

SOK Digital and Social Toolkit





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:

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.

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.

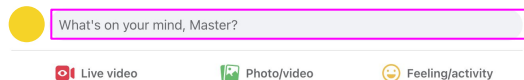
DOWNLOAD



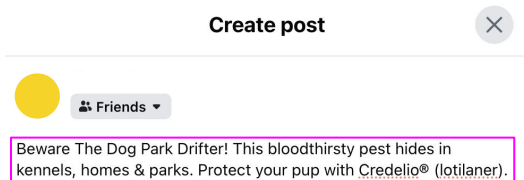
How to Create a Facebook Post

Using your desktop computer:

1. Select “Create a post” on your clinic’s Facebook page.



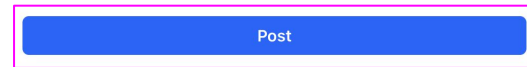
2. Copy and paste the provided copy into the space on your new post.



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



6. Hit “Publish.” Hashtags are not necessary on Facebook.

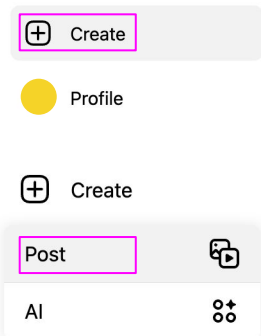




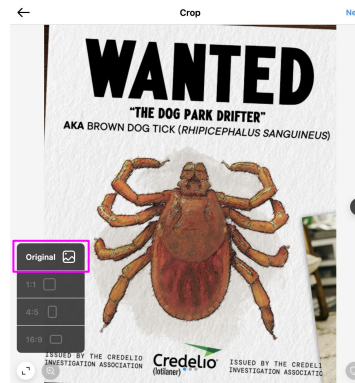
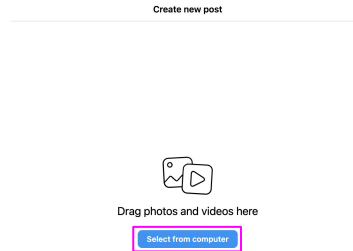
How to Create a Instagram Post

Using your desktop computer:

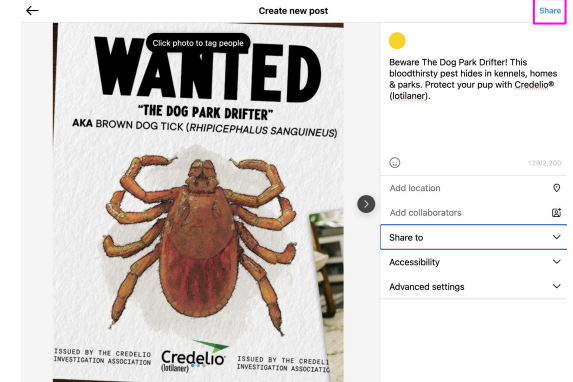
1. Select the “+” button at the bottom of the mobile app or select “+ Create” from the left-side navigation on your desktop to create a post on your clinic’s Instagram page.



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.

1

The Backyard Bandit

aka Black-Legged Tick



Facebook Copy

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

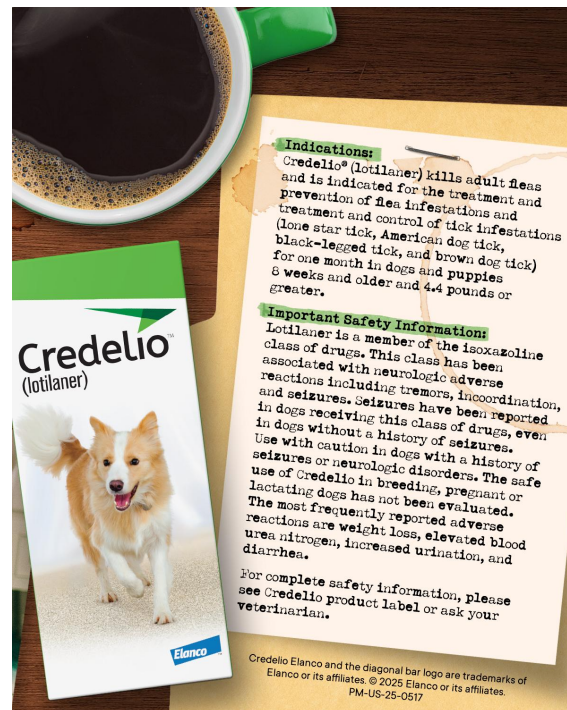
Facebook & Instagram Carousel Images



Frame 1



Frame 2



Frame 3

2

The Dog Park Drifter

aka Brown Dog Tick



Facebook Copy

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.

