



Animal + Human + Planet  
Health + Health + Health

**ONE HEALTH**

Animal Health Week  
October 3 – 9, 2021



CANADIAN VETERINARY  
MEDICAL ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES MÉDECINS VÉTÉRINAIRES



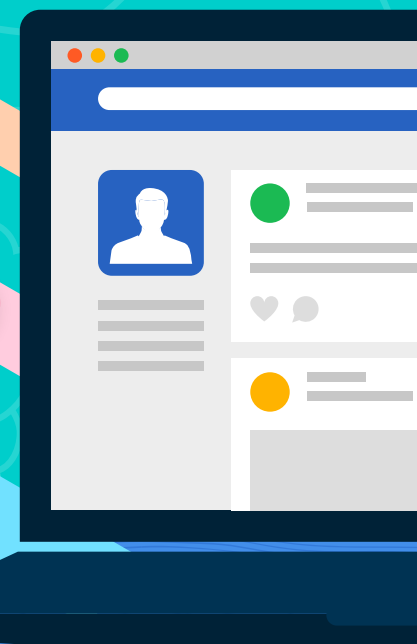
## SOCIAL MEDIA TOOL KIT



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:

- 13 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



Talk to your veterinary team about **ONE HEALTH** today! 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, animations, and prewritten messages so you can quickly and easily help bring awareness to your followers during Animal Health Week 2021. 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 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*. 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*.




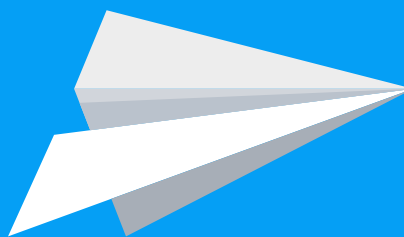
## How to Post on Instagram

- 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 #AHW2021*.
- 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 2021 Animal Health Week  
campaign is generously provided  
by the following sponsors:

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



In partnership with:



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

 Facebook Post

**ONE HEALTH** is an interdisciplinary approach to complex issues that benefits from a variety of professionals' knowledge, backgrounds, and perspectives. A ONE HEALTH approach is crucial to effectively address emerging diseases, antimicrobial resistance, sustainable food production, food security and safety, biodiversity loss, healthy water ecosystems, and climate change consequences.



 Instagram Post



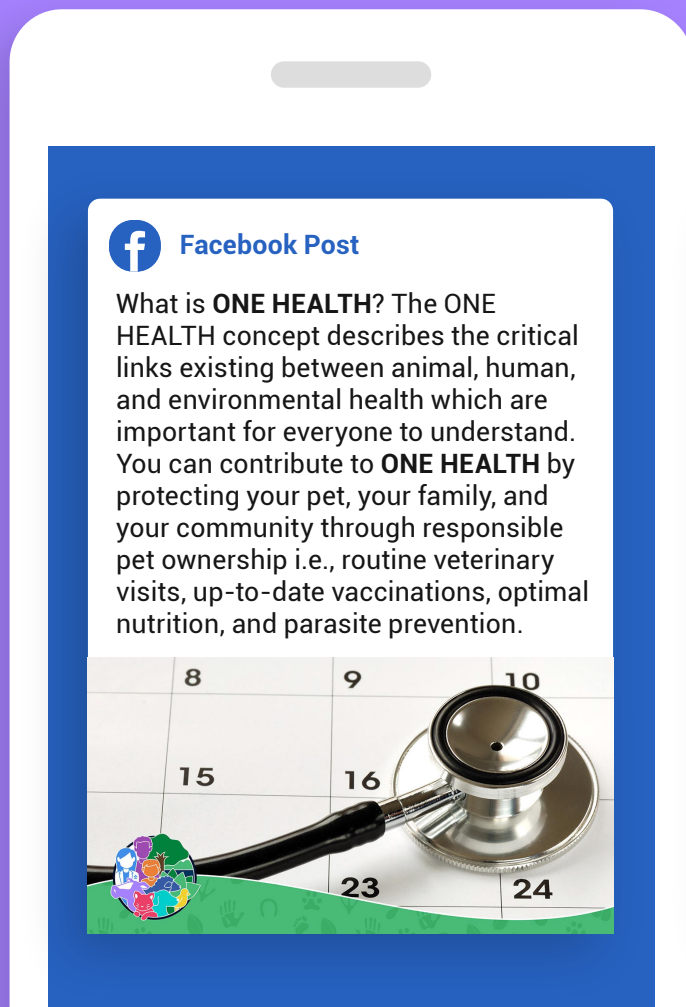
Copy and paste Facebook text for Instagram

 Tweet 

**ONE HEALTH**, an interdisciplinary approach to issues that benefit from different professionals' knowledge, is key to effectively addressing diseases, AMR, sustainable food production, food security and safety, biodiversity loss, healthy ecosystems, and climate change consequences.



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



 Facebook Post

What is **ONE HEALTH**? The ONE HEALTH concept describes the critical links existing between animal, human, and environmental health which are important for everyone to understand. You can contribute to **ONE HEALTH** by protecting your pet, your family, and your community through responsible pet ownership i.e., routine veterinary visits, up-to-date vaccinations, optimal nutrition, and parasite prevention.



