

WILL TICKS GET THROUGH? THROUGH? NOT WITH YOU!

National Tick Awareness Month 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(s) and start engaging with your clinic's followers.

Tool Kit Includes:

- 6 Posts with Photo and Video
- How to Save Posts from this PDF
- How to Post Content
- Tips for Social Media Strategy



These messages are intended to be used in your name only. We wish to remind you that it is ultimately your responsibility to ensure that the messages, including their adaptation, display, distribution, communication, and use do not infringe any rule, including your Code of ethics and the Canadian antispam legislation. To help minimize the risks of infringement of said rules, we suggest the following:

- Use the messages as is, without modifications
- Do not add any product name or refer to any brand

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CA-NOV-241200017



Canadian Veterinary
Medical Association

Association canadienne
des médecins vétérinaires

POST 1

POST 2

Available as

Veterinary Clinic
Saturday, March 1

Today is the first day of National Tick Awareness Month.

Though it is still winter, ticks can pose a risk to pets (and their people!).

Ticks can be active even when there is still snow on the ground - and the risk in Canada continues to increase. Fear not! [You can take action!](#) Over the month we will be walking you through the three layers of tick protection to help keep ticks out and your furry friends safe!

#willticksthrough #notwithyou #ntam #yourvetknowsticks

284

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Available as

Veterinary Clinic
Monday, March 3

Sunny with a chance of ticks?

With temperature fluctuations at this time of year, checking your weather forecast helps you decide if you need sunglasses, snow boots, or a sweater! But what about ticks – could ticks be active in your area today? Visit www.tickmaps.ca to get a 2-week 'tick risk forecast' or check what days in the last 12 months had potential tick activity.

Regardless of the time of year it is important to remain vigilant and recognize that ticks may still pose a risk to pets and people.

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Hyperlink to copy & apply:

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

IMAGE & VIDEO

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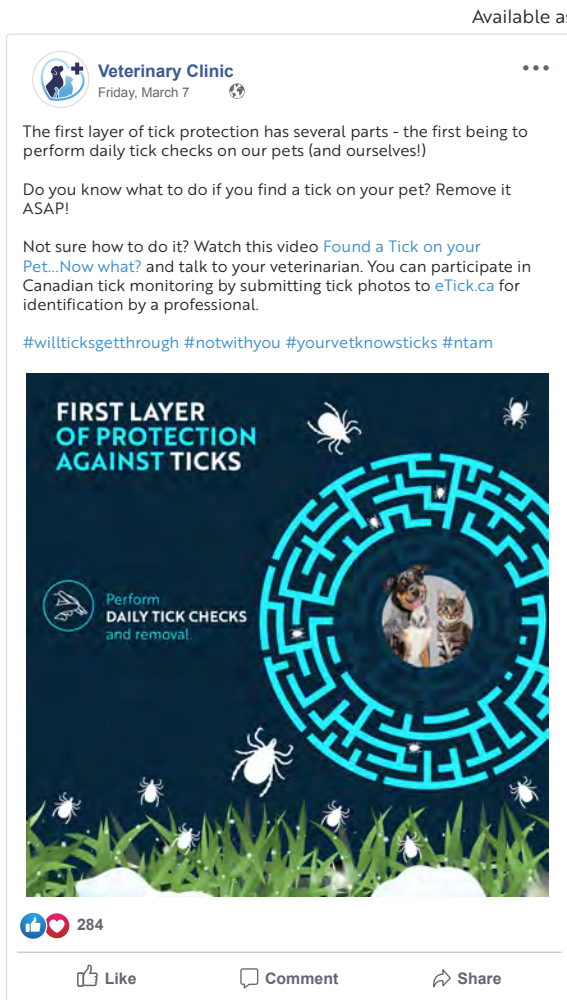
Hyperlink to copy & apply: <https://www.tickmaps.ca>

IMAGE & VIDEO

Look for these file names in the attachments section:
2025_winter_ticks_post_square-02-and-04.jpg
2025_winter_tick_post_video-02-and-04.mp4

POST 3

POST 4



TEXT TO COPY FOR POST

The first layer of tick protection has several parts - the first being to perform daily tick checks on our pets (and ourselves!)

Do you know what to do if you find a tick on your pet? Remove it ASAP!

