



Canadian Veterinary  
Medical Association

Association canadienne  
des médecins vétérinaires



# IT TAKES A TEAM

**ANIMAL HEALTH WEEK**  
OCTOBER 1-7, 2023



#### Tool Kit Includes:

- 12 posts and images sized for Facebook, LinkedIn, Twitter, and Instagram
- How to download the images and copy/paste text from this PDF
- How to post on Instagram
- How to add images and text to social channels
- Social media best practices

## 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.

Visit [CanadianVeterinarians.net](https://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 and prewritten messages so you can quickly and easily help bring awareness to your followers during Animal Health Week 2023. 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.



## LinkedIn

AGES 18-54  
CONNECT WITH PROFESSIONALS

- 1 Establish a trusted, consistent voice by posting one to two times a day
- 2 Use rich, eye-catching visuals
- 3 Ask thoughtful questions that encourage comments
- 4 Present a complete Page, taking advantage of all available tabs and fields, as Pages with complete information get 30% more weekly views

## How to Download the images

Save the pre-made Animal Health Week social media images found on our website and post them with the accompanying text found this this document.



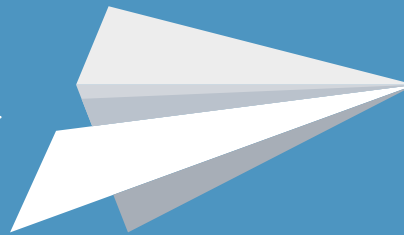
### How to Post on Instagram

- 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 #AHW2023.
- 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.





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The 2023 Animal Health Week  
campaign is generously provided  
by the following sponsor:

**petsecure**<sup>TM</sup>  
CANADA'S PET INSURANCE

In partnership with:





# IT TAKES A TEAM

ANIMAL HEALTH WEEK  
OCTOBER 1-7, 2023

SOCIAL MEDIA TOOL KIT:

POST

1

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

## Facebook/LinkedIn Post

Animal Health Week is an annual national public awareness campaign organized by the Canadian Veterinary Medical Association and hosted by veterinarians across Canada. Each year, through #AnimalHealthWeek, the veterinary community draws attention to an important health-related message.

This year's theme, It Takes a Team... To Protect Your Animal's Health and You, highlights the importance of animal healthcare teams and the valuable role each team member plays in protecting your animals' health and wellness.

Learn more about this year's #AnimalHealthWeek campaign here: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



**IT TAKES A TEAM**  
ANIMAL HEALTH WEEK  
OCTOBER 1-7, 2023

**TO PROTECT YOUR ANIMAL'S HEALTH AND YOU**

Visit [canadianveterinarians.net](https://www.canadianveterinarians.net) to learn more

## Instagram Post



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Visit the Animal Health Week link in our bio to learn about this year's #AnimalHealthWeek campaign.

#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #animalhealthcare

## Tweet



This year's #AnimalHealthWeek theme, It Takes a Team... To Protect Your Animal's Health and You, highlights the importance of animal healthcare teams and the role each member plays in protecting your animals' health.

Learn more about the campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



# IT TAKES A TEAM

ANIMAL HEALTH WEEK  
OCTOBER 1-7, 2023

SOCIAL MEDIA TOOL KIT:

POST **2**

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

## Facebook/LinkedIn Post

This #AnimalHealthWeek, we're highlighting the importance of animal healthcare teams – starting with the people you are likely most familiar with, our veterinarians!

Veterinarians are medical professionals who are trained to protect the health of animals and people in contact with animals. They work with large and small animals to evaluate animals' health, diagnose and treat illnesses, provide routine preventive care, prescribe medication, and perform surgery.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



## Instagram Post



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#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #animalhealthcare

## Tweet



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# IT TAKES A TEAM

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SOCIAL MEDIA TOOL KIT:

POST **3**

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

## Facebook/LinkedIn Post

Did you know veterinarians also work in zoos, wildlife parks, or aquariums? They can also focus on public health and regulatory medicine, enter academia or research, or pursue other animal related career paths.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



## Instagram Post



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#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #animalhealthcare #zoo #publichealth #research #aquarium

## Tweet



Did you know veterinarians also work in zoos, wildlife parks, or aquariums; focus on public health and regulatory medicine; enter academia or research; and so much more?

Learn more about our #AnimalHealthWeek campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



# IT TAKES A TEAM

ANIMAL HEALTH WEEK  
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SOCIAL MEDIA TOOL KIT:

POST 4

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

  Facebook/LinkedIn Post

Large animal veterinarians provide medical and surgical services for sheep, cattle, goats, swine, poultry, and horses.

In addition to treating patients, large animal veterinarians offer preventive herd health management and monitor their environment for possible disease outbreaks. Veterinarians are also responsible for ensuring the safety and security of Canada's food supply. Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



 Instagram Post



Large animal veterinarians provide medical and surgical services for sheep, cattle, goats, swine, poultry, and horses.