 Instagram Post



Copy and paste Facebook text for Instagram



 Tweet

The **ONE HEALTH** concept details links between animal, human and environmental health. Please contribute to ONE HEALTH by protecting your pets, family, & community with responsible pet ownership: routine vet visits, up-to-date vaccinations, optimal nutrition, & parasite prevention.



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 Facebook Post

Veterinarians have critical **ONE HEALTH** roles in food safety, environmental protection, and public health including safeguarding the production of food from animal origin, ensuring it is safe, clean, and nutritious while protecting animals' health and welfare on farms, keeping our food chain safe.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet 

Veterinarians' critical **ONE HEALTH** roles in food safety, environmental protection, and public health include safeguarding food production from animal origin; ensuring it's safe, clean, and nutritious while protecting animals' health and welfare on farms, keeping food chains safe.



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 Facebook Post

Animals, people, and the environment; keeping one healthy requires that all be healthy. One example of veterinarians' contributions to **ONE HEALTH** is making sound decisions on the appropriate and responsible use of antibiotics. Veterinary antimicrobial oversight supports the fight against antibiotic resistance which has significant consequences for human health, animal health and welfare, food safety, the environment, and the economy.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet 

An example of veterinarians' contributions to **ONE HEALTH** is their appropriate and responsible antibiotic use decisions. Veterinary antimicrobial oversight helps the fight against AMR which badly impacts human health, animal health, food safety, the environment, and the economy.





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

 Facebook Post

Veterinarians are **ONE HEALTH** practitioners who protect animals' health and safety. This includes advising on appropriate animal waste management systems, disposing of pharmaceuticals safely, and promoting and contributing to sustainable development. Each, in turn, also helps protect people and the environment.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet 

Veterinarians are **ONE HEALTH** practitioners who protect animals' health and safety by advising on appropriate animal waste management systems, safely disposing of pharmaceuticals, and contributing to sustainable development, which also helps protect people and the environment.



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 Facebook Post

The veterinary profession has an essential 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

 Tweet 

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 Facebook Post

It is more important than ever for people to understand the critical links between animal, human, and environmental health, a.k.a. **ONE HEALTH**. Veterinarians contribute to **ONE HEALTH** by collaborating with biologists and ecologists to assess environmental factors impacting wildlife habitats, including the well-being of species such as honeybees and fish.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet

It's important for people to understand the critical links between animal, human and environmental health, a.k.a. **ONE HEALTH**. Veterinarians contribute to **ONE HEALTH** by collaborating with biologists and ecologists to assess environmental factors impacting wildlife habitats.



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 Facebook Post

Animals, people, and the environment; keeping one healthy requires that all be healthy. Veterinarians are involved in **ONE HEALTH** by being part of multidisciplinary research teams, identifying and solving emerging problems affecting the health of animals, people, and the environment we all share.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet 

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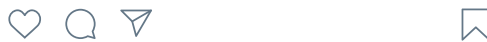
Copy and paste the content into your social media channel and start engaging with your followers.

 Facebook Post

Veterinarians are educated in population medicine and public health, including zoonotic diseases, tick-borne diseases, and antimicrobial stewardship; they also participate in **ONE HEALTH** oriented research.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet

Veterinarians are educated in population medicine and public health, including zoonotic diseases, tick-borne diseases, and antimicrobial stewardship; they also participate in **ONE HEALTH** oriented research.



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# ONE HEALTH

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 **ONE HEALTH** by educating clients and the public and forming and maintaining good relationships with medical doctors and other health professionals.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet 

Veterinarians support **ONE HEALTH** by educating clients and the public and forming and maintaining good relationships with medical doctors and other health professionals.



Animal Health Week | October 3–9, 2021

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 Facebook Post

**ONE HEALTH** education is important for everyone to best safeguard our future. Education should begin early, starting in kindergarten. **ONE HEALTH** should become a curriculum foundation emphasizing the importance of interdisciplinary collaboration and approaches to animal, human, and environmental health.



 Instagram Post



Copy and paste Facebook text for Instagram

 Tweet

**ONE HEALTH** education is important for everyone to best safeguard our future. Education should begin early, in kindergarten. **ONE HEALTH** should become a curriculum foundation emphasizing interdisciplinary collaboration and approaches to animal, human, and environmental health.



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 Facebook Post

The veterinary profession holds significant 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 **ONE HEALTH** and see how you can contribute to better health for all.



 Instagram Post



     
Copy and paste Facebook text for Instagram

 Tweet 

The veterinary profession has significant roles and responsibilities to safeguard **ONE HEALTH** considering many human infections are of animal origin, infectious diseases account for animal loss, and new diseases appear annually. Contact your veterinarian to learn more.





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# ONE HEALTH

## 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 family pet is a good illustration of **ONE HEALTH**, as pets stand at the confluence of animal, human, and environmental health. Ensure your pets receives regular routine physical exams, vaccines, and parasite prevention to help protect the humans and other animals in your family from parasites such as fleas, tick-borne Lyme disease, ringworm caused by fungi, Salmonella bacteria, and Rabies virus.



### Instagram Post



Copy and paste Facebook text for Instagram

### Tweet

The family pet is a good illustration of **ONE HEALTH**, as pets stand at the confluence of animal, human, & environmental health. Ensure your pets receives regular routine physical exams, vaccines, & parasite prevention to help protect the humans & other animals in your family.

