



Canadian Veterinary
Medical Association

Association canadienne
des médecins vétérinaires



HABITAT PROTECTION AND PANDEMIC PREVENTION

**Animal Health Week
October 2–8, 2022**

SOCIAL MEDIA TOOL KIT



Tool Kit Includes:

- 15 posts and images sized for Facebook, Twitter, and Instagram
- How to save images and text from this PDF
- How to post on Instagram
- How to add images and text to social channels
- Social media best practices

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.

Visit canadianveterinarians.net to learn more.

Social Media Best Practices

Let us help you with your social media and spread these important messages! We created images, animations, and prewritten messages so you can quickly and easily help bring awareness to your followers during Animal Health Week 2022. 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

- 1 Engage followers without them having to leave Facebook.
 - You may post external links with your posts, but to boost engagement, try including a question or poll.
- 2 Use Stories as an alternative to posts and reach more people.
 - Stories allow you to bypass the Facebook algorithm and grab people's attention, creating interest in your page.
- 3 Prioritize practical, optimistic, informative content.
 - Personal success stories
 - Helpful tips, guides, statistics, and resources
 - Ask questions and give answers
- 4 Publish more videos.
 - Facebook has made it clear that videos perform better.



Instagram

AGE 35 AND UNDER
PHOTO-SHARING

- 1 Switch your profile to a business account.
 - Go to your profile and select the top right hamburger icon ☰
 - Select Settings, then select Account
 - Select Switch to professional account
 - Tap Business and follow next steps
- 2 Know your audience.
 - Curate messaging to your audience. What do they want and/or need to know? What do you want them to know?
- 3 Define goals.
 - What is your page's primary focus? Education? Promotion? Both?
 - Write an Instagram bio about who you are and what people can expect from you.
 - Share your clinic's mission and vision.



Twitter

AGES 18-49
SHARE THOUGHTS

- 1 Write clear and concise messages under 280 characters.
- 2 Use hashtags wisely.
 - Research popular hashtags.
 - Do not use more than two hashtags.
- 3 Have a quality over quantity mindset.

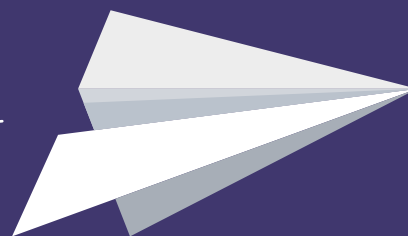


How to Save Images and Text from this PDF

- 1 Save this PDF to your computer to the location of your choice and download the corresponding images by clicking on the “Download Images” button below.

Download Images ↓


- 2 Next, highlight the text you wish to post. Right-click on the text and select Copy.
- 3 Paste the text and add the images to the social media platform of your choice.



SOCIAL MEDIA TOOL KIT




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.



How to Add Text & Images 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 Add the campaign hashtags and/or choose your own hashtags: #animalhealthweek #AHW2022.
- 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.

HABITAT
PROTECTION
AND
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HABITAT PROTECTION

AND

PANDEMIC PREVENTION

Animal Health Week
October 2–8, 2022

The 2022 Animal Health Week
campaign is generously provided
by the following sponsors:

petsecure[™]
CANADA'S PET INSURANCE



In partnership with:



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST **1**

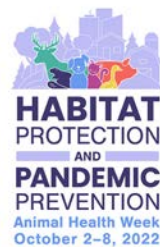
Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Animal Health Week (AHW) is an annual national public awareness campaign organized by the CVMA and hosted by veterinarians across Canada. Each year, through AHW, the veterinary community draws attention to an important health-related message. This year's message, Habitat Protection and Pandemic Prevention is about raising awareness of how the disruption of animal habitats in various forms, from forests to farms, can impact ecosystem health and affect global human health.



