



# SOCIAL MEDIA

## Tool kit

Simple, effective ways to raise your practice's profile and engage your clients.



# INTRODUCTION

## ‘That’s a relief’ campaign

This year, Elanco are launching a new Neptra campaign to increase awareness of the brand and its benefits as a first-line otitis externa (OE) treatment.

As part of this campaign **we have developed a social media toolkit to use within your practice’s social media channels**. It contains all the information and assets you need to run social posts that help your current clients, or even a wider audience, identify the signs of OE.

By running the posts across your social media channels, you will be able to help educate dog owners and encourage them to contact you if they notice some of the more common symptoms of otitis externa.



## THE TOOLKIT CONTAINS:



### A set of social posts

Finding interesting new content to post on social media can be time-consuming and difficult to fit in to your busy schedule; to help you with this we have created four Facebook and Instagram social posts that are ready to use right away.

These have been produced to help you engage your clients on the topic of canine ear health and get the conversation started both inside and outside the practice.



### Social Media How to Guide

In addition we have developed a social media guide that is aimed at both beginner and experienced social media users. It covers how to create a Facebook or Instagram page, top tips on planning what you are going to post and how you can boost your posts to reach new customers.

# SOCIAL MEDIA HOW TO GUIDE

## Getting started with social media

Social media in business has become a vital way to keep in touch with clients and to reach potential new customers. It is also a great opportunity to highlight to pet owners how to find out about different aspects of pet health, drive awareness of diseases and when to contact the vet practice.

However, for those who have never used social media on a professional level, it can be a daunting prospect.

**Facebook** is one of the most popular platforms that your customers will be using, with around 50 million users in the UK. It is a fantastic platform where you can generate discussions with your clients and create a community where your clients can go to discuss their pet's wellbeing on a day-to-day basis.

Likewise, photo-sharing platform **Instagram** offers some fantastic ways of engaging with your audience. The platform has a growing audience in the UK, with approximately 30 million of us using the platform every month.

We have created this step-by-step guide to help you set up a Facebook page and an Instagram account for your practice. The guide also helps you plan and create posts that will interest your audience and show how you can boost your posts to reach a wider audience.



## Why are you creating a Facebook Page or Instagram Account?

Before you create your pages, it is important to think about why you are doing it and what your objectives are. These do not have to be overly detailed objectives, but for your page to be successful setting goals will help you plan your activity accordingly and measure your success.

The most common reason is to generate new business by raising awareness of your practice.

So, with this in mind, think about setting objectives such as the following examples:

- Demonstrate that we provide excellent care for pets in a specific location, e.g. Brighton & Hove
- Provide convenience for pet owners in the local area by creating a place where people can ask us questions online
- We need to show that we are pet experts by posting relevant and helpful information
- We need to show that we are a friendly practice who will give the best customer experience
- Raise awareness of a particular illness/health issue
- When setting your objectives, also consider who will manage the channel and how often they will check it for comments and questions. If you want to encourage your customers to use this as a way of getting in touch, it will need to be monitored regularly.

Both Facebook and Instagram offer the perfect place for you to start working towards these objectives. Both have easy-to-use, but sophisticated, advertising tools, which you can use to target specific people by location, age, gender and even interests.



# SETTING UP A BUSINESS FACEBOOK PAGE

## STEP 1

### Creating an Account

Go to your personal Facebook account and select 'Pages' from the sidebar on the left-hand side, then click 'Create Page', and select the page name, category (Veterinarian) and description to create your page. Alternatively, go to <https://www.facebook.com/business/pages> and do the same.



## STEP 2

### Decide on a page name

This appears at the end of the URL so pick something that is clear and concise e.g. @AnimalVets (NOTE: if you are setting up presences on other social networks (i.e. Twitter), make sure your handles are the same on all platforms. In choosing your page name, be aware that popular names are likely to have been taken so you may need to experiment to find one that is available.



**Category:** Veterinarian

**Description:** Write about what your business does, the services that you provide or the purpose of the Page. Character limit: 255

## STEP 3

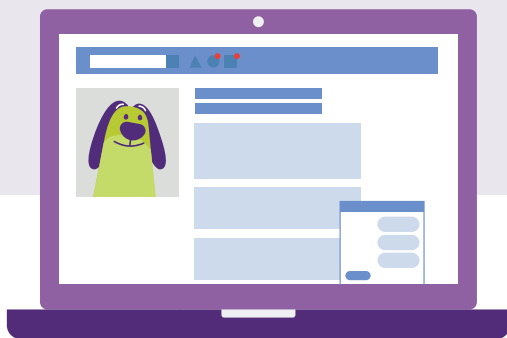
### Profile and Cover Picture

You will now be asked to add a profile and cover picture for your page.

