



CareVet[®]

Social Media Guide

Master your hospital's social media presence with these tips and tricks!

TABLE OF CONTENTS

01

Table of Contents

02

Why & How

03

Instagram Cheat
sheet

04

Content Guide Pt. 1

05

TikTok Cheat Sheet

06

Content Guide Pt. 2

07

TikTok Sound List

08

Important Tips

09

Example of
Individual Posts

10

Example of Individual
Posts Cont.

11

Jotform Link and
QR Code

Why & How:

Why Increase Team Engagement?

Pet parents love seeing pictures of their fur babies and what they are up to while away from home.

The marketing team is not personally at your hospital, so we often are unaware of moments that make for great content!

We need a Social Media Champion at each hospital to capture this content and help us explore new social media, such as TikTok. We rely on your champion to help us create new accounts because we'll get flagged if we try to make too many accounts for all CareVet hospitals.

It is important that you set up your accounts. But don't forget, we're always here to help!

How to Engage Social Media

Try to post at least one post specific to your hospital per week! If you cannot find anyone willing to help, you can submit the post to the Jotform linked on the last page of this guide.

Patients

Always get permission from the pet owner! If the owner is ok with their pet being posted to social media:

- Take a few pictures of the pet
- If you aren't able to get a photo, check their patient profile, there might be a picture there
- Or, ask the owner to send some over!

Team Members

Have team members either send photos they would like posted or take a picture of them in action!

Instagram Cheat sheet

How to Create an Account:

1. Download the app
 - a. Must be on a tablet or phone
 - b. Found by searching "Instagram" in the app store
 - c. Open the downloaded App and follow the sign-up prompts
2. Create an account through your Facebook- this will link your accounts together!

Choosing Usernames and Profile Photos:

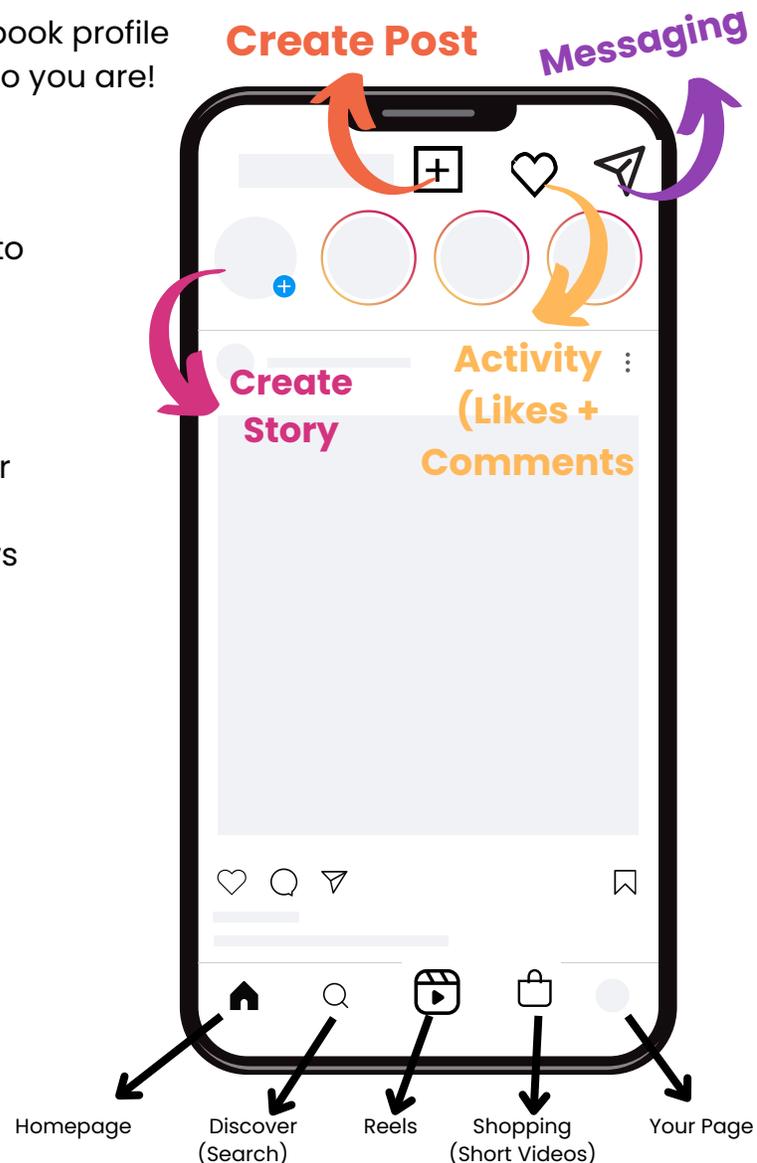
1. Use the name of your hospital or a shortened version
2. The profile photo should automatically load if your account was created with your Facebook profile.
 - a. If not, use the same photo as your Facebook profile
3. Write a short Bio to tell potential followers who you are!

