



**Galliprant**  
*(grapiprant tablets)*

# SOCIAL TOOLKIT



**Elanco**



## 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 OA and Galliprant 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

(Page 3 contains a further detailed instruction)

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

(Page 4 contains a further detailed instruction)

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:** 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**



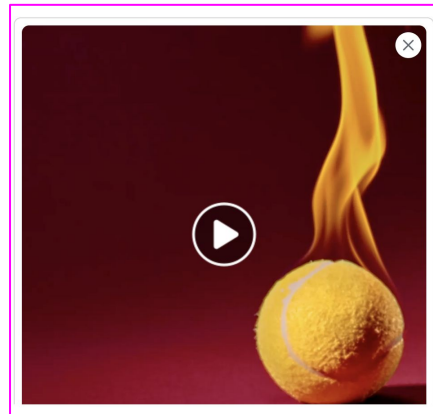
## How to Create a Facebook Post

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 and post copy.



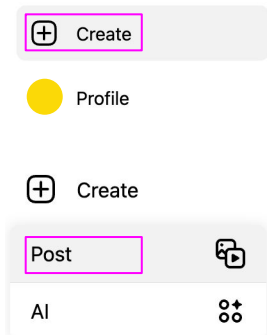
6. Hit “Publish.” Hashtags are not necessary on Facebook.



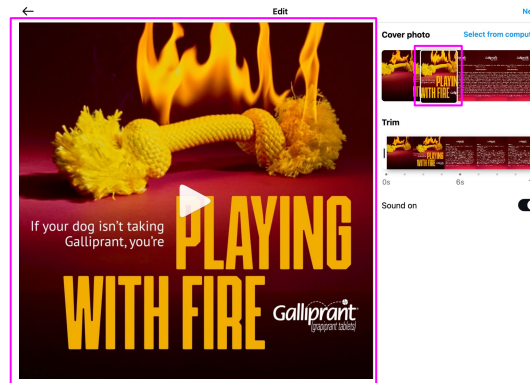
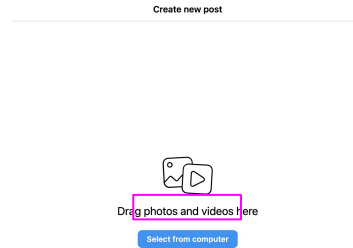
## How to Create an Instagram Post

Using your desktop computer:

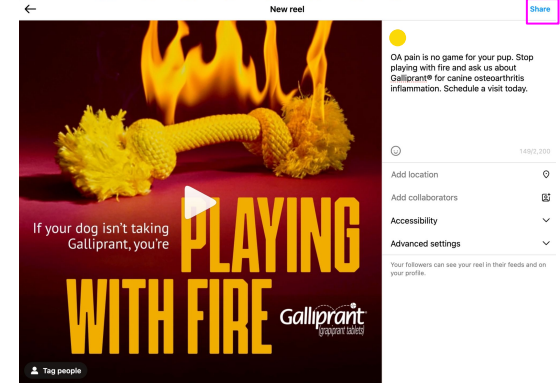
1. Select the “+” button at the bottom of the mobile app or select “+ Create” from the left-side navigation on your desktop to create a post on your clinic’s Instagram page.



2. Choose the selected images or videos for the post; do not apply a filter, and proceed to the caption. For videos, select a cover photo; do not trim video.



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 Post One



## Facebook Copy

Osteoarthritis pain doesn't fix itself—ignoring a flare is like playing with fire. 🔥 Galliprant® can be given daily to treat inflammation and control pain. Make an appointment and see if it's the right fit.

## Instagram Copy

Osteoarthritis pain doesn't fix itself—ignoring a flare is like playing with fire. 🔥 Galliprant® can be given daily to treat inflammation and control pain. Make an appointment and see if it's the right fit.

