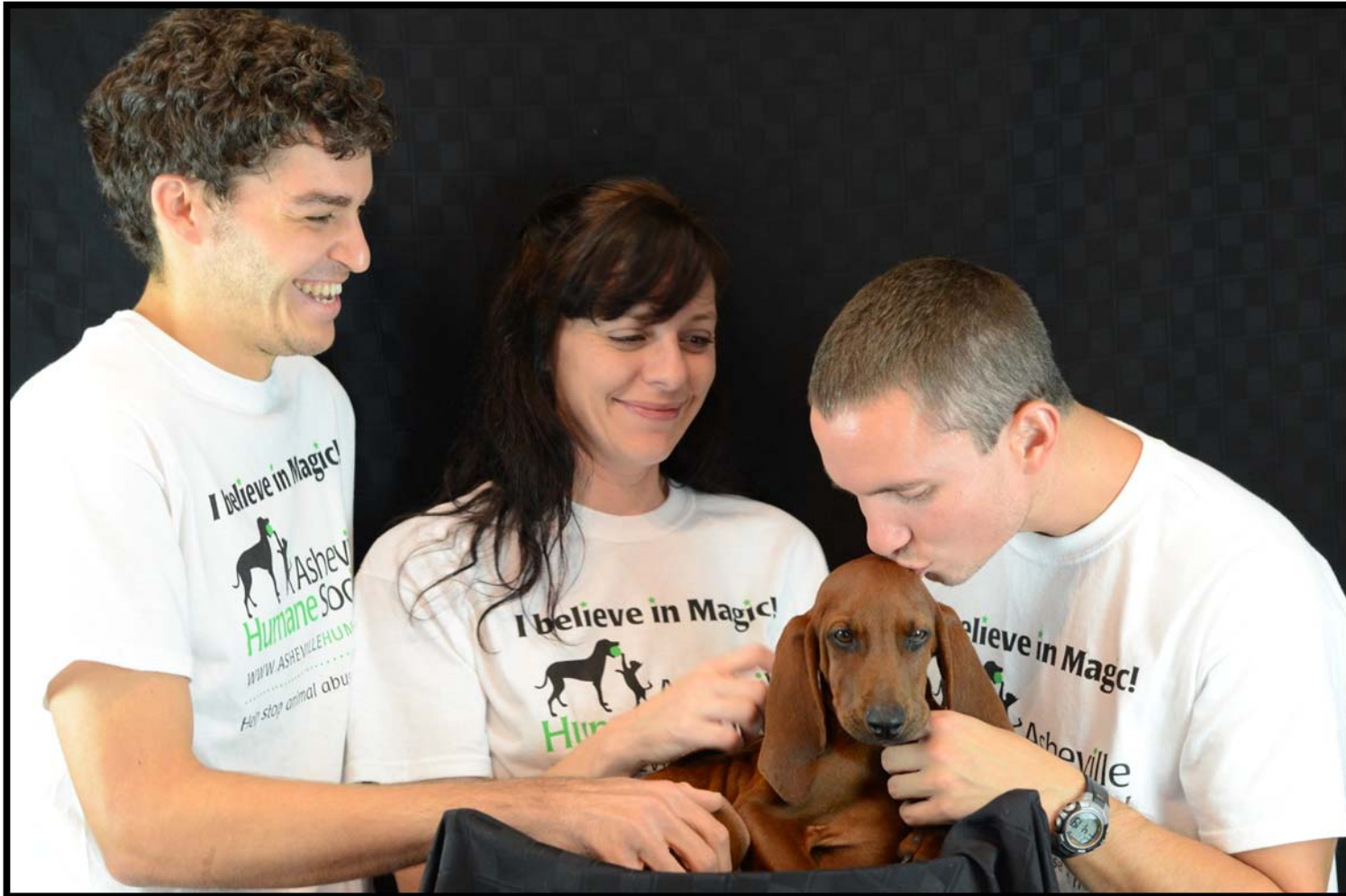
# A Magical Social Media Journey

**What was our goal with this campaign?**



# A Magical Social Media Journey

It wasn't to raise money...





