

**IDEXX**

# Preventative Care Social Media Toolkit



# 5 Social Media Tips

## 1 Identify content categories

Before crafting posts, brainstorm what is relevant and useful to your audience. Think about frequently asked questions, reminders, or information you share with pet owners. Here are a few categories to get you started.



### Preventative care reminders

Share reminders about flea, tick, and worm preventatives and annual screenings.



### Educational information

Explain the importance of annual wellness visits and how these visits and the services you provide can help benefit their pets.



### Feel good content

Highlight a pet who came in for their annual wellness visit. Don't forget to receive permission from the pet's owner to share a photo. Pro tip: Ask to tag them in the photo to boost your reach.



### Practice information

Introduce followers to your team—practice managers, vet nurses, vets, and of course, your clinic cats. Share updates about hours of operation, announcements, and FAQs.

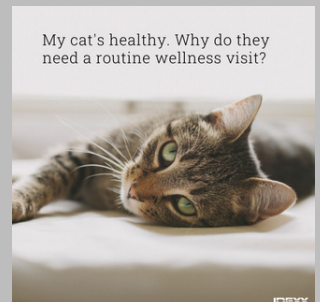
#### Tick checks



#### Annual screenings



#### Wellness Visits



## 2 Make a plan

The last thing you want to do at the end of a busy day is create social media posts. Use a calendar to your advantage to plan out seasonal moments. This will allow you to plan out content days, weeks, or months in advance and when your schedule allows.

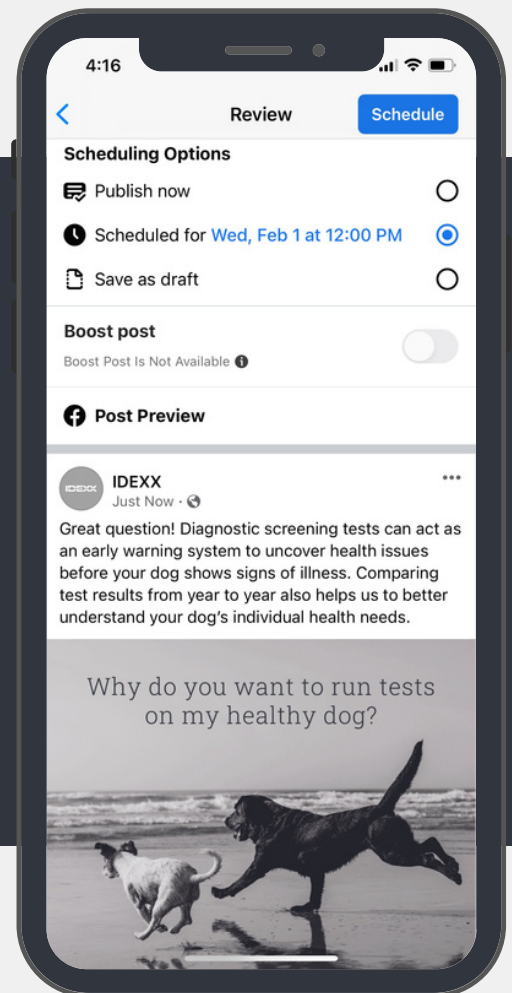


## 3 Be consistent

Aim to post weekly to stay active in your followers' feed. Weekdays tend to have the highest engagement, especially Tuesday, Wednesday, and Thursday. Make a note to check your channels to reply to comments or questions. This will help in boosting your engagement and reaching your existing clients.

## 4 Schedule posts

It can be difficult to carve out time during the day to post to social media. Meta Business Suite offers a free tool that centralizes Facebook, Instagram, and messaging tools in one place. It makes it easy to schedule posts, respond to messages, and discover helpful insights to optimize your efforts moving forward.



## 5 Explore current trends

Looking to spice up your social media posts? Follow other veterinary clinics on social media, and don't be afraid to take inspiration (but don't copy.) from their ideas. Try dabbling in these popular trends.

### 1 Post a reel

Short-form video is currently the most popular and effective social media format. Try posting a 10–30 second video explaining what happens during a wellness visit or the importance of blood tests.

### 2 Use funny and interactive content to educate

Share a meme or funny graphic that will help drive home the importance of your messaging. Need a faecal sample for a pet during their upcoming visit? Try sharing this graphic with the following messaging.



#### **Recommended caption:**

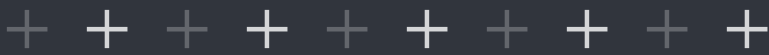
But faecal screenings are an important step in protecting your pet. Faecal antigen testing helps us find intestinal parasite infections that other types of testing may miss.

Bring a sample to your pet's next visit and ask us about year-round parasite control!

## Ready to get started?

Save the ready-to-use social posts and recommend captions in a convenient location on your smartphone, tablet, or computer and schedule your first post.





# Thanks for downloading the IDEXX Preventative Care social media toolkit!

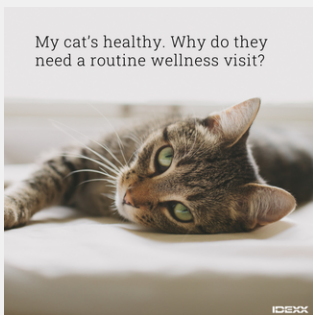
## To make the most of these resources:

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 the recommended caption from the suggestions below.
4. Schedule the post and interact with any comments or messages you receive.



### Recommended caption

But faecal screenings are an important step in protecting your pet. Faecal antigen testing helps us find intestinal parasite infections that other types of testing may miss. Bring a sample to your pet's next visit and ask us about year-round parasite control!



### Recommended caption

Cats are great at hiding underlying medical issues. When you bring your feline companion in for a routine wellness visit, we'll do a physical exam and run diagnostic screening tests to help detect issues before your cat shows signs of illness.



### Recommended caption

Routine wellness visits are a great way to help your pet live a healthy life for as long as possible. These visits can help us detect potential health issues early and may help you avoid larger treatment costs that can happen as disease progresses.



### Recommended caption

Great question! Diagnostic screening tests can act as an early warning system to uncover health issues before your dog shows signs of illness. Comparing test results from year to year also helps us to better understand your dog's individual health needs.



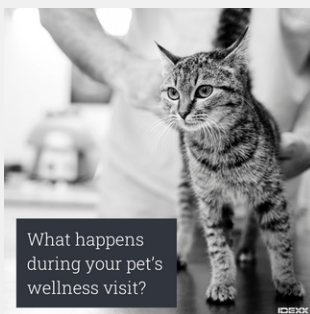
### Recommended caption

What happens during your pet's wellness visit? A typical visit might include a physical exam, diagnostic screening tests, and a subsequent review of results to track your pet's overall health and identify early warning signs of health problems.



### Recommended caption

Infected ticks spread many diseases that can threaten the health of your dog and family. It's important to protect your dog year-round with preventatives and to have them tested for exposure regularly.



### Recommended caption

A typical visit might include a physical exam, diagnostic screening tests, and a subsequent review of results to track your pet's overall health and identify early warning signs of health problems.



### Recommended caption

Dogs can become infected with intestinal parasites through exposure to contaminated soil or faeces that contain the eggs or larvae of hookworms, roundworms, and whipworms. Bring a sample to your pet's next visit to be tested!



### Recommended caption

Cats are great at hiding underlying medical issues. When you bring them in for a routine wellness visit, we'll run diagnostic screening tests that can help catch health issues as soon as possible.



### Recommended caption

Testing your pet's urine helps us uncover painful but often hidden conditions, like infections and kidney and bladder stones, as well as give us more information on your pet's general health. Ask us about it at your next visit!