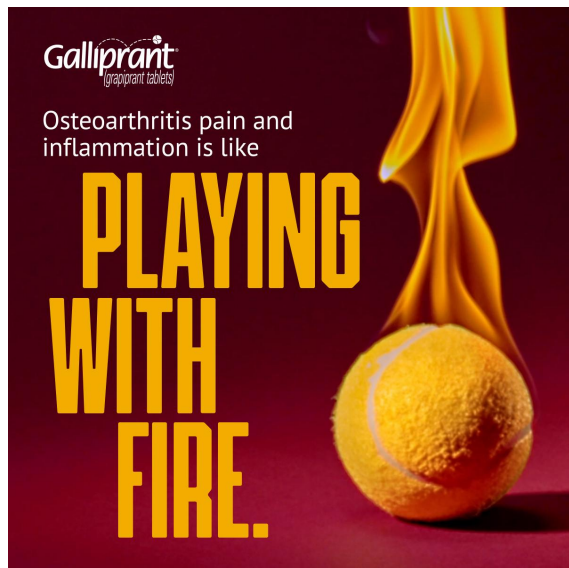
## Facebook & Instagram Post



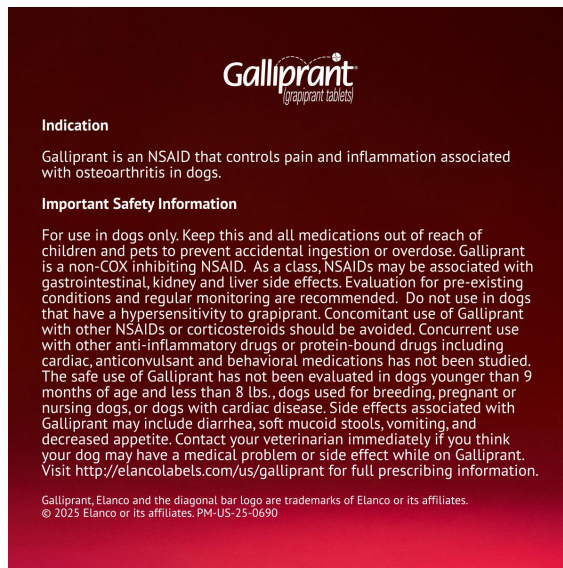
Post1\_Galliprant



## Facebook & Instagram Post Frames



F1



A man and a woman are smiling at a golden retriever on a beach. The man is on the left, wearing a grey t-shirt, and the woman is on the right, wearing a light pink tank top. The dog is sitting in the center, looking up at them with its tongue out. The background shows a sandy beach and the ocean under a clear blue sky.

## 2 Post Two



## Facebook Copy

Play shouldn't hurt.

Ease your dog's osteoarthritis pain and inflammation so they can keep doing what they love—running, jumping, and playing. Galliprant® provides daily relief.

Protect their playtime. 🐾 Schedule a visit with us today!

### Indications:

Galliprant controls pain and inflammation associated with osteoarthritis in dogs.

### Important Safety Information:

For use in dogs only. Keep this and all medications out of reach of children and pets to prevent accidental ingestion or overdose. Galliprant is a non-COX inhibiting NSAID. As a class, NSAIDs may be associated with gastrointestinal, kidney and liver side effects. Evaluation for pre-existing conditions and regular monitoring are recommended. Do not use in dogs that have a hypersensitivity to grapiprant. Concomitant use of Galliprant with other NSAIDs or corticosteroids should be avoided. Concurrent use with other anti-inflammatory drugs or protein-bound drugs including cardiac, anticonvulsant and behavioral medications has not been studied. The safe use of Galliprant has not been evaluated in dogs younger than 9 months of age and less than 8 lbs., dogs used for breeding, pregnant or nursing dogs, or dogs with cardiac disease. Side effects associated with Galliprant may include diarrhea, soft mucoid stools, vomiting, and decreased appetite. Contact your veterinarian immediately if you think your dog may have a medical problem or side effect while on Galliprant. Visit <http://elancoelabels.com/us/galliprant> for full prescribing information.

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## Facebook & Instagram Post



Post2\_Galliprant

3

Post Three



## Facebook Copy

Don't let your dog's osteoarthritis inflammation burn brighter. Give them relief with Galliprant®. Ask us about it at your next visit.

## Instagram Copy

Don't let your dog's osteoarthritis inflammation burn brighter. Give them relief with Galliprant®. Ask us about it at your next visit.

