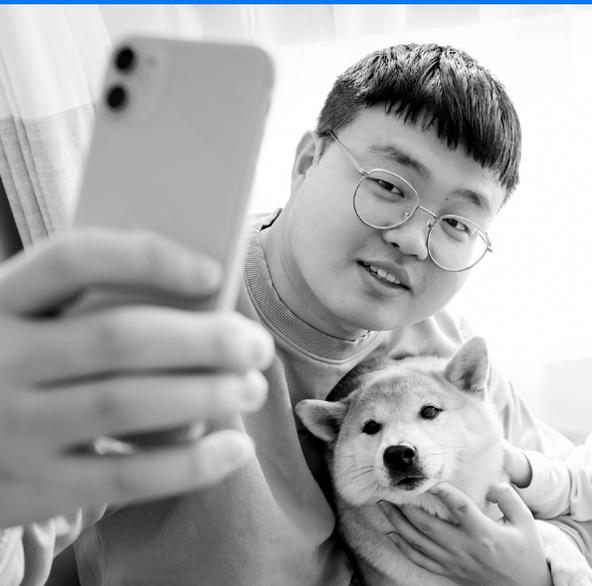


You put a lot of effort
into caring for pets.

Telling clients about it
should be simple.

IDEXX inVue Dx™ Cellular Analyzer
social media toolkit



IDEXX

Thanks for downloading the social media toolkit!

1. Save the photos from the .ZIP file to your smartphone, tablet, or computer.
2. Upload the photo to your practice's social media channels.
3. Copy and paste post copy from the suggestions below.
4. Schedule the post and interact with any comments or messages you receive.

Social media post ideas

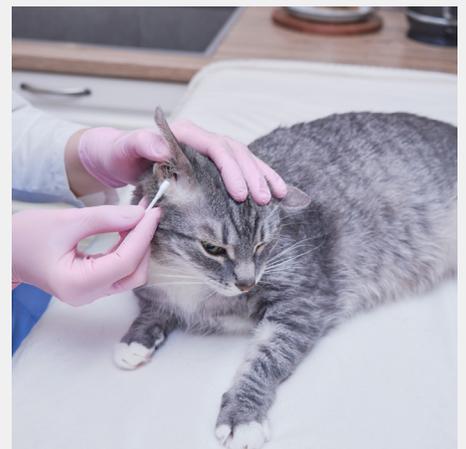
Post copy examples

Exciting news! Our new in-clinic analyzer delivers additional diagnostic results within 10 minutes, allowing for earlier diagnosis and treatment of your beloved pets.

Our new analyzer gives deeper insights into what's happening with your sick pet. With a simple blood draw, we'll receive your pet's results within 10 minutes.

New technology alert! We have added an analyzer to our clinic that automates ear cytology. This analyzer provides fast, accurate results within 10 minutes, which means quicker answers and earlier treatment for your pet!

Photo examples



Social media tips

- + Share educational posts and helpful reminders with pet owners! For example, explain the importance of regular blood work, especially when their pet is sick.
- + Showcase photos and videos of your team performing diagnostic tests to educate pet owners on the “why” and to highlight their value.
- + Share patient success stories (with the pet owner’s permission) to demonstrate how these tests can detect issues early and enable timely, effective treatment.
- + Engage with your followers! Encourage pet owners to ask questions in the comments or send direct messages. These interactions help build community and reinforce the relationship with the pet owner.
- + Highlight your practice’s new technology to showcase your commitment to delivering high-quality care for pets.

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