

# Pet Diabetes



## Social Media Tool Kit

### GET THE SUPPORT THAT'S RIGHT FOR YOUR PRACTICE

We have created ready-to-share social media posts for your clinic. Just copy and paste the content into your social media channel and start engaging with your followers.

These messages are intended to be used in your name only. We wish to remind you that it is your ultimate responsibility to ensure that the messages, including their adaptation, display, distribution, communication and use do not infringe any rule, including your Code of ethic. In order to help minimize the risks of infringement of said rules, we suggest the following:

- Use the messages as is, without modifications.
- Do not add any product name or refer to any brand. .

### Tool Kit Includes:

- 7 posts and images
- How to save images and text from this PDF
- How to add images and text to social channels
- How to post on Instagram
- Social media best practices

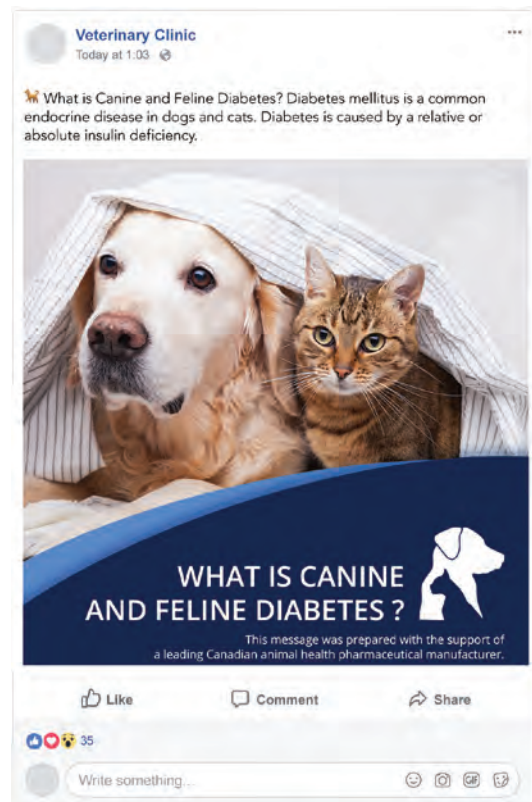


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Just like human diabetes, pet diabetes is on the rise, with 1 out of 200 cats and 1 out of 300 dogs diagnosed with the disease during their lifetime. This is due to many factors including the growing prevalence of obesity and changing dietary habits.

Available as



What is Canine and Feline Diabetes? Diabetes mellitus is a common endocrine disease in dogs and cats. Diabetes is caused by a relative or absolute insulin deficiency.

Available as



What are the signs of diabetes in dogs and cats? Early detection is a critical factor in preventing serious health issues that can result from diabetes. If pet owners notice excessive thirst, frequent urination, increased hunger while losing weight, or lethargy, they should seek the advice of their veterinarian.

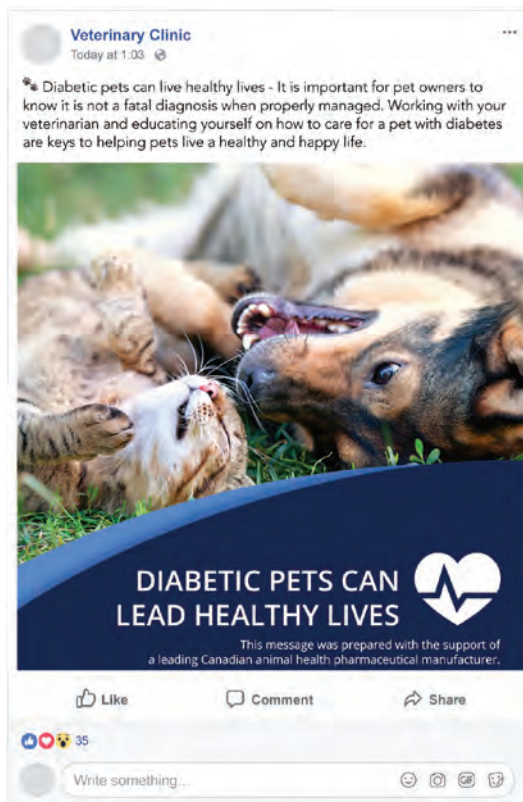
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Pet owners should check in with their veterinarian if they spot any signs of diabetes, including weight loss despite increased appetite, excessive thirst, vomiting or lethargy.