A profile picture is the image that will represent your practice. It must be **at least 400 pixels wide and 150 pixels tall** and note that both profile pictures and cover photos **get a better result by using a PNG file**.

When you post, comment and when people search for you on Facebook, this will be the image they see. Therefore, you want this image to be something that your customers will recognise and be familiar with e.g. practice logo, or a picture of the vets. Keep in mind that your Page's profile picture will be cropped to a circular shape in comments and posts.

Your cover photo (size: 851px x 312px) is the large image at the top of your page. This lets you feature a unique image that represents your practice and what you do. Think about using an image that is engaging to your audience, perhaps a picture of a client's pet or an image of the practice.



Remember **images must be high-resolution** and **you must have permission** to use them on a social channel. It's great to use images from your own practice, but ensure you get an owner's permission if you use pictures of pets or the owner themselves.

Facebook will automatically resize and format images when you upload them to Facebook. To help make sure your photos appear in the highest possible quality, try these tips:

- Resize your photo to one of the following supported sizes:  
**Regular photos:** 720px, 960px or 2048px wide  
**Cover photos:** 851px by 315px
- To avoid compression when you upload your cover photo, make sure the file size is **less than 100KB**
- You can also change your settings so that your photos are uploaded in HD by default.

It is important to note that once you have uploaded your cover picture your page will go live, so check both the desktop and mobile preview options in advance to ensure you're happy with it.

### Special Note on Personal Information and Images:

Showing an image that identifies a person is considered using their personal information. By law, you must obtain specific written consent for use of personal information. Images of employees, customers and pets adds to the post but remember to comply with data protection and privacy laws. Consider asking your staff and any pet owners to sign a consent form that clearly defines how you will use their personal information. Read the excellent and simple guidance and examples available to help you comply with the General Data Protection Regulation (GDPR) which became enforceable on May 25th 2018 at this link from the ICO <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>.

## STEP 4

### Include your number for WhatsApp

You will be immediately asked to connect your Facebook page to **WhatsApp**. By adding your number, it will be visible in your page's 'about' section so whilst this may ensure that you can always quickly respond to business enquiries, it will also mean that you can get messages at any time – so think carefully about whether you want to do this, it is optional though, so it can be removed at any time.



## STEP 5

### Additional Information

You will now see that there is an option to start selling from your page by setting up a shop. This is unlikely to be relevant for a veterinary practice, but if there are some pet accessories or treatments which you want to promote, then this would provide an additional platform to do so; however if not, you can just skip this.

You'll then see that you have completed 5 of the 13 steps in setting up your page, so you then need to go through the remaining sections to finish the set-up. These include:

**Website link** – Make sure all your visitors can get to your website from the page by adding in your web address.

**Location info** – Ensure visitors know the local area you cover

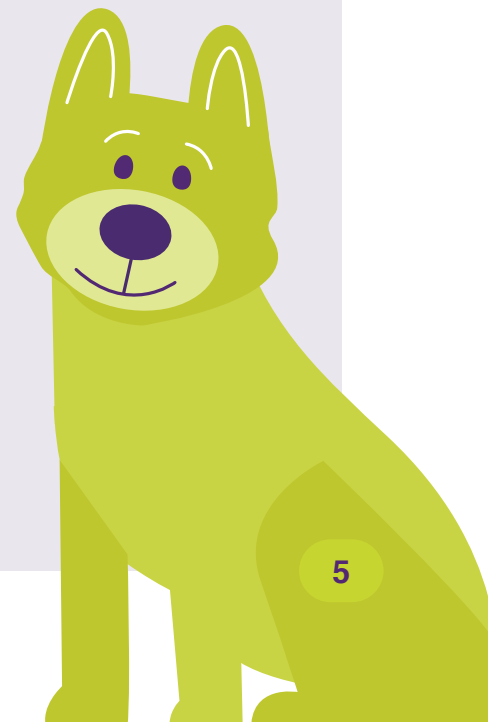
**Business hours** – Make it clear to visitors to your page when they can contact you and when they should expect a reply.

**Phone number** – Include the business number you are happy for customers to contact you on.

**Messaging preference** – This again references WhatsApp so as mentioned above make sure this is something you want to include.

