

FITTER, BETTER, FASTER, STRONGER.

INFECTED TICKS MEAN MORE RISK



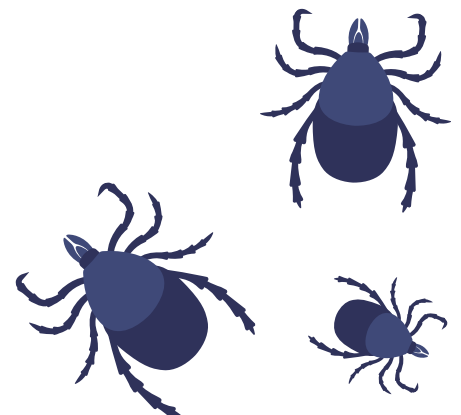
2024 Social Media Tool Kit

We have created ready-to-share social media posts for your clinic. Just copy and paste the content into your social media channel(s) and start engaging with your followers.



Tool Kit Includes:

- 7 Posts with Images and Videos
- How to Save Images and Text from this PDF
- Social Media Best Practices
- Hashtags: The Benefits and How to Use Them
- Differences Between a Post, a Reel and a Story
- How to Post Content



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Canadian Veterinary
Medical Association
Association canadienne
des médecins vétérinaires



Available as

Veterinary Clinic
March 1, 2024

Did you know...
A new Canadian study showed that when a Blacklegged tick is infected with the bacteria that causes Lyme disease it may be more likely to survive Canadian winters! Yikes!
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)

284

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Friday, March 1st, 2024

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A new Canadian study showed that when a Blacklegged tick is infected with the bacteria that causes Lyme disease it may be more likely to survive Canadian winters! Yikes!
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)
Link:
<https://pubmed.ncbi.nlm.nih.gov/37147777/#:~:text=Infected%20ticks%20had%20greater%20overwintering,could%20enhance%20tick%20population%20growth.>



Available as

Veterinary Clinic
March 8, 2024

We might not think ticks can be active when it's cold outside... But they are! Regardless of the time of year it is important to remain vigilant and recognize that ticks may still pose a risk to pets and people.

Use this [link](#) to get a 2-week "tick risk forecast", or look to see what days in the last 12 months could have had potential tick activity. And as always, your veterinarian is there to discuss how best to protect your pet.
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)

149

Like Comment Share

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[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)
Link: <https://www.tickmaps.ca>

Available as

Veterinary Clinic
March 5, 2024

Tick control may be needed when you least expect it. Ticks can be active even if there is still snow of the ground... and the ticks that are joining you when you are out on those mild winter days could pose the greatest risk! Make sure your pet is protected. Talk to your veterinarian about the best way to protect your pet.
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)

321

Like Comment Share

Tuesday, March 5th, 2024

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[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)



Available as

Veterinary Clinic
March 12, 2024

Did you know...
That instead of making them weaker, infection with tick-borne pathogens (like the one that causes Lyme disease) can make ticks stronger!? That's too weird!
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)

201

Like Comment Share

Tuesday, March 12th, 2024

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That instead of making them weaker, infection with tick-borne pathogens (like the one that causes Lyme disease) can make ticks stronger!? That's too weird!
[#yourvetknowsticks #ntam #fitterbetterfasterstrongerticks](#)






Available as

Available as

Veterinary Clinic
March 15, 2024

Did you know...
Blacklegged ticks (the ones that can transmit the Lyme disease bacteria) can survive freezing temperatures? One way is that they create their own "anti-freeze" that helps them tolerate the cold!

However, a new study showed that when they are infected with certain bacteria, like the one that causes Lyme disease, they may be even BETTER at surviving our cold winters! Call us to discuss the best tick control options for your pet.
[#yourvetknowsticks](#) [#ntam](#) [#fitterbetterfasterstrongerticks](#)



325

Like Comment Share

Friday, March 15th, 2024

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[#yourvetknowsticks](#) [#ntam](#) [#fitterbetterfasterstrongerticks](#)

Veterinary Clinic
March 19, 2024

Did you know...
About 1 in 5 of Blacklegged ticks you encounter in Canada could be carrying the bacteria that causes Lyme disease! This number can be even higher in known risk areas!

It is important to protect your pet and yourself, even when you might think it's "too cold for ticks"! Call us to discuss the best tick control options for your pet and visit www.ticktalkcanada.com to learn more about the risks in your province.
[#yourvetknowsticks](#) [#ntam](#) [#fitterbetterfasterstrongerticks](#)



298

Like Comment Share

Tuesday, March 19th, 2024

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[#yourvetknowsticks](#) [#ntam](#) [#fitterbetterfasterstrongerticks](#)
Link: <https://ticktalkcanada.com>

Available as

Veterinary Clinic
March 26, 2024

Colder weather and higher risk?
Tick-borne diseases are spreading in Canada...and our cold winters aren't helping!