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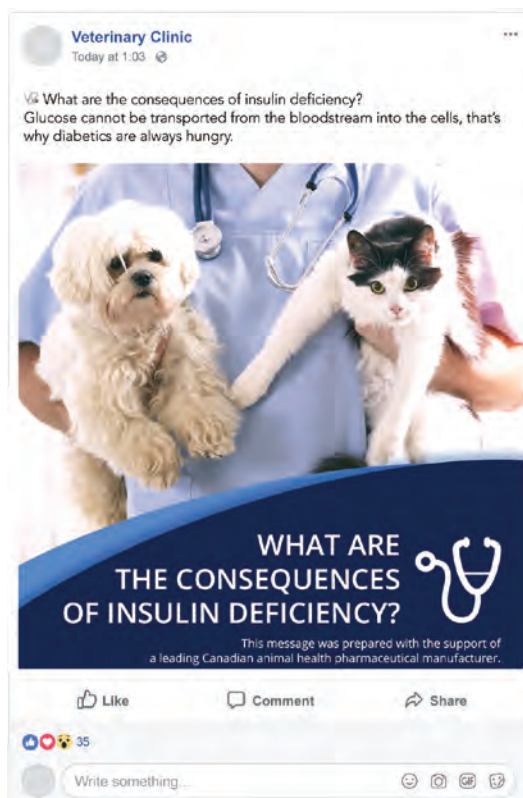
🐾 Diabetic pets can live healthy lives - It is important for pet owners to know it is not a fatal diagnosis when properly managed. Working with your veterinarian and educating yourself on how to care for a pet with diabetes are keys to helping pets live a healthy and happy life.

Available as



🕒 Diabetes mellitus is a lifelong condition, however, with appropriate treatment, pets with diabetes can live a healthy and normal life. Successful management depends on regular and frequent exercise, diet and insulin. Diabetes stabilization can take up to three months, and all family members need to take ownership of their pet's diabetes.

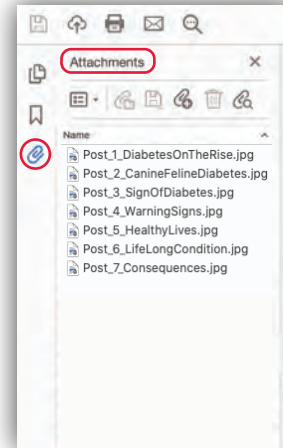
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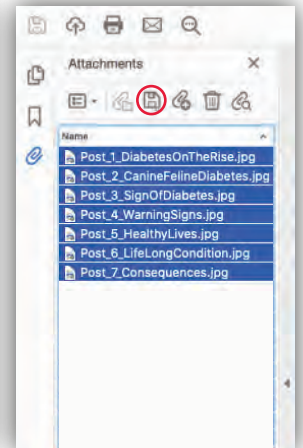
🩺 What are the consequences of insulin deficiency? Glucose cannot be transported from the bloodstream into the cells, that's why diabetics are always hungry.

# How to Save Images & Text from this PDF

- 1 Save this PDF to your computer (on your "Desktop" or other location of your choice).
- 2 Open the file. Click on the Attachment icon to view a list of images and animations.
- 3 Shift-click on all the file names and click "Save Attachment" icon. Choose the location where you want to save the files.
- 4 Next, highlight the text you wish to post. Right-click on the text and select "Copy".



STEP 2



STEP 3

# How to Add Images & Text to Social Channels

- 1 Log into your social media account.
- 2 Right-click in the text field and select "Paste". Adjust line breaks and spacing as required.
- 3 Click on the "Add photo/video" icon. Select the image (.jpg) or animation (.mp4) you previously saved. For videos, make sure to title your video and add the post text as your video description.
- 4 Both the image and the text should now be visible in the post preview area. Finish by posting or tweeting live.

# How to Post on Instagram

- 1 Click on the "+" sign at the bottom of your screen to start creating a new post.
- 2 Add the photo(s) or video you would like to post, and click "Next".
- 3 If you want to edit or add filters to your post, you can otherwise click "Next" to skip this step.
- 4 Where it says "Write caption" you can add the text for your post.
- 5 When finished creating your post, click "Share" to upload the content. You can also link your Instagram account to Facebook and/or Twitter to have any post from Instagram uploaded to that platform automatically.



# Social Media Best Practices

Let us help you with your social media. We have created images, animations and prewritten content so you can quickly and easily help bring awareness to your followers about pet diabetes.

While we have developed this content with great care, we wish to remind you that it is your ultimate responsibility to ensure that this content does not infringe any rule, including your Code of ethics.

## OVERVIEW

Pick the channel that best works for your business goals. All of them have something a bit different to offer.

**Facebook:** Ages 18-44. Connect with people.

**Instagram:** Age 35 and under. Photo sharing.

## FACEBOOK

With over 2 billion monthly users, Facebook is pivotal for small businesses. Target your audience, promote services and enhance recognition.

### Best Practices

- **Best time to post:** Thursday and Friday from 1 to 3 p.m.
- **Post with a purpose:** Post useful information and content they will remember like stories or statistics.
- **Interact with your followers:** Respond to questions/concerns as well as to positive/negative comments! Always be professional.

## INSTAGRAM

It's visual, simple, and used by a younger generation. Go beyond the adorable pet photos, share your clinic's mission and goals.

### Best Practices

- **Best time to post:** Daily from 3 to 4 p.m.
- **Post relevant and frequent content.**
- **Know your audience:** Watch for trends daily from 3 to 4 p.m.