Not sure how to do it? Watch this video [Found a Tick on your Pet...Now what?](#) and talk to your veterinarian. You can participate in Canadian tick monitoring by submitting tick photos to [eTick.ca](#) for identification by a professional.

[#willticksthrough](#) [#notwithyou](#) [#yourvetknowsticks](#) [#ntam](#)

Hyperlink to copy & apply:

<https://www.youtube.com/watch?v=8wsRhbq4yuU>

IMAGE & VIDEO

Look for this file name in the attachments section:

2025_winter_ticks_post_square-03.jpg

Video: <https://www.youtube.com/watch?v=8wsRhbq4yuU>

TEXT TO COPY FOR POST

The first layer of tick protection has several parts including knowing where and when ticks are active and, when possible, avoiding locations where ticks can be found.

Did you know....

About 1 in 5 of Blacklegged ticks you encounter in Canada could be carrying the bacteria that causes Lyme disease! This number can be even higher in known risk areas! Visit www.ticktalkcanada.com to learn more about the risks in your province.

[#willticksthrough](#) [#notwithyou](#) [#yourvetknowsticks](#) [#ntam](#)

Hyperlink to copy & apply:

<https://www.ticktalkcanada.ca>

IMAGE & VIDEO

Look for these file names in the attachments section:

2025_winter_ticks_post_square-02-and-04.jpg

2025_winter_tick_post_video-02-and-04.mp4

POST 5

Available as

Veterinary Clinic
Monday, March 17


Gaps in protection open the door for ticks!

The second layer of tick protection includes using a veterinary approved tick control medication throughout the tick risk period.

Tick control medications only work if they are given! We all know this is true, but life is busy and sometimes we forget to remember! It is important to administer your veterinary-approved tick control medication as directed by your veterinarian for the entire tick risk activity period. Gaps in protection open the door for ticks!

Call your veterinary clinic to discuss the best tick control options for your pet and visit www.ticktalkcanada.com to learn more about the risks in your province.

#willticksgetthrough #notwithyou #yourvetknowsticks #ntam



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IMAGE

VIDEO

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#willticksgetthrough #notwithyou
#yourvetknowsticks #ntam

Hyperlink to copy & apply:

www.ticktalkcanada.com

IMAGE & VIDEO

Look for these file names in the attachments section:

2025_winter_ticks_post_square-05.jpg

2025_winter_tick_post_video-05.mp4

POST 6

POST 7

Available as

Veterinary Clinic
Monday, March 24

The risk of Lyme disease in Canada is growing.

The third layer of tick protection is to discuss whether Lyme disease vaccination is right for your dog. As we have reviewed this month, it is important to be aware of when ticks are active and avoid locations where ticks can be found.

If you can't avoid them, make sure to do a tick check on your pet after being in those areas. Remove ticks promptly if they are found. In addition to awareness and avoidance, practicing uninterrupted tick control with a veterinary-approved product further reduces risk.

Finally, Lyme vaccinations are available for dogs. Your veterinarian is the best resource to determine if this vaccine is right for your dog.

Talk to your veterinarian today and visit www.ticktalkcanada.com.

#willticksgetthrough #notwithyou #yourvetknowsticks #ntam

THIRD LAYER OF PROTECTION

Discuss **LYME DISEASE VACCINATION** with your veterinarian.

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Talk to your veterinarian today and visit www.ticktalkcanada.com.

#willticksgetthrough #notwithyou #yourvetknowsticks #ntam

Hyperlink to copy & apply: <https://ticktalkcanada.com>

IMAGE & VIDEO

Look for these file names in the attachments section:
2025_winter_ticks_post_square-06.jpg
2025_winter_tick_post_video-06.mp4

Available as

Veterinary Clinic
Monday, March 31

Today is the last day of National Tick Awareness Month.

This month we reviewed layers of tick protection that make it harder for ticks to navigate their way to your furry friend!

Don't forget that your veterinary team is there to answer your questions every month of the year and www.ticktalkcanada.com provides information to help you keep your pet, and your family, protected against ticks.

