



# 7 social media tips for veterinary practices

## 1 Identify your target audience.

- Find out which social media platform(s) your current and potential clients favour.
- Set up business accounts on the platform(s) **where your target audience is most likely to hang out.**

## 3 “Dress” to impress.

- Choose a profile photo that is easily recognizable and on-brand with your other social media accounts.
- Write a “**knock-their-socks-off**” bio.
- Post **high-quality and professional looking visuals.**

## 5 Focus on metrics that matter.

- Don't measure the success of your social media activities with “vanity metrics” such as the number of followers, “likes” or “shares” specific posts get.
- Remember that **local love is what helps your practice thrive.**

## 7 Engage, engage, engage.

- Log in once or twice a day to reply to questions and respond to comments.
- **Follow and interact** with people and business pages whose interests match or complement yours and your audience's, and like or share their content, as appropriate.

## 2 Designate an in-house social media advocate.

- **Do not fully outsource** your practice's social media.
- Make sure that any members of the team that may need access to the accounts, are given administrator privileges.
- Allocate the time and resources required to maintain a consistent social media presence.

## 4 Be yourself on all social media platforms.

- Think of your social media accounts as **extensions of your practice.**
- Let your brand voice, tone and personality shine through your posts.
- Choose an **easily recognizable and searchable username**, like your business name.
- Ideally, use the same (or a similar) username and branding elements across all social media networks.

## 6 Post consistently.

- Set up a social media calendar and **use social media management tools and schedulers** to help ensure consistent posting even on busy days.
- Save time by using graphic design templates and cut-and-paste posts, and by sharing relevant content from other sources.
- Don't hesitate to publish similar content more than once – chances are, many of your followers will have missed it the first time around!

