

OUTSMART TICKS! ANYTIME, ANYWHERE.



March is National Tick Awareness Month
Let's start a conversation. **#TICKTALK**

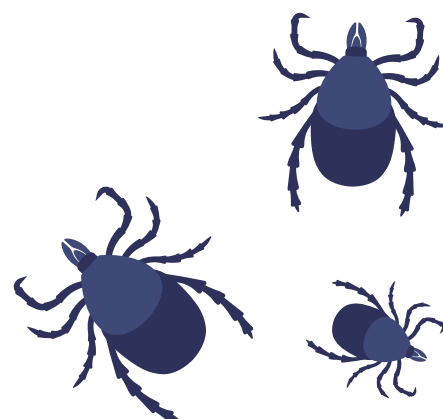
2023 Social Media Tool Kit

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



Tool Kit Includes:

- 8 Posts and Images
- 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 and a Story
- How to Make a "Story" on Instagram
- Tips and Tricks for Sharing "Stories"



BROUGHT TO YOU BY



Canadian Veterinary
Medical Association
Association canadienne
des médecins vétérinaires



Available as



POST IMAGE

Available as



POST IMAGE

Wednesday, March 1st, 2023

Today marks the first day of the **National Tick Awareness Month**. It is important to stay vigilant and know **when** ticks are active, **where** they can be found, and **how** to protect yourself and your pets. Together, we can **Outsmart Ticks! Anytime, Anywhere**.
 #outsmartticks #yourvetknowsticks #ntam
 Link: <https://ticktalkcanada.com>

Wednesday, March 8th, 2023

[Ticktalkcanada.com](https://ticktalkcanada.com) has so much information about ticks! Armed with knowledge, we can **Outsmart Ticks! Anytime, Anywhere**. Show us what you know and take the "Tick Talk" quiz!
 #outsmartticks #yourvetknowsticks #ntam
 Link: <https://ticktalkcanada.com/tick-facts/survey-form>

Available as



POST IMAGE

FACEBOOK STORY

Available as



POST IMAGE

FACEBOOK STORY

Friday, March 3rd, 2023

Happy Friday! You may be itching to get out and enjoy the outdoors with your pet as spring approaches. But don't forget - **ticks can be active when temperatures reach 4°C**, even when there is still snow on the ground! Make sure to do tick checks on yourself and your pets and promptly remove any found after being out and about! Also, be sure to talk to us about the best protection for your pet. Let's **Outsmart Ticks! Anytime, Anywhere**.
 #outsmartticks #yourvetknowsticks #ntam

Monday, March 13th, 2023

With temperature fluctuations at this time of year, checking your weather forecast helps you decide if you need sunglasses, snow boots, or a sweater! But what about ticks - **could ticks be active in your area today?** Check out your area's tick risk "forecast" and be prepared to **Outsmart Ticks! Anytime, Anywhere**.
 #outsmartticks #yourvetknowsticks #ntam
 Link: <https://www.tickmaps.ca>



Available as



POST IMAGE

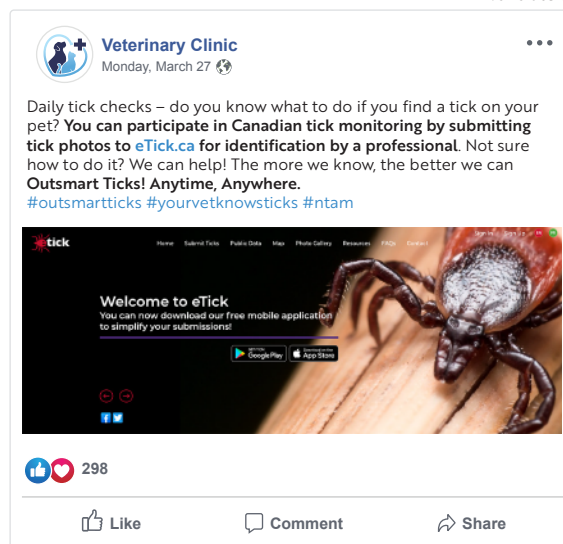
Thursday, March 16th, 2023

Did you know different tick species have preferences when it comes to geographic location and habitat? **We can show you where and what kind of ticks** have been found in your province! Avoiding the places where ticks like to hang out is an important step to help **Outsmart Ticks! Anytime, Anywhere**. Check out the map [here!](#)

#outsmartticks #yourvetknowsticks #ntam

Link: <https://ticktalkcanada.com/geographic-expansion>

Available as



POST IMAGE

Monday, March 27th, 2023

Daily tick checks – do you know what to do if you find a tick on your pet? **You can participate in Canadian tick monitoring by submitting tick photos to eTick.ca for identification by a professional.** Not sure how to do it? We can help! The more we know, the better we can **Outsmart Ticks! Anytime, Anywhere**. #outsmartticks #yourvetknowsticks #ntam