How to Post Photos and Videos

1. Because your account should be connected to your Facebook, you should be able to select a "post to Instagram" option when posting on your Facebook page
2. If you just want to post to Instagram,
 - a. Click on the + sign in the upper right corner
 - b. Select the photo you want
 - c. Add a caption (and your location if it shows up)
 - d. Click post!

How to Post Stories

1. Click on your profile photo in the upper left corner of your homepage
2. That will open up a camera, while also pulling up the most recent photos on your camera roll
3. Select the photo/ video or take the photo or video you want to post
4. Click post!



Content Guide

Facebook + Instagram:

Patients:

- First Vet Visit
 - Take a photo of new patients to share online
- Anniversary at the Hospital
 - If a patient has been going to the clinic for several years, celebrate their loyalty and post an anniversary for them.
- Birthdays
 - Celebrate patients' upcoming birthdays with a post on social media
- Milestones:
 - Celebrate pets getting healthy! This could look like a puppy finishing her vaccines, a cat getting his teeth cleaned for the first time, or a pet who has just beat cancer!
- Holidays: Halloween, Ugly Holiday Sweater, July 4th, St. Patrick's Day, etc.



Team Members:

- Anniversaries at the Hospital
- Birthdays
- Personal achievements
 - marriages, new babies, new pets
 - employee of the month or employee shout outs
- Team member bios
- New Team Member Introductions

These are just some options, but this is your time to be creative and try other ideas your team comes up with as well!

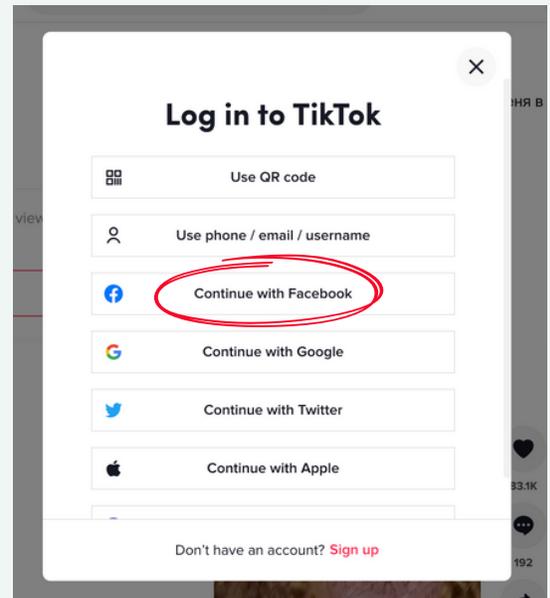
TikTok Cheat Sheet

How to Create an Account:

1. Download the App
 - a. It must be on a tablet or phone
 - b. Found by searching "TikTok" in the app store
 - c. Open the downloaded App and follow the sign-up prompts
2. Create an account through your Facebook- this will link your accounts together!

Choosing Usernames & Profile Photos

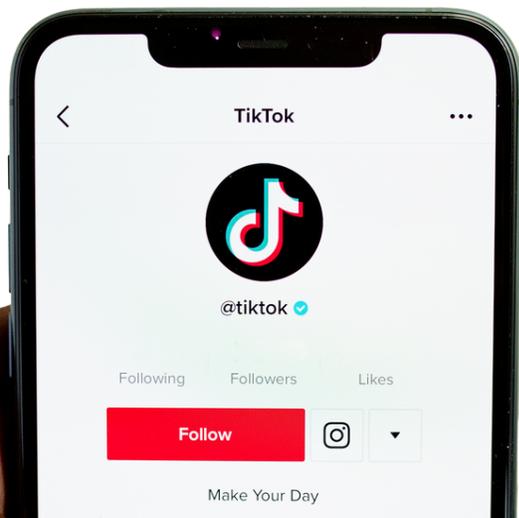
1. Use the name of your hospital or a shortened version
2. The profile photo should automatically load if your account was created with your Facebook profile-
 - a. If not, use the same photo as your Facebook profile
3. TikTok will ask you to pick some interests:
 - a. Select items such as Dogs, Cats, Animals, Vets, Dog Grooming, Pet Boarding, etc.
4. Make sure to add your website link to the bio of your account!



