

People consume social media every day. It's the perfect platform to engage with your clients. Reinforce your position as the pet care expert by using social media. Share this series of posts to remind clients about the importance of heartworm prevention and educate them on the parasite protection of Interceptor® Plus (milbemycin oxime/praziquantel).

This reference guide takes the guesswork out of posting to social media. Create an engaging post by following these simple, step-by-step instructions to upload images and text. The chart below contains copy and the image name for each post.

**ATTENTION: Do not alter these posts in any way without prior approval from Elanco.**

**HOW TO CREATE A FACEBOOK POST:** Select 'Create Post' on your clinic's Facebook page. Next, copy and paste the provided copy into the space on your new post. Then, click on the 'Photo' button and attach the image provided in the zipped file.

**HOW TO CREATE AN INSTAGRAM POST:** Select the "+" button to create a post on your clinic's Instagram page. Next, copy and paste the provided copy into your new post. Then, click on 'Browse' to find and attach the image provided in the zipped file.

**TEXT & IMAGE ASSETS:** Only one image and one piece of copy exists for each post. Use both the image and the text together on Facebook and Instagram. Images can be found within the zipped folder provided for download.

INTERCEPTOR PLUS HEARTWORM PROTECTION SOCIAL POSTS	POST 1	POST 2	POST 3	POST 4
POST IMAGE				
FILE NAME	67992-2023-IPC-DigitalToolkit-Post1	67992-2023-IPC-DigitalToolkit-Post2	67992-2023-IPC-DigitalToolkit-Post3	67992-2023-IPC-DigitalToolkit-Post4
POST COPY	Do you know the symptoms of heartworm disease in dogs? Protect your dog from heartworm disease and other intestinal worms with Interceptor® Plus (milbemycin oxime/praziquantel).	April is Heartworm Awareness Month. Is your dog protected? Keep them protected with Interceptor® Plus (milbemycin oxime/praziquantel).	Save the day with heartworm disease preventive Interceptor® Plus (milbemycin oxime/praziquantel).	April is National Heartworm Awareness Month. Do your part to protect your dog's heart!
CALL-TO-ACTION*	Call our clinic to learn more	Call us today for more information	Call our clinic today to lower your dog's risk of infection	Call us today for more information
WEBSITE*	(your clinic website here)	(your clinic website here)	(your clinic website here)	(your clinic website here)
BUTTON*	Protect Your Pet	Call Us Today	Call Us Today	Call Us Today

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