**Add an action button** – There are 15 options to choose from here and allow visitors to your page to engage with you in different ways - the ones that are most relevant for a veterinary business are:

- Follow
- Call now
- Contact us
- Send email
- Learn more



## STEP 6

### Invite Your Friends

You will be asked to invite your Facebook friends to 'Like' the page. You can do this now or wait until the page is fully complete. Consider who you want to invite, personal friends may not be the correct audience for your page.

If you do not want to do this yet, click 'Skip', you can share your page with friends at any time.

## STEP 7

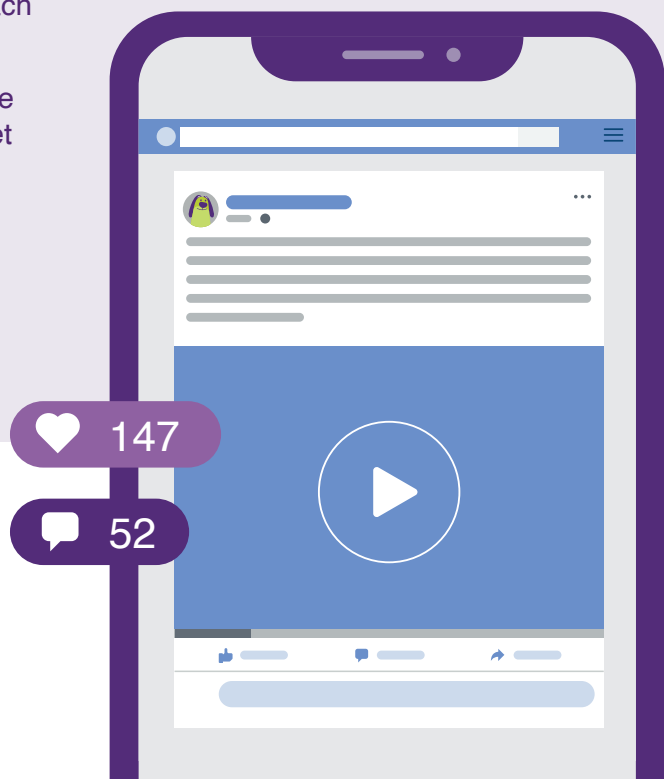
### Create an Ad

Facebook's business model is completely centred around advertising, so hence it now tries to ensure all businesses using the platform are aware of how to set up and run ad campaigns. It is worth noting that the algorithm (the set of rules which determines which message appears in a user's feed) does not promote organic business posts, with the latest statistics showing that only 1-2% of your followers will see you posts this way. Therefore you should consider investing some money to increase the chances of your posts being seen by both your followers and other people with pets in the local area, through a process known as 'boosting', which is discussed in detail in the section below. As an indication of how much you might want to invest, spending £20 would reach around 7,000 people.

However, it is best to wait until you have established your page and built up a set of followers before promoting through boosts, so this step can be skipped for now.

Lastly, remember to go through your settings and customise the page (see below image) to make sure it is fully set up to reflect how you want to use it. Here you can make changes to specific details such as who can post on your wall, apply settings to block certain words from being used on the page, and create new administrators that can help run the page.

Once you have done this, your page is complete and now you are ready to start posting.



# PLANNING YOUR POSTS

## Time to get communicating

Now you have your Facebook page set up, it is time to start communicating with your followers. Look back at what your objectives are and consider how you are going to engage them via the content you post.

It is worth familiarising yourself with the social media guidelines in the RCVS Code of Professional Conduct for Veterinary Surgeons to get clear idea of what you can and can't post.

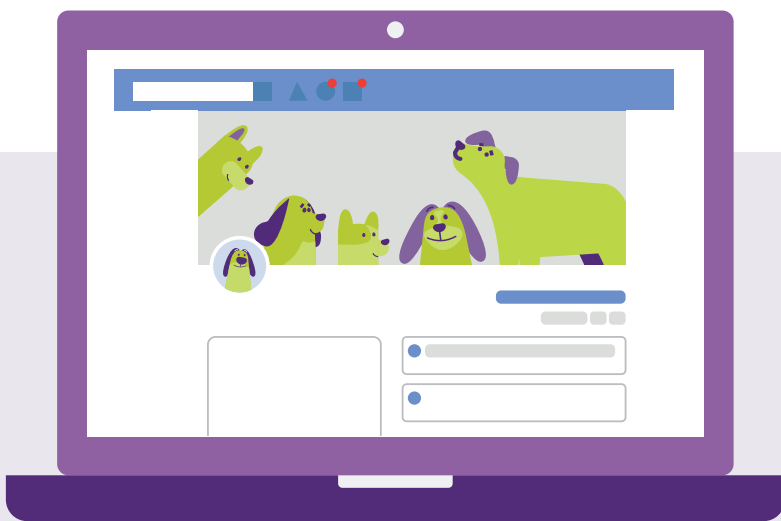
Now, it's time to get planning! **Content calendars** are a great way to make sure that your social media strategy runs smoothly. Having a well-planned and well-researched content calendar will save valuable time and resource and will ensure you are well on your way to achieving your campaign goals and objectives.

