



NEWS RELEASE

Texas Animal Health Commission

"Serving Texas Animal Agriculture Since 1893"

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FOR IMMEDIATE RELEASE

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TAHC Announces Social Media Campaign

AUSTIN – The Texas Animal Health Commission (TAHC) is excited to announce their participation in utilizing social media such as Facebook and Twitter. In addition to traditional means of communication, TAHC officials are pleased to offer another mode of communication to the public. Twitter and Facebook pages will be used to keep the public up to date with current information regarding TAHC.

“A few years ago, social networking sites known as social media, were not in existence. Today, however, millions of individuals utilize them,” Dr. Dee Ellis, TAHC Executive Director, said. “I am very excited and pleased to launch our agency Facebook and Twitter accounts. This is a great way to distribute educational and other important information to a sector of the public we were not currently reaching with the more traditional information dissemination processes.” Dr. Ellis, mentioned. “By the TAHC engaging and utilizing other means of modern communication, we hope to better serve the public and our industry,” Yvonne “Bonnie” Ramirez, Director of Public Information, added. “The TAHC having a presence on Facebook and Twitter not only will allow us to readily disseminate information, it will also enable us to raise awareness of any current event that needs to be publicized.”

Interested individuals can access the TAHC’s Facebook page and click “like” to receive news and updates from the TAHC. The page can be found by either searching for “Texas Animal Health Commission (TAHC)” on Facebook or by going to the TAHC website homepage at www.tahc.state.tx.us and clicking on the Facebook button. To follow the TAHC on Twitter, go to the TAHC website homepage and click on the Twitter button or go to www.twitter.com/TAHC.

Founded in 1893, the Texas Animal Health Commission works to protect the health of all Texas livestock, including: cattle, swine, poultry, sheep, goats, equine animals, and exotic livestock.

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