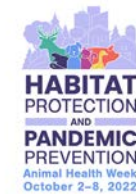
Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention

Tweet

Animal Health Week is an annual national public awareness campaign organized by the CVMA and hosted by veterinarians across Canada. Visit <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/> to learn about this year's campaign.
#AnimalHealthWeek





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Protecting the habitats of animals helps protect shared ecosystems and, in turn, helps safeguard human health. Habitat Protection is crucial to effectively address emerging diseases, antimicrobial resistance, food security and safety, biodiversity loss, healthy water ecosystems, and climate change consequences. It will also assist in Pandemic Prevention. Visit <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/> to learn about this year's Animal Health Week campaign.



Instagram Post



Copy and paste Facebook text for Instagram

(Limit of 30 hashtags – English and French combined)

#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#biodiversity #climatechange #emergingdiseases
#healthywater #ecosystems

Tweet

Habitat Protection and Pandemic Prevention is crucial to effectively address emerging diseases, antimicrobial resistance, food security, biodiversity loss, healthy ecosystems, & climate change. Visit <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/> to learn about Animal Health Week.
#AnimalHealthWeek



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST 3

Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Respecting animals in their natural environments helps deter the spread of disease to other animal species and humans. The critical links between animal, human, and overall health are important to understand. You can contribute to Habitat Protection and Pandemic Prevention by keeping the habitat of wild animals as clean as possible and ensuring farm animals and pets have routine veterinary visits, optimal nutrition, and parasite prevention.



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#habitat #optimalnutrition #vetvisits
#parasiteprevention

Tweet

Contribute to Habitat Protection and Pandemic Prevention by keeping the habitat of wild animals as clean as possible and ensuring farm animals and pets have routine veterinary visits, optimal nutrition, and parasite prevention.
#AnimalHealthWeek #vetvisits





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Veterinarians have crucial and critical Habitat Protection and Pandemic Prevention roles in food safety, environmental protection, and public health. This includes safeguarding the production of food from animal origin, ensuring it is safe, clean, and nutritious, while protecting the health and welfare of animals on farms.



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#foodsafety #publichealth #animalwelfare

Tweet

Vets have crucial and critical roles in food safety, environmental protection, & public health. This includes safeguarding the food production from animal origin, while protecting the health and welfare of animals on farms.
#AnimalHealthWeek #foodsafety
#publichealth #animalwelfare





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Habitat Protection and Pandemic Prevention: The importation of exotic animals, and even improper movement of domestic animals, can introduce disease to local animals and people. Check out more on this topic: <https://www.science.org/content/article/wild-animals-prized-delicacies-china-contain-bevy-threatening-viruses>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#exoticanimals #domesticanimals
#potentialdisease

Tweet

The importation of exotic animals, and even improper movement of domestic animals, can introduce disease to local animals and people. Check out more on this topic: <https://www.science.org/content/article/wild-animals-prized-delicacies-china-contain-bevy-threatening-viruses>
#AnimalHealthWeek





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Encroaching upon wildlife habitats or entering commercial farmed operations without following proper protocols can result in biosecurity breaches which can lead to dangerous outcomes for animals and people. This is a big part of the Habitat Protection portion of this year's AHW theme. Check out <https://www.nature.com/articles/d41586-022-01312-y> for more on this topic.



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#commercialfarming #biosecuritybreaches
#spillover #wildlifehabitats

Tweet

Encroaching upon wildlife habitats or entering commercial farmed operations without following proper protocols can result in biosecurity breaches which can lead to dangerous outcomes for animals and people. Check out <https://www.nature.com/articles/d41586-022-01312-y> for more. #AnimalHealthWeek