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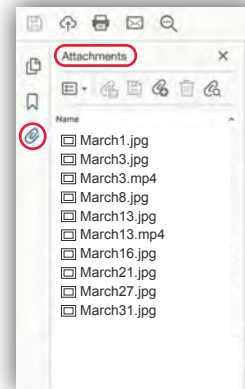
Hyperlink to copy & apply: <https://ticktalkcanada.com>

VIDEO NAME

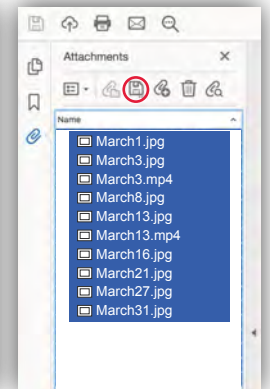
Look for this file name in the attachments section:
2025_winter_tick_post_video-07.mp4

How to Save Images, Videos & Text from this PDF

- 1 Save this PDF to your computer (on "Desktop" or another location of your choice).
- 2 Open the file in Adobe Acrobat. Click on the **Attachments** icon to view the list of images and animations.
- 3 **Shift-click** on all the file names and then click on the **Save Attachments** icon. Choose the location where you want to save the files.
- 4 **Highlight** the text you wish to post, then **right-click** on the text and select **Copy**.



STEP 2



STEP 3

How to Post Content

INSTAGRAM

- 1 Open Instagram and navigate to the home page.
- 2 Select the + or **Create Content** icon at the bottom of the screen and choose the **Post**, **Story** or **Reel** option at the bottom.
- 3 Select the desired photo/video from your saved files.
- 4 **Copy + paste** text to the caption field (posts) or choose the **Add Text** icon at the top of the screen to paste in a text box (stories + reels). Change the font and break paragraphs as desired.
- 5 Select the **Share** button.

FACEBOOK (Business Page)

- 1 Open Facebook and navigate to your organization's page.
- 2 If you are on the Facebook app, select the + icon and then **Create a Post** or **Create a Story**. If you are on a desktop browser, click **Meta Business Tools**, then click **Create Post** or **Create Reel**.
- 3 Select the desired photo/video from your saved files.
- 4 **Copy + paste** text to the caption field (posts) or choose the **Text** button to paste in a text box (stories). Change font and break paragraphs as desired.
- 5 Select the **Post** button (posts) or select **Your Story** (stories).

Best times to post on Instagram

Weekdays: 6-9am, 12-2pm, 5-6pm

Weekends: 9am-2pm

Best times for videos: 9pm-8am

Best times to post on Facebook

Weekdays: 5-9am

Weekends: 5-7am

Worst times: 8pm-8am



Tips for your Social Media Strategy

The beginning of a new year is the perfect time to review and refine your social media strategy, ensuring it supports your business and operational goals. Consider the following steps:

1 Reevaluate your goals

Are you meeting your current social media goals? Do your goals align with your business objectives? Social media can support and enhance your business strategy by promoting your unique offers to your clients.

2 Understand your target audience

Who is your target audience? Are they following you and engaging with your content? Know the demographic of your audience and align your content with them.

3 Choose the right platforms

Review how your platform(s) fit your strategy and target audience.

Are there any new platforms that are a better fit with your audience?

	Most used social media platforms			
	1	2	3	4
Gen Z (aged 16-26)	Instagram	YouTube	Facebook	TikTok
Millennials (aged 27-40)	Facebook	YouTube	Instagram	TikTok
Gen X (aged 41-59)	Facebook	Instagram	YouTube	TikTok
Baby Boomers (aged 60+)	Facebook	YouTube	Instagram	TikTok

[Reference](#)

4 Create engaging content

Do you have a mix of educational, promotional and entertaining content on your account? Review what you have done in the past. Was it successful? Does your content match your social goals and audience? Look at the social media accounts of other clinics to learn what was successful for them.

ASK FOR OPINIONS (ON APPROPRIATE POSTS)

Engage your audience by asking their opinion or creating a poll about a particular topic.

HOST A GIVEAWAY OR CONTEST

Celebrate successes on social media with giveaways or contests and encourage your audience to enter.

COLLABORATE WITH OTHER LOCAL BUSINESSES OR INFLUENCERS

Looking for ways to grow your audience? Collaborating with a local business or influencer is a great way to increase exposure. Find a pairing that makes sense and is relevant, for example, an animal photographer, an influential dog walker or a supplier.

5 Develop a social media calendar

Now that you know your goals, target audience, platforms, and have some fresh content, make it easier to post by using a social media calendar or automated publishing tool. These will help you stay organized by scheduling your posts in advance and publishing when the time is best for your audience.