

THINGS TICKS DON'T WANT YOUR FAMILY TO KNOW



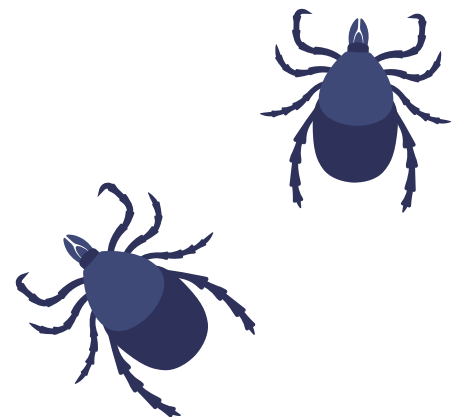
National Tick Awareness Month 2022

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:

- 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 story on Facebook
- How to post on Instagram
- Social media best practices



BROUGHT TO YOU BY





Available as

Veterinary Clinic
Tuesday, March 1

National Tick Awareness Month starts TODAY! There are some facts that ticks would rather keep to themselves! Watch this video to learn how you can protect your pet, your family and yourself, from ticks.
#helpkeepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

284

Like Comment Share

Tuesday, March 1st, 2022

National Tick Awareness Month starts TODAY! There are some facts that ticks would rather keep to themselves! Watch this video to learn how you can protect your pet, your family and yourself, from ticks.

#keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

Link: <https://www.youtube.com/watch?v=FR2OuyEQTv8>

Available as

Veterinary Clinic
Tuesday, March 8

It's National Tick Awareness Month and we want to make sure that you know the facts! Ticks don't want you to know there are ways to help protect your pets AND your family. Learn 7 simple steps to help protect yourself and your pets from ticks!
#helpkeepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

HOW TO PROTECT YOURSELF AND YOUR PET FROM TICKS

FOR YOURSELF	FOR YOUR PET	FOR BOTH
1 Cover exposed skin and wear light coloured clothes	4 Administer a veterinary-approved tick control product	5 Walk on clear paths or walkways
2 Use tick control spray		6 Do a daily full-body check for ticks
3 Bathe within 2 hours of being outdoors		7 If you find an attached tick, remove it with tweezers

149

Like Comment Share

Tuesday, March 8th, 2022

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#keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

Available as

Veterinary Clinic
Friday, March 4

Ticks don't want you to know they feed on pets AND people. And some ticks can transmit disease-causing agents like the ones that cause Lyme disease. ONE HEALTH is the idea that multiple groups can work together to better protect human health. Your veterinary team is the best resource if you have questions about ticks and Lyme disease and your pet. Ask your family doctor if you have questions about ticks, Lyme disease and your health.
#helpkeepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth
LINK: <https://www.cdc.gov/onehealth/basics/index.html>

321

Like Comment Share

Friday, March 4th, 2022

Ticks don't want you to know they feed on pets AND people. And some ticks can transmit disease-causing agents like the ones that cause Lyme disease. ONE HEALTH is the idea that multiple groups can work together to better protect human health. Your veterinary team is the best resource if you have questions about ticks and Lyme disease and your pet. Ask your family doctor if you have questions about ticks, Lyme disease and your health.

#keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

Link: <https://www.cdc.gov/onehealth/basics/index.html>

Available as

Veterinary Clinic
Friday, March 11

The Western blacklegged tick and the Rocky Mountain wood tick are commonly found in Western Canada. The Western blacklegged tick is found in British Columbia and is the species responsible for transmitting the bacteria that causes Lyme disease to pets and people. Check the potential tick activity in your area today so you can help protect your pet and your family members!
#helpkeepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth

201

Like Comment Share

Friday, March 11th, 2022

Post for Western Canada:

The Western blacklegged tick and the Rocky Mountain wood tick are commonly found in Western Canada. The Western blacklegged tick is found in British Columbia and is the species responsible for transmitting the bacteria that causes Lyme disease to pets and people. Check the potential tick activity in your area today so you can help protect your pet and your family members!

Post for Eastern Canada:

The blacklegged tick is the most common tick species found from Ontario to Eastern Canada. It is the species responsible for transmitting the bacteria that causes Lyme disease to pets and people. Check the potential tick activity in your area today so you can help protect your pet and your family members!

#keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth



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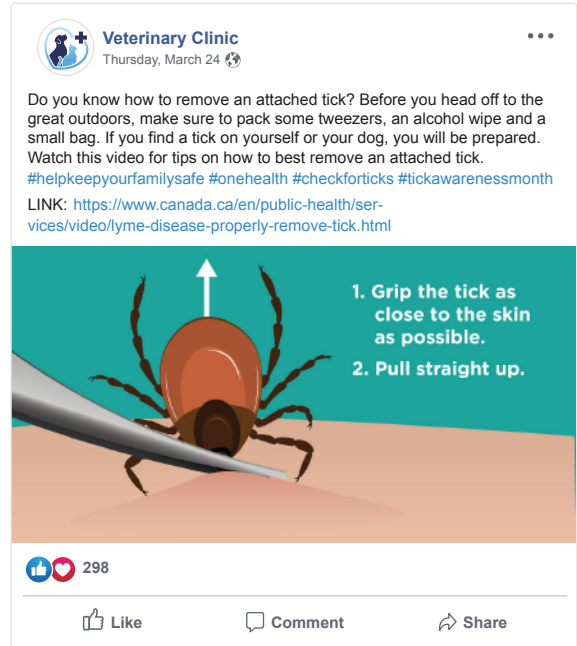