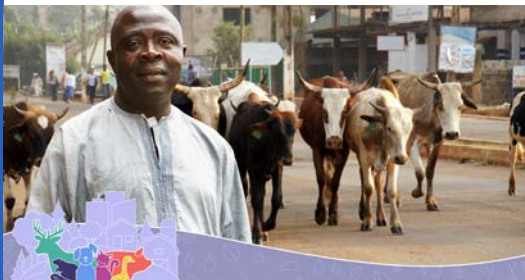




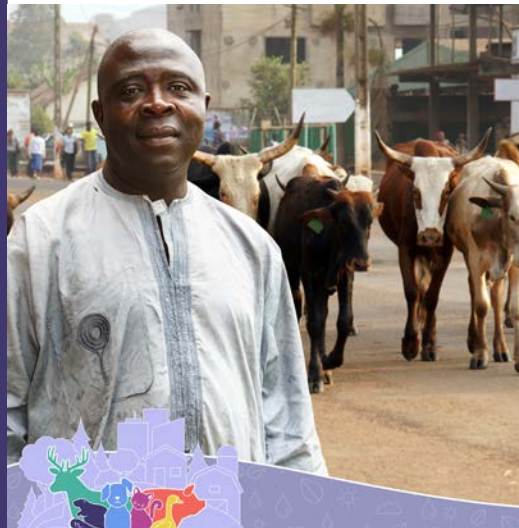
Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

The veterinary profession has a crucial and critical role and a professional responsibility to safeguard ONE HEALTH, including veterinarians' partnerships with farmers and producers to adopt agricultural practices that protect natural resources and the environment.



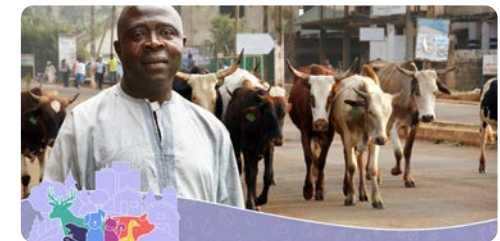
Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#veterinarians #farmers #onehealth

Tweet

Veterinarians have a crucial and critical role to safeguard ONE HEALTH, including veterinarians' partnerships with farmers and producers to adopt agricultural practices that protect natural resources and the environment.
#AnimalHealthWeek #veterinarians #farmers #onehealth





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Animals, people, and the environment; keeping one healthy requires that all be healthy. Veterinarians are involved in Habitat Protection and Pandemic Prevention by monitoring disease in wildlife, such as migrating birds, bats, and feral animals like pigs and dogs. This can play an important role in future pandemic prevention.



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#veterinarians #farmers #onehealth

Tweet

Veterinarians are involved in Habitat Protection and Pandemic Prevention by monitoring disease in wildlife, such as migrating birds, bats, and feral animals like pigs and dogs. This can play an important role in future pandemic prevention.
#AnimalHealthWeek #disease #wildlife





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Canada's veterinary professionals occupy unique, crucial and critical positions within the national One Health community and can help educate clients about how protecting animals' health and habitats, protects everyone's health. You and your veterinarian must manage your animals health responsibly and regularly. Habitat Protection and Pandemic Prevention starts with you! Find more information here: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#itstartswithyou #education

Tweet

You and your veterinarian must manage your animal's health responsibly and regularly. Habitat Protection and Pandemic Prevention starts with you! <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>
#AnimalHealthWeek #onehealth
#itstartswithyou #education



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST
10

Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Veterinarians support Habitat Protection and Pandemic Prevention, highlighting the correlation between the effects of nature, wildlife, and infectious diseases. Infectious diseases inherently affect animal and human health, agriculture, and the environment, known as One Health. Disease-causing microbes often have a close relationship between reservoirs in the environment, animals, and people. <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>



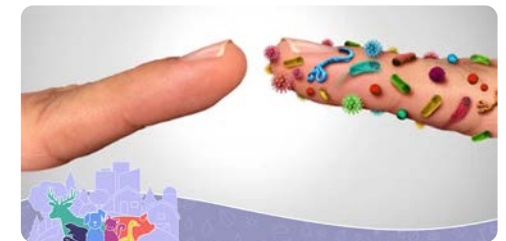
Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#education #nature #wildlife #disease

Tweet

Veterinarians support Habitat Protection and Pandemic Prevention, highlighting the correlation between the effects of nature, wildlife, and infectious diseases. <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>
#AnimalHealthweek #OneHealth
#education #nature #wildlife #disease



