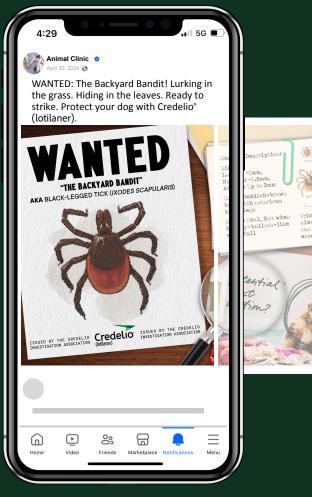
SOK **Digital and** Social Toolkit







Indications: indications: Credelio[®] (lotilaner) kills adult fleas and is indicated for the treatment and prevention of flea infestations and treatment and control of tick infestations (lone star tick, American dog tick, black-legged tick, and brown dog tick) black-legged tick, and brown dog tic for one month in dogs and puppies 8 weeks and older and 4.4 pounds or

Important Safety Information: Lotilaner is a member of the isoxazoline class of drugs. This class has been associated with neurologic adverse reactions including tremore, incoordination, and seizures. Seizures have been reported in dogs receiving this class of drugs, even in dogs without a history of seizures. Use with caution in dogs with a history of seizures or neurologic disorders. The safe use of Credelio in breeding, pregnant or lactating dogs has not been evaluated. The most frequently reported adverse reactions are weight loss, elevated blood urea nitragen, increased urination, and

For complete safety information, please see Credelio product label or ask your veterinarian.



Digital & Social Toolkit

Social media is a great way to engage with clients outside the walls of your clinic. Share helpful tips about common pet health issues, insights about new products and trends, or simply keep pet parents involved in clinic news with fresh content.

This digital and social toolkit contains educational posts about parasite protection and Credelio that you can share with your clients, letting them know your clinic has their dogs' best interests at heart. The posts below, starting on page 3, contain the words and images you need to get started.

ATTENTION: Do not alter the copy or imagery in any way without prior approval from Elanco.

How to Create a Facebook Post

Using your phone or desktop:

- 1. Select "Create a post" on your clinic's Facebook page.
- 2. Copy and paste the provided copy into the space on your new post.
- 3. Select the "Photo/video" option and attach the provided image.
- 6. Hit "Publish." Hashtags are not necessary on Facebook.

How to create an Instagram Post

Using your phone or desktop:

- Select the "+" button at the bottom of the mobile app or select "+ Create" from the left-side navigation on your desktop to create a post on your clinic's Instagram page.
- 2. Choose the selected images for the post; do not apply a filter, and proceed to the caption.
- 3. Copy and paste the provided copy into your new post and hit "Share."
- 4. To maximize character count, hashtags should be entered into the first comment of the Instagram post and NOT the copy.

PLEASE INCLUDE THE IMPORTANT SAFETY AND LEGAL INDICATIONS IN THE COPY OF ALL POSTS, INCLUDING LINKS AND TAGS. THIS INFORMATION SHOULD COME AFTER THE SUGGESTED POST COPY AND ANY INSTAGRAM HASHTAGS.

NOTE ON PRODUCT COMPLAINTS AND ADVERSE EVENTS:

If you receive comments on posts with a product complaint, alert Elanco by contacting us at 1-888-545-5973. If you do not want to monitor discussion, you can turn off comments for the provided posts.

TEXT & IMAGE ASSETS: Images can be found within the zipped folder provided for download.

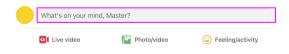
DOWNLOAD



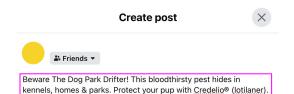
How to Create a Facebook Post

Using your desktop computer:

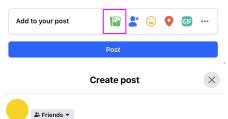
1. Select "Create a post" on your clinic's Facebook page.