# A Magical Social Media Journey

**It wasn't to increase adoptions...**



# A Magical Social Media Journey

**It wasn't to attract  
volunteers...**



# A Magical Social Media Journey

**It wasn't to recruit  
foster parents...**





# A Magical Social Media Journey

**It wasn't to increase  
our social media  
'likes'...**



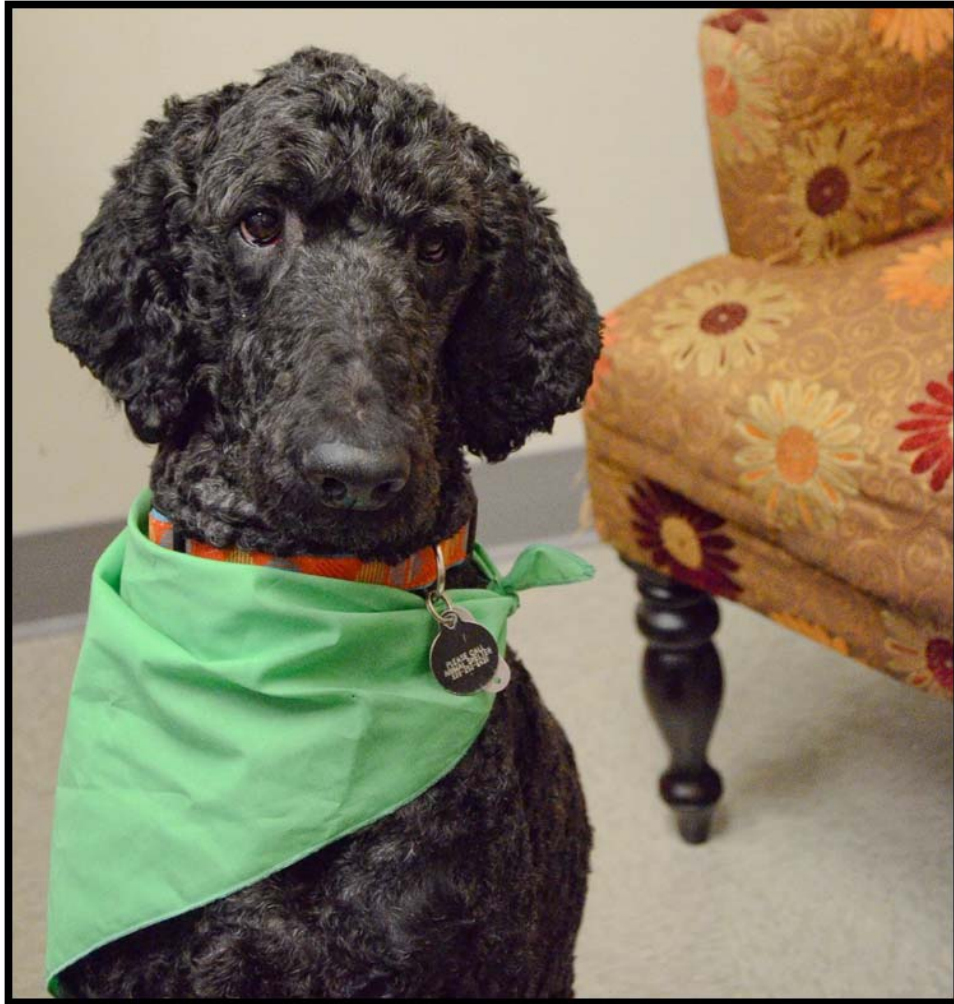
# A Magical Social Media Journey

It wasn't to get more publicity...



# A Magical Social Media Journey

**The purpose of this campaign was to...**



**Make people believe that magic happens at Asheville Humane Society ...**

**and that they can be a part of that **magic** if they foster, volunteer, adopt, donate, or advocate.**



# A Magical Social Media Journey

## Advice:

- Be brave – take a risk
- Don't be afraid if the animal doesn't make it
  - ***Wilbur's story***
- Be real – genuine
- Share your passion
- Try it... and let me know if you experience... ***magic.***



# A Magical Social Media Journey

## Contact information:

Katherine McGowan Shenar  
President/CEO  
(828) 761-2001 x 309



Email: [kshenar@ashevillehumane.org](mailto:kshenar@ashevillehumane.org)

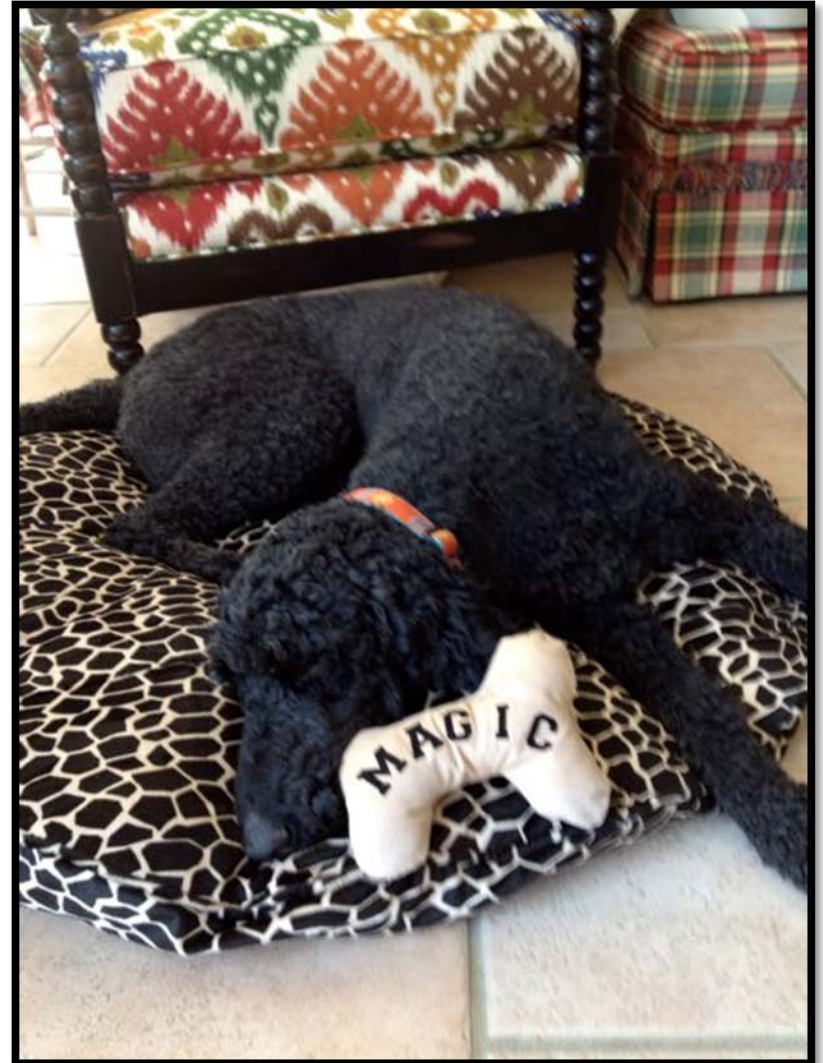


# A Magical Social Media Journey

What is Magic doing  
right now?

If I had to guess... *napping.*

He's a 'snowbird' now...  
splits his time between  
Florida and North Carolina





# A Magical Social Media Journey



<http://www.youtube.com/watch?v=xC1JZ4MD7g8&feature=share&list=UU3VCHtQBYli33kgmtRKOawA>