## Facebook & Instagram Post

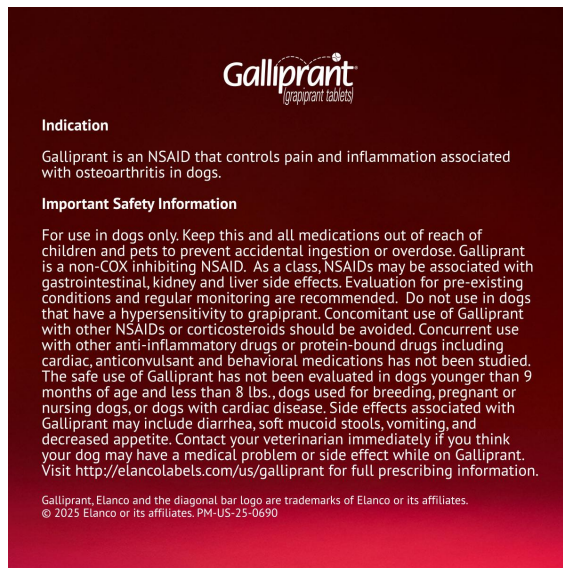


Post3\_Galliprant

## Facebook & Instagram Post Frames



F1



A medium-sized dog with brown, white, and black patches is running towards the camera on a green lawn. The dog has its mouth open and tongue out, appearing happy. In the background, a person wearing a plaid shirt and blue jeans is walking away. The background is slightly out of focus, showing trees and a bright sky.

4

Post Four



## Facebook Copy

Target osteoarthritis pain at the source so your dog can keep chasing every moment. Book an appointment with us today to learn about Galliprant®.

### Indications:

Galliprant controls pain and inflammation associated with osteoarthritis in dogs.

### Important Safety Information:

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## Instagram Copy

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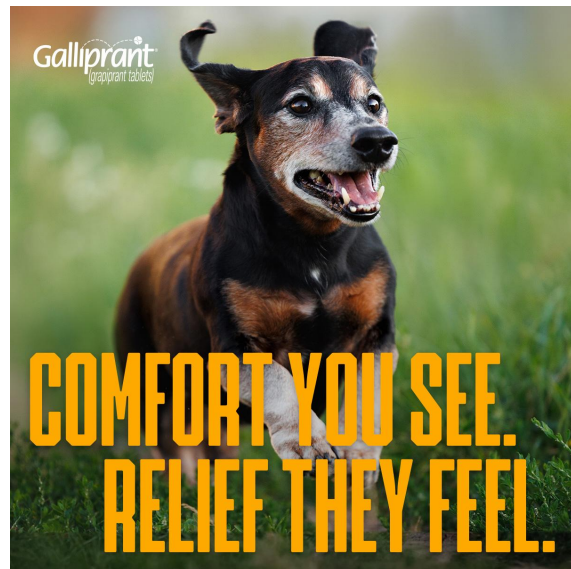
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## Facebook & Instagram Post



Post4\_Galliprant



Post Five



## Facebook Copy

Osteoarthritis pain is no game for your dog. Stop playing with the fire of osteoarthritis pain and inflammation and ask us about Galliprant® for canines. Schedule a visit today.

## Instagram Copy

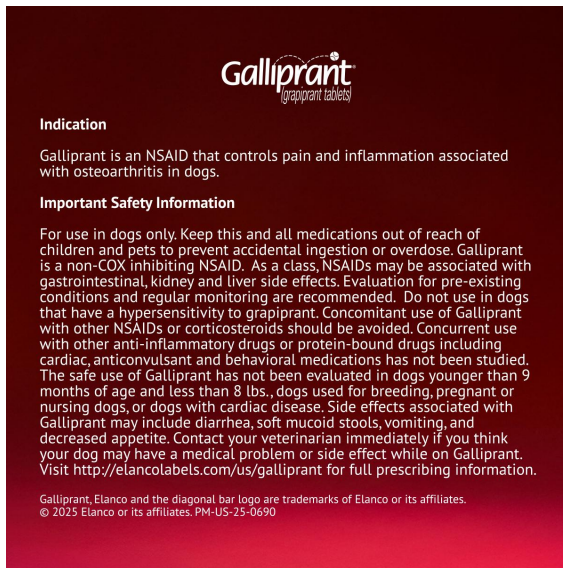
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## Facebook & Instagram Post



Post5\_Galliprant

## Facebook & Instagram Post Frames





A woman in a yellow shirt and blue jeans is running on a grassy hill, followed by two golden retrievers. The dogs are running towards the camera, and the woman is in the background. The scene is set in a lush green field with a forested hill in the background.

6

Post Six



## Facebook Copy

Targeted, effective relief starts with Galliprant®.  
Don't wait—untreated osteoarthritis pain can flare fast.  
Your dog's comfort starts with a conversation.  
Give us a call today. 🐾

### Indications:

Galliprant controls pain and inflammation associated with osteoarthritis in dogs.

### Important Safety Information:

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## Facebook & Instagram Post



Post6\_Galliprant