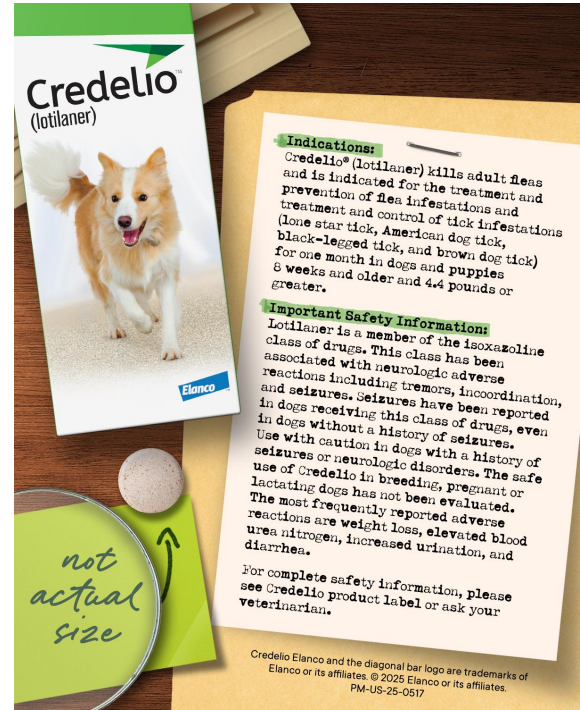
Facebook & Instagram Carousel Images



Frame 1



Frame 2

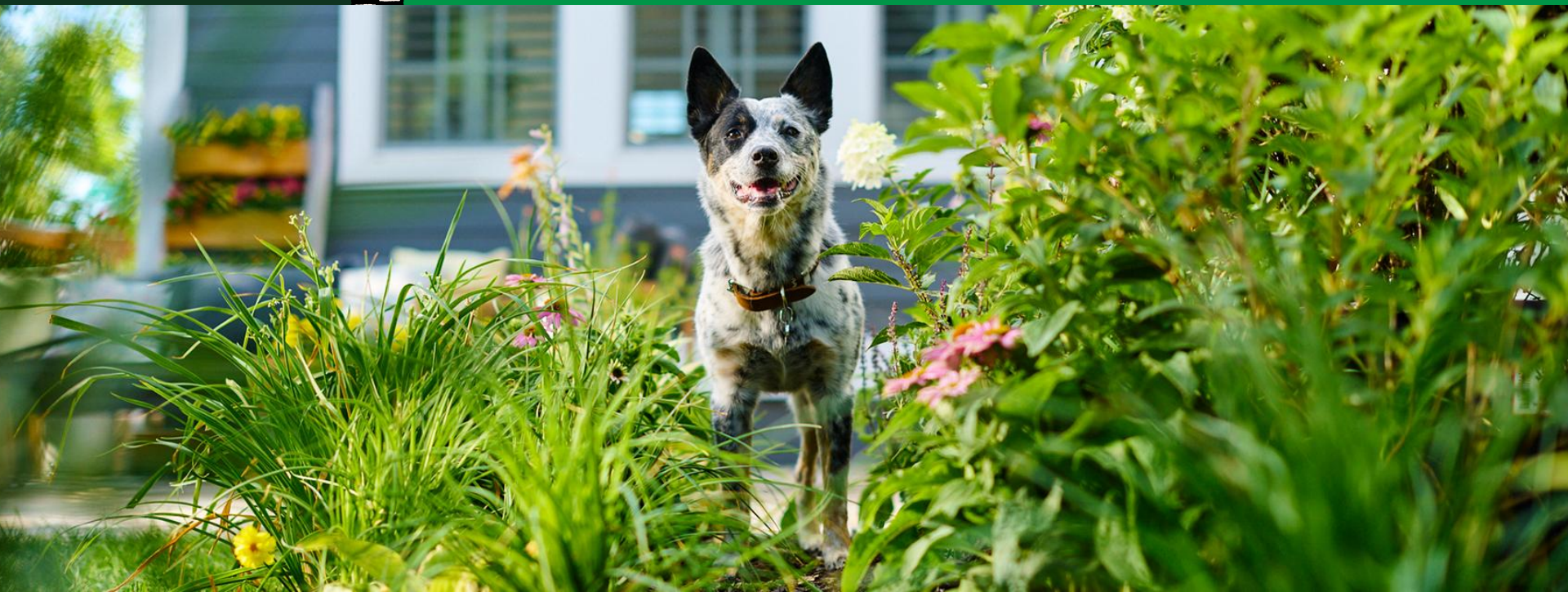


Frame 3

3

The Trailside Terror

aka Lone Star Tick



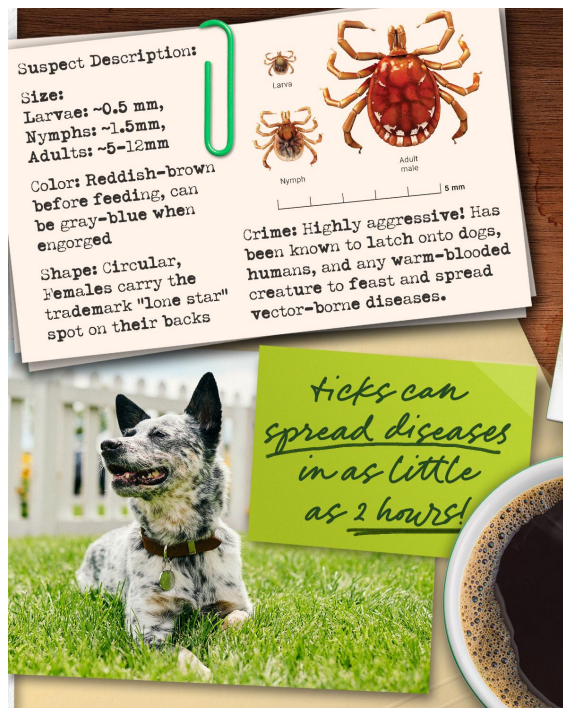
Facebook Copy

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

