

# National Tick Awareness Month



## Social Media Tool Kit

 **Tick season can be**  
**EVERY SEASON.**

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:

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



BROUGHT TO YOU BY





Available as



Today is the first day of the National Tick Awareness Month! "Tick season can be every season" is the focus of this new campaign. Stay tuned for more information! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason

(Please Note: The attached video is appropriate for posting on social media. If you would like a higher resolution version, please [click here](#). When the video opens, click right and select "save as" to save the video.)

Available as



Winter, Spring, Summer, and Fall: "Tick season can be every season!" Did you know that ticks can be active throughout the year, as soon as the temperatures reach 4°C? #yourvetknowsticks #tickseasoncanbeeveryseason #NTAM <https://ticktalkcanada.com/seasonality-of-ticks/>

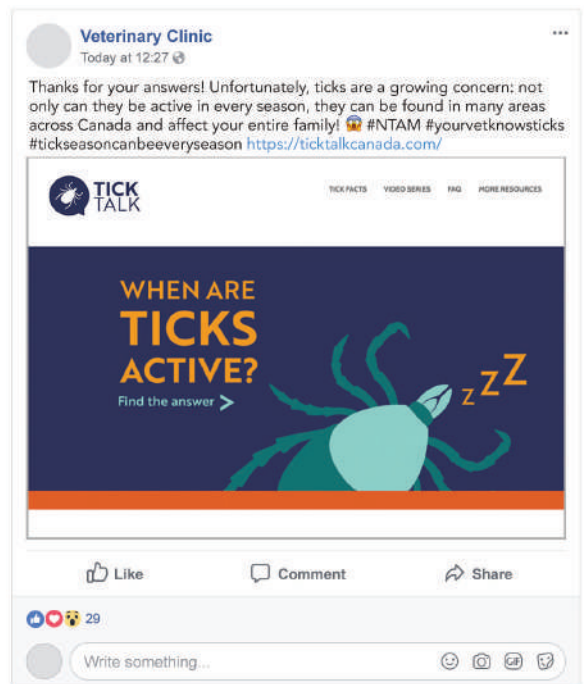
Available as



Quiz time! Which of these statements about ticks are true?

- a. Tick season can be every season
- b. Ticks can be found in every province in Canada
- c. Ticks can affect your entire family
- d. All of the above

Available as



Thanks for your answers! Unfortunately, ticks are a growing concern: not only can they be active in every season, they can be found in many areas across Canada and affect your entire family! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <https://ticktalkcanada.com/>



Available as

**Veterinary Clinic**  
Today at 1:42

The location where blacklegged ticks (the species which can transmit the bacteria that causes Lyme disease) is expanding. Could your area be at risk for blacklegged ticks? Click here! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <http://tickmaps.ca/en/>

Like Comment Share

43

Write something...



Available as

**Veterinary Clinic**  
Today at 11:15

Both pets and people can be a target for ticks and the diseases they carry. It is important to know how to protect your entire family (including the furry ones!) #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <https://ticktalkcanada.com/one-health/>

Like Comment Share

28

Write something...



The location where blacklegged ticks (the species which can transmit the bacteria that causes Lyme disease) is expanding. Could your area be at risk for blacklegged ticks? Click here! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <http://tickmaps.ca/en/>

Both pets and people can be a target for ticks and the diseases they carry. It is important to know how to protect your entire family (including the furry ones!) #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <https://ticktalkcanada.com/one-health/>

Available as

**Veterinary Clinic**  
Today at 12:49

Watch as Dr. Scott Stevenson, a tick expert in Canada, tells us more about ticks. Click below to learn more! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <https://ticktalkcanada.com/video-series/>

Like Comment Share

37

Write something...



Available as

**Veterinary Clinic**  
Today at 10:33

Today is the last day of the National Tick Awareness Month, let's test your "tick IQ"! Test your knowledge by clicking the link below! #NTAM #yourvetknowsticks #tickseasoncanbeeveryseason <https://ticktalkcanada.com/tick-facts/survey-form/>

Like Comment Share

62

Write something...

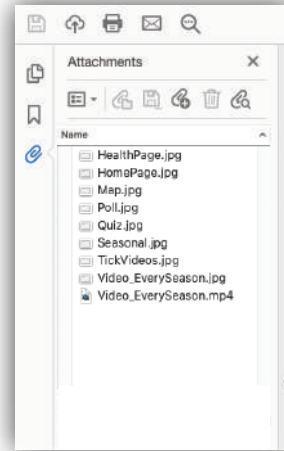


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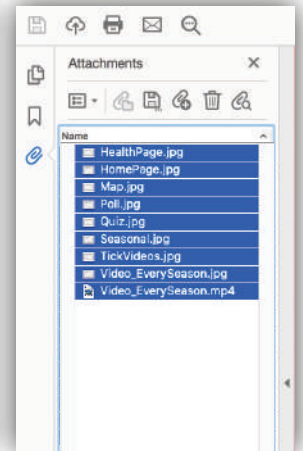
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# How to Save Images & Text from this PDF

- 1 Save this PDF to your computer (on your "Desktop" or other location of your choice).
- 2 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".



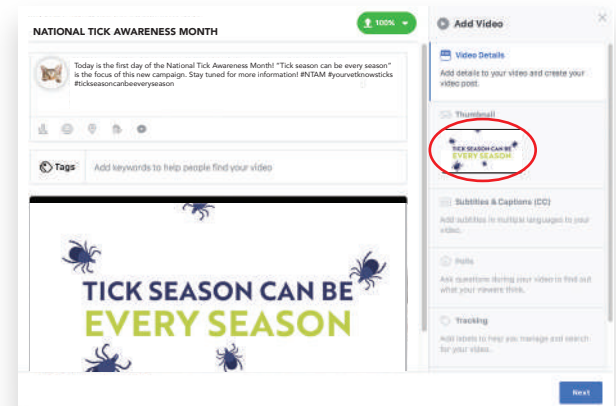
STEP 2



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 Make sure that your post includes the hashtags #NTAM, #yourvetknowsticks or #tickseasoncanbeeveryseason
- 4 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.
- 5 Both the image and the text should now be visible in the post preview area. Finish by posting or tweeting live.



STEP 4

When adding your video make sure to specify the thumbnail you want to show when the video is not playing.

# How to Create A Poll (Facebook)

- 1 Click to compose a new post and select the "Poll" option from the post type list.
- 2 Type in your question and answer options into the form.
- 3 Select the duration of time for the poll to be active, and when finished click "Share".

# 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 for the month of March (National Tick Awareness Month).

### 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 Fridays from 1-3 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 3-4 p.m.
- **Post relevant and frequent content.**
- **Know your audience:** Watch for trends daily from 3-4 p.m.