A basic content calendar looks like the table below, but you can tailor your calendar to suit a month or day-by-day schedule, depending on your social media requirements. Also, free online tools like **project management application** Trello can help you create an online content calendar that you can share with colleagues easily, if you are expecting to have a number of contributors.

## Sceduling

If you are worried about how much time it will take to plan and upload all your posts, think about using a web tool to help. Services such as Hootsuite or Buffer allow you to schedule posts across all the major social networks in advance.

If you have limited time to manage your channels, don't feel you have to be constantly posting on a daily basis - fewer well-considered posts that your audience find useful, informative or entertaining will achieve better results than dozens of ad hoc posts with less substance.





Now that you have planned your posts, take your time to think about what your posts will look and sound like. Here are our Top Tips on writing the perfect post:

- **Keep your posts clear and concise** – one or two sentences is enough
- **Give your audience a clear call to action** e.g. watch this video, click here to find out more about...
- **Support all posts with an image or video** – your audience will be more interested in pictures so make sure these are clear and relevant to what you are posting about
- **Tag people** – if you are talking about a specific person make sure you tag them; this will help reach a wider audience and help your current followers familiarise themselves with members of your team.

## What Type of Posts?

On Facebook there are a number of different actions that you can take, from uploading a picture to organising an event. However, the most frequently action is to post to your page wall.

Here you can write your post, and make it look eye-catching with **images, photos, video, and emojis**.

There are a number of options available depending on how many photos or images you want to upload. Think about using gifs (short moving images), like the ones in your social media tool kit.

Images of animals are always popular on social media, especially ones of your clients and their pets. Just remember to make sure you get specific written consent from owners to use their image, covering how you intend to use it. If any images are not your own, credit the person who took it.

For more information, see the Special Note on personal information in Step 2.

## Content

Facebook is also a great place to position yourself and your practice as experts, by creating interesting content that demonstrates knowledge. This could be by sharing interesting and relatable articles from the RSPCA or local relevant news to show you're on the pulse with industry headlines. You could also think about creating a series of top tips from your veterinary staff.

Facebook is also a great platform to enable your practice to get involved in awareness events, such as National Pet Month or National Micro-chipping month, and promote specific events you organise at your practice to support them.

You could also show the 'human' side of your practice by lifting the lid on the day-to-day inner workings. This could be by sharing photos of happy staff giving excellent care and service or dressing up for animal charity initiatives or showing a recent four-legged visitor that you nursed back to health.



# HOW TO BOOST YOUR POSTS?

Once you are comfortable posting on Facebook and you have created your community of followers, you may want to consider **'boosting'** your posts. 'Boosting' is a really simple and cost-effective way that you can specifically target pet owners in your location in order to grow your follower-count.

## STEP 1

### Select Which Post You Want to Target

Go to the post you want to promote. This can be a new post or an existing one on your Page Timeline. Click 'Boost Post' in the bottom-right corner.

**Boost Post**



## STEP 2

### Audience

Now you will find the audience section. Here there may be multiple audience options if you have boosted before, in which case you can select the audience you'd like to reach. Alternatively click Create New Audience, where you'll have the option to create an audience based on the following traits:

- **Gender**
- **Age**
- **Location** - target around an address e.g. your practice, in a region or even worldwide
- **Interests, Demographics and Behaviours** – these include pet owners, general animal interest, specific pet categories like cat ownership and dog.



## STEP 3

### Budget and Duration

In the budget and duration section, click the dropdown menu below the total budget to select a budget for your boosted post. You can select a pre-filled budget or click 'Choose your own' and type in your own figure.

The amount you pay to boost your post is up to you, and posts require a minimum budget of only £1 per day. You can select a pre-populated budget or set a custom amount.

Below duration, choose a duration option, or type in a custom end date next to 'Run this ad until'.