Link: <https://www.etick.ca/etickapp/submit/report-index>

Available as



POST IMAGE

Tuesday, March 21st, 2023

Today is officially spring! 🌸 We've talked about ticks being active in the spring, but the truth is **ticks can be active in every season** so it's important to stay vigilant! Do you know how to recognize a tick? Watch this video to know more! Knowing what ticks look like can help you **Outsmart Ticks! Anytime, Anywhere**. #outsmartticks #yourvetknowsticks #ntam

Link: https://youtu.be/ji5F_k59wgk

Available as



POST IMAGE

Friday, March 31st, 2023

Today is the last day of the National Tick Awareness Month. **March may be over, but ticks are just getting started!** Stay vigilant all year long so you can **Outsmart Ticks! Anytime, Anywhere**. #outsmartticks #yourvetknowsticks #ntam

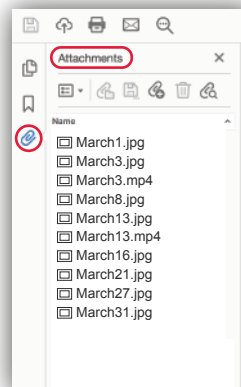
Want to know more? You can find lots of useful tips, videos, and resources on ticktalkcanada.com. If you have any questions, we're always here to help!

#outsmartticks #yourvetknowsticks #ntam

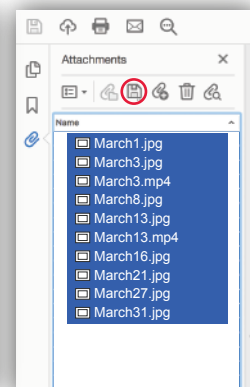
Link: <https://ticktalkcanada.com>

How to Save Images & 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, highlight the text you wish to post, then right-click on the text and select "Copy".



STEP 2



STEP 3

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.

- Best time to post: Tuesdays through Thursdays at 9 a.m. or 10 a.m.
- Worst day to post: Sundays

Hashtags: The Benefits and How to Use Them

- Hashtags are meant to generate more views on a post. With proper hashtags, your page will appear in various searches, making it easier for others to see your content.
- Posts are able to have 30 hashtags and stories are able to have three.
- People can search for any hashtag, and any post and/or story with that hashtag will appear. This is why it is ideal to use specific and unique hashtags if you want to remain at the top of the page.
- Hashtags can be incorporated as part of the caption, or below in a different paragraph, depending on which hashtags are being used.
- Hashtags on stories can be hidden but still searchable. If the look of a hashtag isn't what you want, but you would still like your story to be searchable, type out the hashtag, then make it as small as you can until it blends in with the content.



Differences Between a Post and a Story

POSTS	STORIES
Posts are permanent on your page (unless you delete them).	Stories only last for 24 hours (unless you add them to your page as "Highlights", where they will be seen only if the viewer clicks on them).
Posts show up on a follower's timeline.	Stories are meant to grab attention and give tiny bits of information.
Posts are longer and can provide more content.	Stories show up above their timeline. If you've highlighted a story, it will appear on your profile, above your posts.

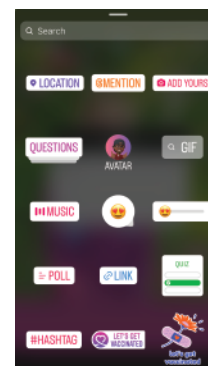


How to Add Highlights to Instagram

From your profile, click "New" under Story Highlights and add the "Stories" you would like to show, then click "Next." Add a title, then click "Add." To add more stories to the highlight, open the "Highlight" and click "More." Then "Edit highlight" and switch from "Selected" to "Stories." You may select more than one story to add to your highlight.

How to Make a "Story" on Instagram

- 1 Open Instagram on a mobile device and swipe to the left.
- 2 Use the center button at the bottom to take a live photo or video. If you want to use the content you already have saved, select the small square in the bottom left corner and find your photo/video.
- 3 Tap on the screen to add text. Select the icon in the top menu with the square smiley face 😊 to add any gif, poll, quiz, sticker, time, location, weather, music, etc.



STEP 3

Tips and Tricks for Sharing "Stories"

- Consistency is key to get the most viewers to your page. Make your stories consistent in theme and frequency.
- Each story slide is only 15-seconds, so keep this in mind while adding videos to your story. If you want to add a 45-second video to your story, the video will be cut into three parts.
- Staying relevant is essential on social media. The best ways to remain relevant through stories are to add locations, other profile posts, and hashtags directly to the story. Sharing other profile posts to your story is another excellent way to stay relevant, engage, and connect. These tactics will also help to appear on Instagram's "Explore Page", where your profile will be seen by those who do not follow you.