POST IMAGE

Thursday, March 17th, 2022

DID YOU KNOW, the greatest risk of acquiring Lyme disease in Canada occurs where populations of ticks that carry *Borrelia burgdorferi* (the bacteria that causes Lyme disease), have become established. Ticks don't want you to know where they hang out, so we're going to tell you. Check out this map to see where ticks have been found in your province. #keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth
 Link: <https://ticktalkcanada.com/geographic-expansion>

Available as

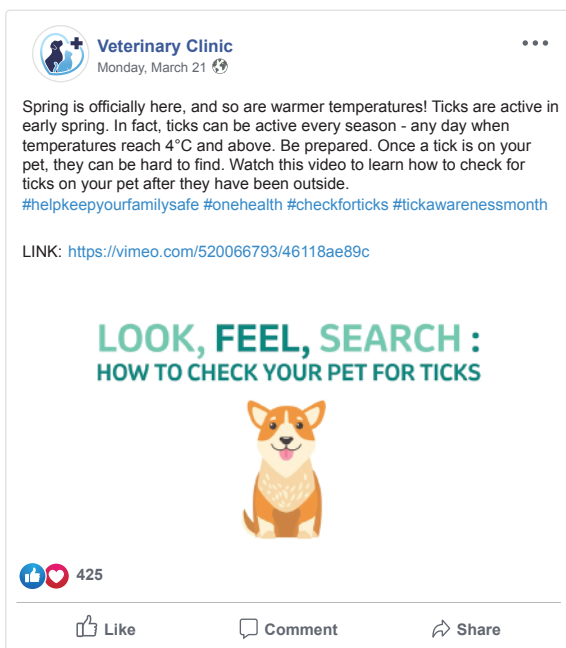


POST IMAGE

Thursday, March 24th, 2022

Do you know how to remove an attached tick? Before you head off to the great outdoors, make sure to pack some tweezers, an alcohol wipe and a small bag. If you find a tick on yourself or your dog, you will be prepared. Watch this video for helpful tips on how to best remove and attached tick. #keepyourfamilysafe #tickcontrol #onehealth #checkforticks
 Link: <https://www.canada.ca/en/public-health/services/video/lyme-disease-properly-remove-tick.html>

Available as



POST IMAGE

Monday, March 21st, 2022

Spring is officially here, and so are warmer temperatures! Ticks are active in early spring. In fact, ticks can be active every season - any day when temperatures reach 4°C and above. Be prepared. Once a tick is on your pet, they can be hard to find. Watch this video to learn how to check for ticks on your pet after they have been outside. #keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth
 Link: <https://vimeo.com/520066793/46118ae89c>

Available as



POST IMAGE

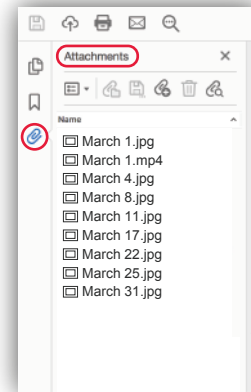
Monday, March 28th, 2022:

This may be the last week of the National Tick Awareness Month, but ticks are still going strong! Talk to your veterinarian about a tick control medication for your pet, and watch the video to see how to enjoy the outdoors, without a tick! Visit ticktalkcanada.com for helpful videos and resources to keep your pet, and your family, protected against ticks. #keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth
 Link: <https://www.canada.ca/en/public-health/services/video/lyme-disease-enjoy-outdoors-without-tick.html>

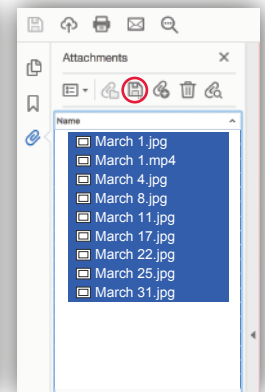


How to Save Images & Text from this PDF

- 1 Save this PDF to your computer (on your "Desktop" or other location of your choice).
- 2 Open the file. Click on the Attachments icon to view a list of images and animations.
- 3 Shift-click on all the file names and click "Save Attachments" 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".



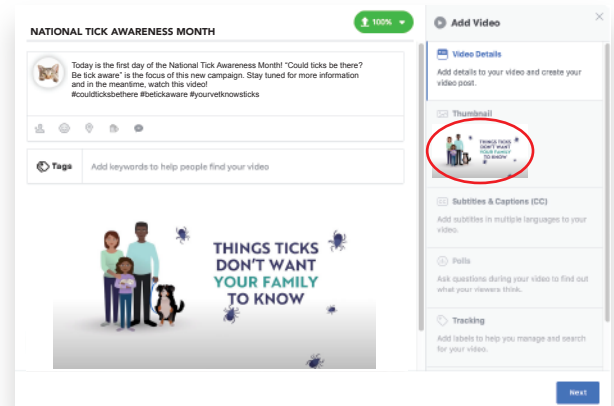
STEP 2



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 your post includes the hashtags: #keepyourfamilysafe #onehealth #checkforticks #tickawarenessmonth
- 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.

The Differences Between a Post and a Story (Facebook)

- Posts are permanent on your page (unless you delete them). Stories only last for 24 hours and then they are gone.
- Posts show up in your subscriber's timeline. Stories appear above their timeline at the top of their page.
- You can link to other web pages in your posts. Stories are shorter videos or images without links.
- Stories are meant to grab attention and give tiny bits of information. Posts are longer and can provide more content.
- For the posts in this document we have provided some videos that are formatted as a "Story". They are supplemental to the "Posts". They can be released on the same day and provide two ways for your readers to see your message.



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. The best times to post on social media overall is 10:00 AM on Tuesdays, Wednesdays, and Thursdays.

*<https://blog.hootsuite.com/social-media-demographics/>

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

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

Twitter: age 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.