It is not a guarantee that the full budget will be spent in the allocated ad duration. This can be down to many factors such as limited audience, short ad duration and low frequency rate. If there is remaining budget you can extend the ads duration on Facebook to make sure all the money is spent.

## STEP 4

### Payment

In the payment section, select your preferred payment option. If there are no payment options available for your account, you'll be prompted to add one after clicking boost.

## STEP 5

### Select Platform

If you have an Instagram account you can connect it to your Facebook account and either select the ads to run over both platforms, or just select Facebook (though currently not Instagram in isolation, this can only be done on the Instagram app as detailed below).

## STEP 6

### Click Boost!

Your post will go into review to ensure that it meets with Facebook advertising policies, so it is worth making sure you are aware of these in advance - <https://business.facebook.com/policies/ads/>

The area to note which will be most relevant is prohibited content in relation to personal attributes or personal health (or that of your pet). For instance, you can

never speak directly to an audience using phrases that imply you are aware of their condition or that of their pet – i.e. you cannot say – 'Does your pet have fleas?' but you can say 'Come and visit our practice for the best advice on how to tackle fleas and ticks'.

# GROUPS

## Joining Facebook groups

Another really good way to increase awareness of your practice, that doesn't incur any advertising spend, is to engage with local Facebook groups. The way to find active ones in your area is to click on the group link on the left side bar and search your location. It will then bring up all the groups that have that location in their name, and you can request to join ones that would be of most interest. Generally, these would usually be ones that involve local community issues where pets are often discussed, or specifically ones relating to pets. Many groups do not allow businesses to explicitly promote their services, however you can of course answer any questions that are posed relating to issues where local veterinary services might be required. These posts and the comments would only be read by those in the local area so it's a great tactical way to drive awareness and as Facebook is now actively promoting groups in its algorithm these posts appear first in a user's timeline, so get plenty of reach.

You could also set up your own group where you offer tips and advice on animal health issues, and this way there would be no restrictions regarding the promotion of your practice, though clearly it would take time to build up members.

Now your page is a great place for your clients to keep in touch and for you to target potential new customers.

**Happy posting!**

## Setting up your own group

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# SETTING UP AN INSTAGRAM BUSINESS ACCOUNT



## Set up your Instagram business page in three easy steps.

With its popularity and expanding advertising options, Instagram is becoming a great channel for businesses to market themselves. In addition, pets are one of the top three most popular subject matters for images posted on Instagram, making it a perfect platform for your practice.

Instagram is actually owned by Facebook, which means the two are linked and many of the processes are similar. It is important to note that you must have a Facebook page set up if you want to have a business profile and run adverts on Instagram.

### STEP 1

#### Downloading Instagram

Instagram is a mobile-optimised platform, so you will need to run the account from your smartphone. Download the app from the App Store if you have an iPhone, Google Play for Android and Windows Store for a Windows phone.

### STEP 2

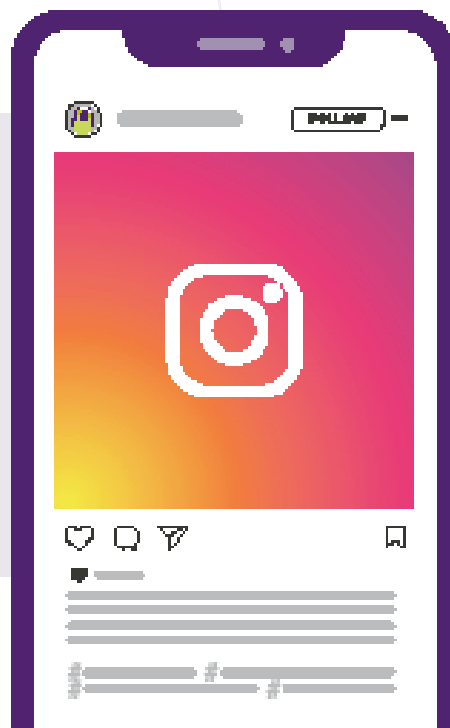
#### Creating Your Account

Once you have downloaded the app, it is time to create your account. Click sign up and enter your email address, then click next. Alternatively, you can sign up to Instagram using your Facebook account, this will be the same details as your personal account.

### STEP 3

#### Practice Information

Now you have created your account, you need to switch it to a business account. To do this, go to settings and then scroll to 'Switch to Business Account'. Now that you have done this, you can add in information such as opening hours, business address and contact details.