In addition to treating patients, large animal veterinarians offer preventive herd health management and monitor their environment for possible disease outbreaks. Veterinarians are also responsible for ensuring the safety and security of Canada's food supply. Visit the Animal Health Week link in our bio to learn about this year's #AnimalHealthWeek campaign.

*#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #animalhealthcare*

 Tweet



Large animal veterinarians provide medical and surgical services for sheep, cattle, goats, swine, poultry, and horses, and offer preventive herd health management.

Learn more about our #AnimalHealthWeek campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>





# IT TAKES A TEAM

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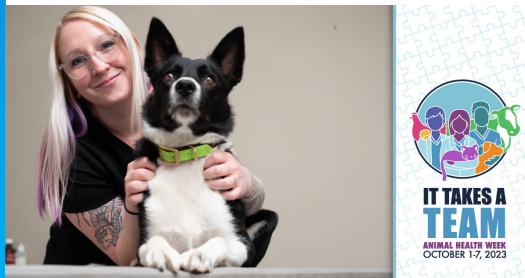
Copy and paste the content into your social media channel and start engaging with your followers.

**f in Facebook/LinkedIn Post**

If you've visited a veterinary clinic, you've likely seen a veterinary technician/technologist hard at work!

Registered veterinary technicians/technologists are invaluable team members who directly assist veterinarians with medical and non-medical services in clinical practice. Veterinary technicians undergo extensive studies and training to assist veterinarians with surgery, laboratory procedures, radiography, anesthesia, treatment and nursing care, and client education.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



**Instagram Post**



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*#AnimalHealthWeek #AHW2023 #CVMA #vettech #veterinarytechnician #veterinarytechnologist #pets #animals #animalhealthcare*

**Tweet**



If you've visited a veterinary clinic, you've likely seen a technician/technologist hard at work!

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# IT TAKES A TEAM

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SOCIAL MEDIA TOOL KIT:

POST **6**

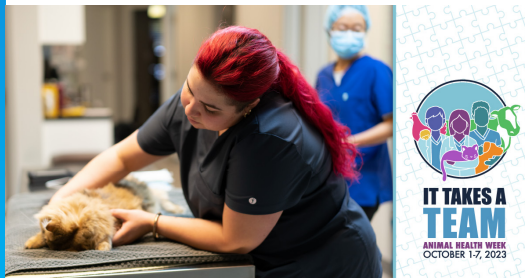
Copy and paste the content into your social media channel and start engaging with your followers.

  Facebook/LinkedIn Post

Veterinary assistants provide important additional support to animal healthcare teams!

Veterinary assistants support veterinarians, veterinary technicians/technologists and/or clients with daily tasks. Assistants may be asked to perform kennel work, assist in the restraint and handling of animals, feed and exercise animals, or complete clerical duties.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



 Instagram Post



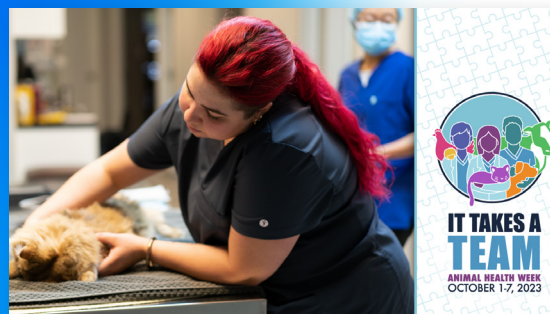
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*#AnimalHealthWeek #AHW2023 #CVMA #vetassistant #veterinaryassistant #pets #animals #animalhealthcare*

 Tweet



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SOCIAL MEDIA TOOL KIT:

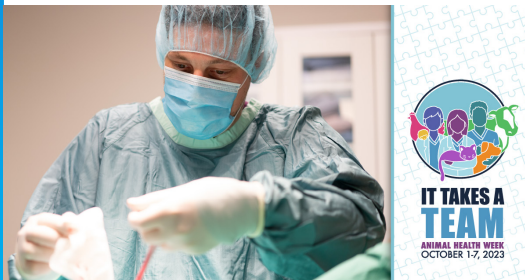
POST **7**

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

**f in** Facebook/LinkedIn Post

Similar to other health professions, veterinary medicine is extremely diverse, and veterinarians often specialize in a particular clinical field.

This includes surgery, internal medicine, anesthesiology, clinical pharmacology, dentistry, dermatology, and many others. Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



**@** Instagram Post



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**t** Tweet



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SOCIAL MEDIA TOOL KIT:

POST 8

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

  Facebook/LinkedIn Post

### Meet the Hospital Manager!

Hospital managers greatly improve the team's efficiency by overseeing the business operations of the practice. Depending on the size and type of hospital/clinic, the manager's duties could include personnel hiring and supervision, budget and inventory management, accounting, marketing, and developing recordkeeping and other business standards for practice.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



 Instagram Post



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Visit the Animal Health Week link in our bio to learn about this year's #AnimalHealthWeek campaign.

