



DIGITAL CAMPAIGN ASSETS FOR SOCIAL MEDIA

Social media provides the perfect platform to engage with clients outside your clinic. Stay top-of-mind by posting content that educates clients about the importance of tick and flea protection with Credelio® (lotilaner).

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 videos and text.

The chart below contains copy, the video thumbnail and video 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/Video' button and attach the video 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 video provided in the zipped file.

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

CREDELIO SOCIAL POSTS	POST 1	POST 2	POST 3
POST IMAGE			
FILE NAME	Credelio Social_Snuggle Buddy.mp4	Credelio Social_Fans.mp4	Credelio Social_Selfie.mp4
POST COPY	<p>Protect your snuggle buddy with Credelio® (lotilaner). One easy chew delivers tough tick and flea protection for your dog that lasts all month long.</p> <p>See full safety information for Credelio at https://www.elancoelabels.com/us/credelio</p>	<p>Tough tick and flea protection for your dog helps keep you close. Choose Credelio® (lotilaner), the convenient chew that's fast, effective and lasts all month long.</p> <p>See full safety information for Credelio at https://www.elancoelabels.com/us/credelio</p>	<p>Stay Credelio® (lotilaner) close. Choose the fast and effective tick and flea protection that's easy to give. It's gentle enough for puppies 8 weeks of age and older and 4.4 pounds or greater.</p> <p>See full safety information for Credelio at https://www.elancoelabels.com/us/credelio</p>
CALL-TO-ACTION	Stay Credelio close	Switch to Credelio	Switch to Credelio
WEBSITE	Credelioclose.com	Credelioclose.com	Credelioclose.com
BUTTON	Learn More	Learn More	Learn More