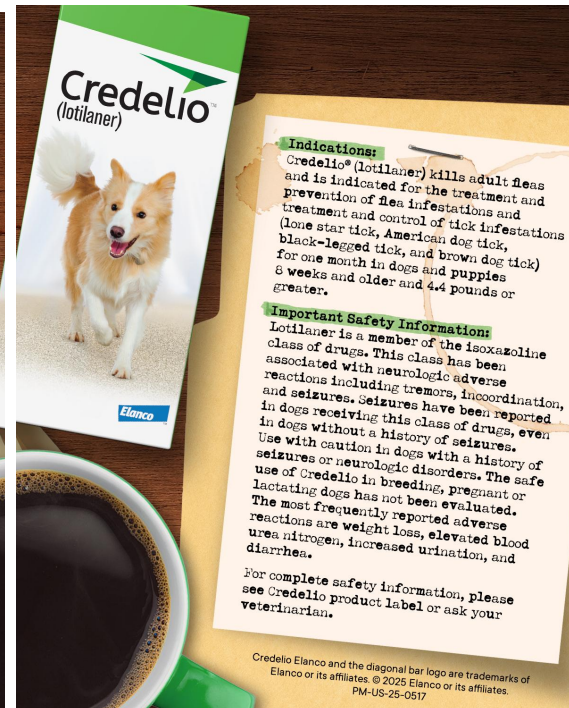
Facebook & Instagram Carousel Images



Frame 1



Frame 2



Frame 3

4

The Sidewalk Stalker

aka American Dog Tick



Facebook Copy

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

Facebook & Instagram Carousel Images



Frame 1



Frame 2



Frame 3