

BCCDC- MERCK TICK STUDY SOCIAL MEDIA TOOL KIT

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.

Tool Kit includes:



- 3 posts and images
- How to add images & text to social channels
- How to post on Instagram
- Social media best practices



CALLING ALL TICKS! WE WANT YOU!



Calling all ticks! We want you!

Our practice is participating in a study with the British Columbia Centre for Disease Control in partnership with a leading animal health company, to see where ticks are in our area.

If you find a tick on your pet, please bring it to our clinic. We will take a photograph and provide it to eTick.ca for identification. If your tick is the 'lucky' one, it may even be submitted for further testing!

Have questions about ticks? Just ask! Call us at: *clinic number*

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WHAT PARASITE HAS 8 LEGS AND IS ONLY THE SIZE OF A SESAME SEED WHEN FULL GROWN?



What parasite has 8 legs and is only the size of a sesame seed when full grown?

A western blacklegged tick, that's what!

Our practice is participating in a study to see what kinds of ticks are in our area. If you find a tick on your pet, we want it! Please bring it to us so it can be part of the study!

Have questions about ticks? Just ask! Call us at: *clinic number*

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DID YOU KNOW THAT TICKS CAN FEED ON PETS AND PEOPLE?



Did you know that ticks can feed on pets and people?

And some ticks can transmit disease-causing agents, like the one that causes Lyme disease?

Our practice is participating in a study to see what kinds of ticks are in our area, and we want your ticks! If you find a tick on your pet, we want it! Please bring it to us so it can be part of the study!

Want to learn even more cool things about ticks?
Visit ticktalkcanada.com

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How to Save Images & Text from this PDF

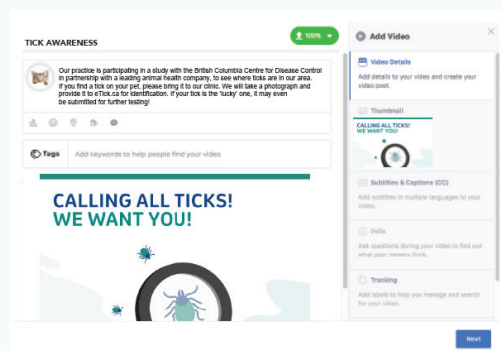
- 1 Save this PDF to your computer (on your “Desktop” or other location of your choice).
- 2 To download an image, press the “DOWNLOAD IMAGE” button and save the image on your computer.
- 3 Next, highlight the text you wish to post. Right-click on the text and select “Copy”.



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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) you previously saved.
- 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 and prewritten content so you can quickly and easily help bring awareness to your followers and encourage their participation in the BCCDC-Merck Tick Study.

OVERVIEW

Pick the channel that works best for your business goals. All of them have something a bit different to offer. The best times to post on social media is 10:00 AM on Tuesdays, Wednesdays, and Thursdays.

[*https://blog.hootsuite.com/social-media-demographics/](https://blog.hootsuite.com/social-media-demographics/)

Facebook: ages 18-34*. Connect with people.

Instagram: age 34 and under*. Photo-sharing.

Twitter: ages 25-49*. Share thoughts.

FACEBOOK

With over 2.9 billion monthly users, Facebook is pivotal for small businesses. Target your audience, promote services and enhance recognition.

Best Practices

- **Best time to post:** 8:00 AM to 12:00 PM on Tuesdays and Thursdays.
- **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:** 11:00 AM on Wednesdays, 11:00 AM to 3:00 PM or 7:00 PM to 8:00 PM daily.
- **Post relevant and frequent content.**
- **Know your audience:** Watch for trends daily from 3:00 PM to 4:00 PM.