#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #hospital-managers #animalhealthcare

 Tweet



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# IT TAKES A TEAM

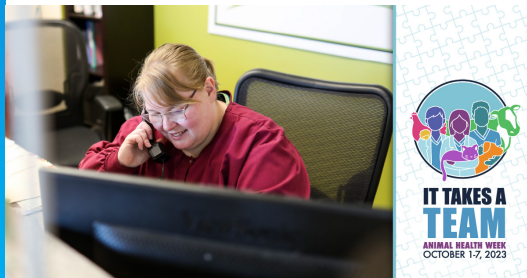
ANIMAL HEALTH WEEK  
OCTOBER 1-7, 2023

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

Facebook/LinkedIn Post

Every animal owner should be well-acquainted with their clinic's receptionist! The receptionist is usually the first person to welcome a client into the hospital and the last person the client sees before leaving. Skilled receptionists address all client interactions with compassion, organize front desk tasks, handle a variety of client questions or requests, and efficiently coordinate appointment schedules.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



Instagram Post



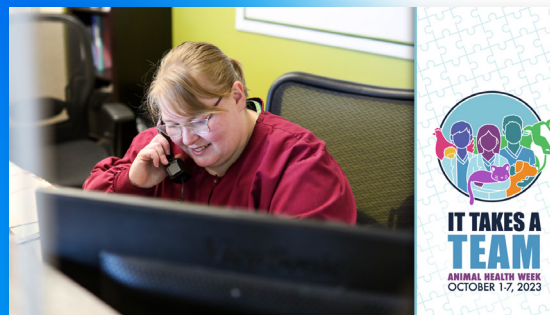
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#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #receptionists #animalhealthcare

Tweet



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SOCIAL MEDIA TOOL KIT:

POST 10

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

## Facebook/LinkedIn Post

The veterinary medicine profession is vast and all-encompassing. Veterinarians provide dental services, take x-rays, and perform surgery – they care for your pets, from nose to tail.

Veterinarians need to be highly intuitive and objective, too, because their patients can't speak. They rely on their knowledge and experience to protect your animal's health and wellness.

Learn more about this year's Animal Health Week campaign: <https://www.canadianveterinarians.net/veterinary-resources/practice-tools/animal-health-week-ahw/ahw-2023/>



## Instagram Post



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#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #pets #animals #vets #animalhealthcare

## Tweet



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SOCIAL MEDIA TOOL KIT:

POST 11

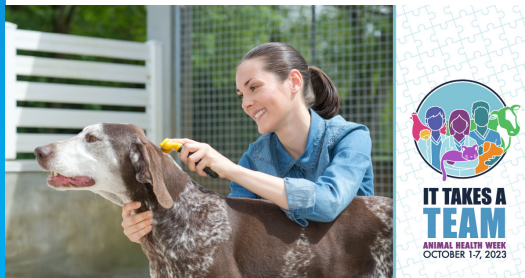
Copy and paste the content into your social media channel and start engaging with your followers.

## Facebook/LinkedIn Post

Some veterinary clinic or hospital teams may also include adoption counsellors, grief counsellors, social workers, administrative assistants, kennel or barn workers, and part-time volunteers.

Every single person in an animal healthcare team plays an important role in assuring the health and well-being of animals and people who care for them.

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## Instagram Post



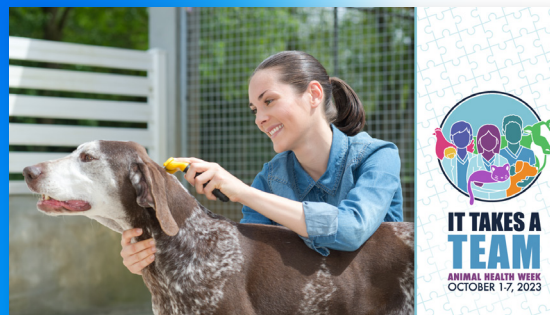
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*#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #volunteers #kennels #pets #animals #vets #adoptioncounselors #animalhealthcare #socialworker*

## Tweet



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Facebook/LinkedIn Post

From veterinarians, veterinary technicians/technologists, and veterinary assistants to hospital managers and receptionists, every member of the veterinary healthcare team cares about protecting animal health and wellness. They support the people who care for them, too!

As you can see – It Takes a Team... To Protect Your Animal's Health and You!

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Instagram Post



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#AnimalHealthWeek #AHW2023 #CVMA #veterinarians #vettech #vetassistant #animals #vets #receptionists #hospitalmanagers #animalhealthcare

Tweet



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It Takes a Team... To Protect Your Animal's Health and You!