# WHAT TO POST

## What to Post

As with Facebook, it's good to post regularly on Instagram, so think about making it easier to plan your posts with online tools like Hootsuite.

There are multiple ways you can post on Instagram, including:

- **Images** – You can post one or up to ten pictures at any given time. Think about putting a series of images up e.g. pictures from a puppy training class.
- **Videos** – You can post short videos to your account, up to a duration of 60 seconds. This could be a great way to share behind the scene snippets of what happens in your practice.
- **Stories** – This feature allows you to create a sequence of photos and videos that are only visible to your followers for 24 hours and won't be stored on your profile. Think about using this to promote live events as they happen e.g. charity days.
- **Caption** – Use the caption to describe what the picture is about. There are no limits on the length.
- **Use hashtags** – Create bespoke hashtags for your practice or use trending hashtags that might be used to promote awareness days e.g. #NationalPetMonth.

## Instagram Insights

One of the most interesting elements of Instagram for business is the insights it provides. These insights give information on who your followers are and when they're online. You can also view insights for specific posts and stories you've created to see how each performed and how people are engaging with them. You can get stats on posts, website clicks, shares, likes and the use of your hashtags.

## Tips for setting up your profile:

- **Username** – make sure you use the same username as on your other social channels, this will help users recognise your practice across platforms.
- **Biography** – Use your biography to explain more about your practice. Think about using hashtags you want your followers to use. You also need to include the link to your site here as links in Instagram post captions aren't clickable, hence you'll see the term 'link in bio' used frequently on Instagram posts.
- **Profile photo** – As with Facebook, you want this to be something that represents your practice, e.g. your company logo. The profile picture will be cropped into a circle so make sure your image fits.
- **Follow people** – To build up your community think about following current customers, industry influencers, charities, and brands.

# HOW TO PROMOTE POSTS

As Facebook owns Instagram, the way in which you can promote posts is very similar across both platforms.

## STEP 1

### Pick your post

Go to your Instagram profile and select the post you'd like to promote by tapping on it.

## STEP 2

### Time to promote

Below the post's image, tap Promote.

## STEP 3

### Update the detail

Fill in the details of your promotion by setting things like who you want to reach, budget and duration. Once you have selected this, tap Next.

## STEP 4

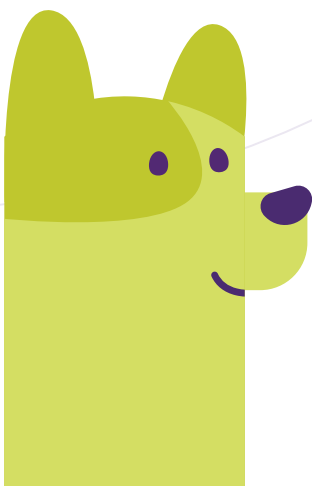
### All complete!

To complete your promotion, tap Promote.

**Promote**



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# USING OUR PRE-MADE SOCIAL POSTS

When reviewing the posts we have created, we have added a few key points to help you decide what to post:

**Post type** – This indicates the type of post - either a static or a GIF post.

**Audience** – This depicts who you are trying to reach with the post. In most cases this will be your client base as well as others within the community. The audience for the posts we have created are all the same, this helps keep it simple when posting the content.

**Post topic** – In this section you will see what each post is based upon, this will help you when choosing what is right for you to post.

## What is included?

We have included the following for you to use on your social page –

- 3 x static images
- 1 x GIF videos
- 4 sets of accompanying captions to be used with each specific creative asset







Thank  
you

We want to thank you for taking the time to read through our social toolkit and for considering utilising the social content we have created.

We hope that these posts help you and your client get a conversation going around otitis externa!

To find out more about how you can use social media in your practice register at [www.myelanco.co.uk](http://www.myelanco.co.uk) now to make sure you don't miss out.



Neptra POM-V (UK) and POM (IE) contains 16.7 mg flufenicol, 16.7 mg terbinafine hydrochloride, equivalent to terbinafine base: 14.9 mg, and 2.2 mg mometasone furoate.

Further information is available from the SPC. Advice should be sought from the Medicine Prescriber. Refer to the product packaging and leaflets for information about side effects, precautions, warnings and contra-indications. Contact Elanco Animal Health for further information on **01256 353131** or email [elancovets@elanco.com](mailto:elancovets@elanco.com), or write to: **Elanco Animal Health, Form 2, Bartley Way, Bartley Wood Business Park, Hook, RG27 9XA.**

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