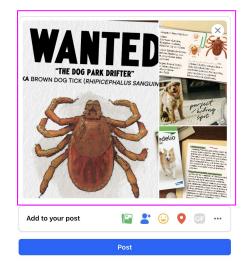
2. Copy and paste the provided copy into the space on your new post.



3. Select the "Photo/video" option and attach the provided image.



Beware The Dog Park Drifter! This bloodthirsty pest hides in kennels, homes & parks. Protect your pup with <u>Credelio®</u> (lotilaner).



6. Hit "Publish." Hashtags are not necessary on Facebook.

Post	



How to Create a Instagram Post

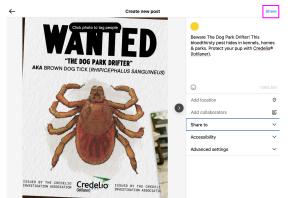
Using your desktop computer:

1. Select the "+" button at the bottom of the mobile app or select "+ Create" from the left-side navigation on your desktop to create a post on your clinic's Instagram page.



2. Choose the selected images for the post; do not apply a filter, and proceed to the caption.

3. Copy and paste the provided copy into your new post and hit "Share."



4. To maximize character count, hashtags should be entered into the first comment of the Instagram post and NOT the copy.



Create new post





The Backyard Bandit aka Black-Legged Tick



WANTED: The Backyard Bandit! Lurking in the grass. Hiding in the leaves. Ready to strike. Protect your dog with Credelio[®] (lotilaner). See @credeliodogrxinfo for full prescribing information.

Facebook & Instagram Carousel Images



Frame 1





The Dog Park Drifter aka Brown Dog Tick



Beware The Dog Park Drifter! This bloodthirsty pest hides in kennels, homes & parks. Protect your pup with Credelio[®] (lotilaner). See @credeliorxinfo to see full prescribing information.

Facebook & Instagram Carousel Images





The Trailside Terror aka Lone Star Tick



Meet the lone star tick - a relentless bloodsucker that's always on the hunt. Protect your family with Credelio[®] (lotilaner)! See @credeliodogrxinfo for full prescribing information.

Facebook & Instagram Carousel Images



Suspect Description: Larvae: ~0.5 mm, Nymphs: ~1.5mm, Adults: ~5-12mm Color: Reddish-brown before feeding, can be gray-blue when engorged Shape: Circular, Females carry the trademark "lone star" spot on their backs ticks can spread diseases in as little as 2 hours!



Crime: Highly aggressive! Has been known to latch onto dogs, humans, and any warm-blooded creature to feast and spread vector-borne diseases.

Credelio

Elanco



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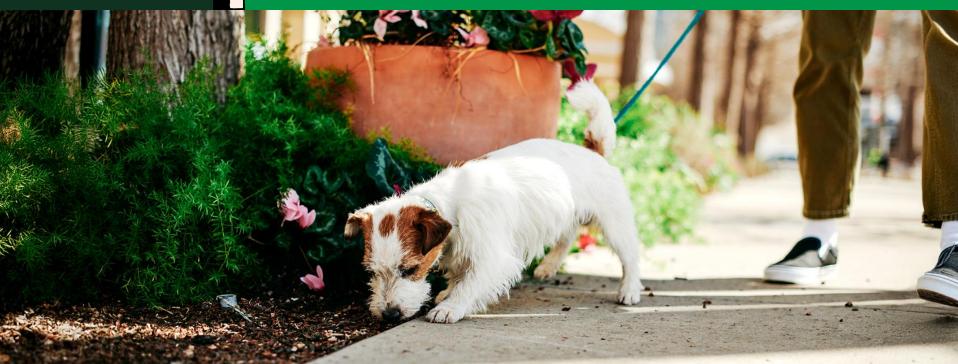
For complete safety information, please see Credelio product label or ask your veterinarian.

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Frame 3



The Sidewalk Stalker aka American Dog Tick



Watch out for The Sidewalk Stalker. This sneaky parasite blends into its surroundings. Protect your dog with Credelio[®] (lotilaner)! See @credeliodogrxinfo for full prescribing information.

Facebook & Instagram Carousel Images



Frame 2