



Ferret Shelters Directory News - July 14, 2014

Pet Store Adoption - Education Events Survey

EARLY RESPONSE WINNER: was Travelers Haven Ferret Rescue in Wisconsin - run by Loree Meier. Congratulations! The sleep sacks have already been sent and hope they are being put to good use.

SURVEY RESULTS: Thank you to all 41 shelters who took the time to reply and to so many of you who provided such detailed responses! Clearly we hit on a topic near and dear to many. It took a while to figure out just how to display all that information. And there is a LOT! You can [read it all here on a special page under the Shelter Portal tab called Shelter Surveys we set up with links to PDF files](#). (You may need to install Adobe PDF reader and these may be difficult to read on cell phones.)

GIVE US YOUR THOUGHTS: I watched the comments as they populated the survey but would love to get your read on the responses and any further comment you may have. If you want to add more, email us a help@ferretshelters.org or drop a note on the [Directory Facebook page](#). Also please let us know, after looking at Page 10 what survey/s you would like to see next; or suggest others.

I'd suggest the next survey should be about the Canine Distemper vaccine alternative, practices, etc as that is crucial to ferrets and their health. If you have specific questions, please send them along. Will try to get something pulled together in the next 2 weeks and see if we can include a couple of other health topics at the same time.

Renewals

... have been going out regularly. Due to ignorance on my part, neglected to say in the earliest letters that you have to be logged in for the link to function. SORRY!. IF you are having trouble with your renewal, LET US KNOW! Dianna Desrochers or I can manually renew your listing. Nothing ever really disappears - the data remains. It just may "go dark." I watch the site daily; and can just click it back on. We are all learning how this works.

The Directory function is built on a FREE plug-in. Nothing else came even close to the functionality this had. We are looking to try to streamline the sign up and

editing process. 50% of the renewals are working smoothly, so that's not too shabby given we are not tekkies - and I include myself in that.

Spam & Site Attacks

Our apologies to the few shelters who received spam emails. Have put some added defences in place. We will never be able to stop all of them, but no one can access your email or password credentials. It is curious to watch the number of hourly attacks occur trying to break into a non-commercial site. But we have automated daily back-ups daily, and are looking into additional security measures. It's been an education to say the least.

We are now monitoring email contacts in order to report to the foundations that gave us grant money for the site. The good news is that some shelters are seeing adoption inquiries. I have not seen any surrender inquiries over the past 6 weeks, though know there were several before we started watching contacts more closely after the spam emails. So people ARE finding and using the site.

Ferret Events - Facebook Events

Please remember that the site has the the capability to include your ferret events! We will be renewing (and paying) for that functionality. At several of our shows we heard people say they did not have any way to search for ferret events when they traveled. Too many places have either long lead times to add events, or you have to ask to be listed, or you have to be a 501(c)3 to be included. We have no such requirements! So if you are going to be doing a pet store event, a picnic, a fund-raiser or an open house, please add it! It helps everyone on the site get more visibility as well as helps your shelter gain visibility.

We DO have the capability to take events you publish to your FACEBOOK Community Page (Not from Group or Personal pages) to automatically get listed from FB to the Directory. Only 1 slight little problem.... the event time usually comes over incorrectly for most of the world. It will be correct if you are happen to be holding said event in the Eastern US time zone. But for every other place on the planet, it will set the time as if you are in ET, USA. Thus UK events start about 5 hours earlier, and for you folks on the West Coast of the US, they start about 3 hours later. And forget it, Australia - I can't quite figure out when yours start! I think the day before or something.

We have talked to the developers - and they are aware of the problem but seem disinclined to repair it at the moment. On the plus side, all the rest of the event data ports over beautifully - images, the address, details of the event, date, etc. But the time... nope. That is wrong unless you happen to live here in GMT-5.

Therefore, we have not actively publicized or set it up completely for shelters on FB other than to run some tests with a couple of shelters. But if you want to use it for events, let me know and we will turn it on for you. Then all you will need to do, is log into the directory and edit the event manually with the correct time. Or, if you live in the ET zone of the US, you will NOT have to do anything at all.

However, I don't want to turn it on and have bizzare time stamps on the events and have people showing up at the incorrect time. :) IF it get fixed, we will shout

it from the roof-tops and get it turned on for everyone!

We are thinking of trying it out for Facebook Auction events by posting them to the Shelters Directory FB page. There we can manually control the time stamp and for once I can see all the events in one place as they continually get lost on my timeline with all the FB changes.

By the way - HOFA is using the Events page for their show and already has their 2015 show listed! (CONGRATS HOFA!!) For anyone familiar with Search Engine Optimization - the more places you put your events on the internet, the better. This is the golden rule of internet "advertising" and optimization. It's like getting free publicity. Sp please take advantage of it but also we want you to be aware of the shortcomings.

Site Changes

We have been notified that the template we are using for the site is being discontinued. Figures. It was free. It was clean. So back to the drawing board. I hope to have it changed within the next 6 weeks before they pull the plug on the old template. No eta.

Thank you.

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You are receiving this newsletter as a registrant of the Ferret Shelters Directory website. Everyone who registered receives this newsletter in order to be kept up-to-date on Directory activities, programs, changes, etc. Even those who registered but do not have a listing are maintained on the database in order to be kept informed of Directory happenings. Ferret shelters, even if they are not publicly listed in the Directory, are encouraged to register to to maintain their shelter information with Support Our Shelters and to use the Ferret Events area to promote events of interest to ferret owners.