New Canadian research shows that when a Blacklegged tick is infected with the Lyme disease bacteria it may be more likely to be active on mild days during the colder months AND more likely to survive cold weather compared to uninfected ticks!
[#yourvetknowsticks](#) [#ntam](#) [#fitterbetterfasterstrongerticks](#)



INFECTED TICKS
More likely to survive cold temperatures.

425

Like Comment Share

Tuesday, March 26th, 2024

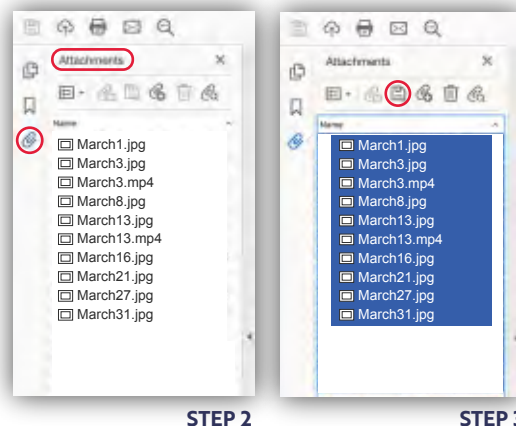
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How to Save Images, Videos & Text from this PDF

- 1 Save this PDF to your computer (on your "Desktop" or another location of your choice).
- 2 Open the file. Click on the "Attachments" icon to view a list of images and animations.
- 3 Shift-click on all the file names and then click on the "Save Attachments" icon. Choose the location where you want to save the files.
- 4 Next, open the file, **highlight** the text you wish to post, then **right-click** on the text and select "Copy".



Social Media Best Practices

The great thing about social media is that it allows individuals and businesses to communicate with customers and vice versa. Take advantage of this form of marketing by listening to your clients' needs and wants. Engaging with your audience is the number one way to make the most of your social platforms.

- **Consistency is key!** Posting regularly is the best way to encourage engagement with your content.
- **There is no universal rule** for when it is best to post content. However, the following suggestions can be used to maximize your chance of reaching viewers.

Facebook:

Best times: 1-3pm

Worst times: 8pm-8am

Instagram:

Best times on weekdays:

6-9am, 12-2pm, 5-6pm

Best times on weekends:

9am-2pm

Hashtags: The Benefits and How to Use Them

Hashtags are keywords following a # symbol used on social media to help categorize content.

- While hashtags were previously used to allow users to easily search for specific content, they are now primarily used to assist the social media platforms' analytics (i.e. using keywords to match content to viewers who will be interested in it).
- Using fewer, more specific hashtags is the most effective strategy for getting your content to your intended audience.
- Hashtags are placed at the bottom of your post in a separate line from your content. Hashtags can be hidden on Instagram stories.
- Example hashtags to include with your posts:
 - [#yourvetknowsticks](#) [#ntam](#)
 - [#fitterbetterfasterstrongerticks](#)



Differences Between a Post, a Reel & a Story

| POSTS | REELS | STORIES |
|---------------------------------------|---------------------------------------|--|
| Videos 3s - 60mins Up to 10 Images | Videos up to 90s | Single video, picture, or shared link Appears for 60s |
| Permanent (unless deleted) | Permanent (unless deleted) | Last 24 hours (unless added to permanent "Highlights") |
| Appear on feed | Appear on feed and "Reels" tab | Appear above feed |

INSTAGRAM

Create:
-Post
-Story
-Reel

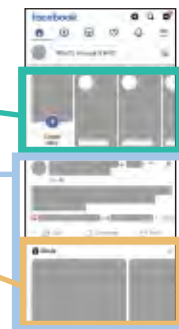


Stories

Feed

Reels

FACEBOOK



How to Post Content

INSTAGRAM

- 1 Open Instagram and navigate to the home page.
- 2 Select the + **"Create Content"** icon at the bottom of the screen and choose the **"Post"**, **"Story"** or **"Reel"** option at the bottom of the screen.
- 3 Select the desired photo/video from your saved files.
- 4 **Copy + paste** text to the caption field (posts + reels) or choose the **"Add Text"** icon at the top of the screen to paste in a text box (stories + reels). Change font and break paragraphs as desired.
- 5 Select the **"Share"** button.

FACEBOOK (Business Page)

- 1 Open Facebook and navigate to your organization's page.
- 2 At the top of the page, select the + icon in the **"Stories"** box to create a story, or the + icon in the **"Reels"** box to create a reel. To create a post, select **"Photo/video"** from the box below the **"Stories"** and **"Reels"** boxes.
- 3 Select the desired photo/video from your saved files.
- 4 **Copy + paste** text to the caption field (posts) or choose the **"Text"** button to paste in a text box (stories). Change font and break paragraphs as desired.
- 5 Select the **"Post"** button (posts) or select **"Your Story"** (stories).