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST
11

Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Habitat Protection and Pandemic Prevention education is important for everyone in order to safeguard our future and help avoid future pandemics. Protecting habitats results in healthy animals and a healthy and safe environment, reducing the chances of future pandemics. <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#pandemicprevention #protecthabitats
#protectanimals

Tweet

Protecting habitats results in healthy animals and a healthy and safe environment, reducing the chances of future pandemics.
<https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>
#AnimalHealthWeek
#pandemicprevention #protecthabitats
#protectanimals





Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Continuous human invasion into what were once remote regions exposes us to previously isolated viruses, parasites, and bacteria. The most recent global public health and economic devastation, COVID-19, greatly exemplifies the need to minimize the risk or another zoonotic pandemic. Check out <https://theconversation.com/preventing-future-pandemics-starts-with-recognizing-links-between-human-and-animal-health-167617> for more on this topic.



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#covid19 #pandemic #zoonoticdiseases #prevention

Tweet

The most recent global public health and economic devastation, COVID-19, greatly exemplifies the need to minimize the risk or another zoonotic pandemic. Check out <https://theconversation.com/preventing-future-pandemics-starts-with-recognizing-links-between-human-and-animal-health-167617> for more on this topic.
#AnimalHealthWeek #covid19
#pandemic #zoonotic #prevention



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST
13

Copy and paste the content into your social media channel and start engaging with your followers.

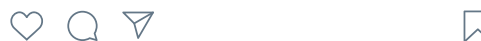
Facebook Post

The veterinary profession holds crucial and critical roles and responsibilities to safeguard ONE HEALTH, considering many human infections are of animal origin, infectious diseases account for animal losses, and new diseases appear annually. Contact your veterinarian to learn more about Habitat Protection and Pandemic Prevention and see how you can contribute to better health for all.

<https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#OneHealth #zoonoticdiseases
#habitatprotectionandpandemicprevention

Tweet

Contact your veterinarian to learn more about Habitat Protection and Pandemic Prevention and see how you can contribute to better health for all. You can also visit <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/> #AnimalHealthWeek #resources





Copy and paste the content into your social media channel and start engaging with your followers.

f Facebook Post

Education should begin early; ONE HEALTH should become a curriculum foundation emphasizing the importance of interdisciplinary collaboration and approaches to animal, human, and environmental health. An understanding of ONE HEALTH will help foster further understanding of Habitat Protection and Pandemic Prevention.
<https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2022/>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealtWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#education #onehealth #animal #human
#enviroment #onehealth #teaching

Twitter

Education should begin early; ONE HEALTH should become a curriculum foundation emphasizing the importance of interdisciplinary collaboration and approaches to animal, human, and environmental health.
#AnimalHealthWeek #education
#onehealth #animal #human
#enviroment



HABITAT PROTECTION AND PANDEMIC PREVENTION



SOCIAL MEDIA TOOL KIT

POST
15

Copy and paste the content into your social media channel and start engaging with your followers.

Facebook Post

Consider using lead alternatives when hunting or fishing. Lead endangers all life forms, from invertebrates to mammals and everything in between. Lead even alters fish physiology. Read the CVMA's lead position statement here:

<https://www.canadianveterinarians.net/policy-and-outreach/position-statements/statements/use-of-lead-fishing-tackle-and-lead-shot-in-canada/>



Instagram Post



Copy and paste Facebook text for Instagram
(Limit of 30 hashtags – English and French combined)
#CVMA #AnimalHealthWeek #AHW #OneHealth
#habitatprotectionandpandemicprevention
#huntingsafety #learnaboutlead #leadimpacts
#habitats #ecosystems #saferhuting #animals

Tweet

Consider using lead alternatives when hunting or fishing. Lead impacts many habitats and ecosystems beyond aquatic life. Read more here:
<https://www.canadianveterinarians.net/policy-and-outreach/position-statements/statements/use-of-lead-fishing-tackle-and-lead-shot-in-canada/>

#AnimalHealthWeek #saferhunting