How to Film a Video:

Once you have created your account:

1. Click on the white + button on the bottom center of your screen
2. Choose how long you want the video to be:
 - a. 15 seconds, 30 seconds, or 3 minutes
3. Click the red circle at the bottom middle of your screen to record
 - a. and again to stop recording
4. When you are done filming:
 - a. Click the red circle with the white checkmark
 - b. select the red "Next" button
 - c. Make sure to add a caption and your location (the hospital's address)
5. Post the video by pressing the red "Post" button
6. Or, save your video to your drafts folder by clicking the white "drafts" button



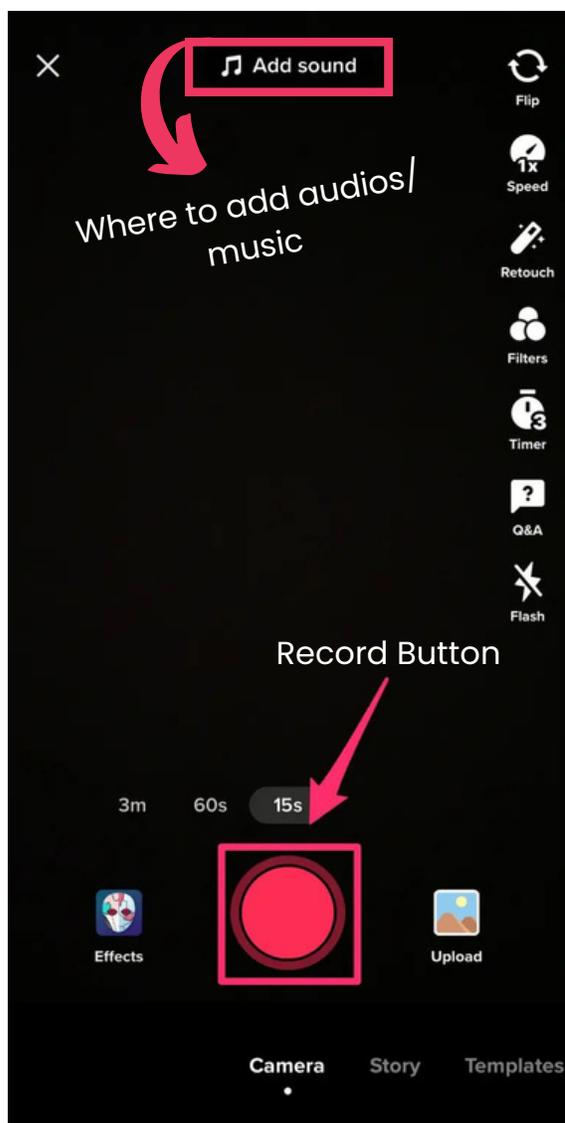
Content Guide

TikTok



- Use popular sounds
- Search for sounds called "play this for your dog/ cat"
- Give followers a video tour of your facility
- Film a before and after of dogs who are brought in for grooming

How to Use Sounds on TikTok:



1. Follow the steps on the previous page to get to the camera, but do not start recording yet
2. A music note followed by "add sound" will be at the top of the screen in the center on the recording page
 - a. You will be able to access sounds in several ways through this
 - b. Search for a specific sound title
 - i. The CareVet marketing team will send some recommendations
 - c. Discover sounds that the app recommends to you
 - d. Or, scroll down to see popular sounds
3. click on the sound you want to use, and you will have several choices:
 - a. the first being to crop it to a portion of the sound you want to use
 - b. the next to add it to favorites, and
 - c. the lastly clicking the red checkmark will take you to the record page
4. If the sound has been added to your video- you will see the name of the audio where "add sound" used to be

TikTok Sound List

If you're having trouble finding audios to use, try searching for these!

Dog Sounds:

- "triggering dog sounds"
 - squeaky toy sound
- "original sound- giadaremo17"
 - dog whining
- "original sound- zeusy_love"
 - ringing that gets higher pitched as it goes on
- "10 Dog Sounds"
 - 10 sounds that are supposed to get reactions out of your dog
- "Head tilt check"
 - various sounds meant to get a reaction out of your dog
- "sapphie_the_pomsky"
 - play with your dog and then freeze to see their reaction
- "doggywhistle- dog whistle"
 - supposedly only dogs can hear it- another one to get a reaction from them
- "original sound- ruthbellpan"
 - guard dog check- see which of these sounds they respond to
- "Relaxing Sounds for Your Dog"
 - meant to calm down your dog

Cat Sounds:

- "original sound- Arturo_feliciano"
 - would your cat help a hurt cat?
- "Cat_4k_hd"
 - meant to attract cats
- "original sound- shulsey62"
 - -another sound to get a reaction out of your cat
- "original sound- kattenmilo22"
 - funny sound to get a reaction out of your cat
- "original sound- zoelee0621"
 - reaction sound
- "original sound- sgey75"
 - cat purring/ making noise

Important Tips



When To Post:

Pick one day of a week works best for you. Try to post between 9 AM and 7 PM.

Important Things To Remember:

Check for typos!



While Social Media is meant to be fun, and a more casual place to interact with clients, we need to remember that these posts are coming from a business's account.

Misspelling and incorrect grammar can detract from the professionalism of your business, so double-check everything before you post it!

Share your login info to TikTok and Instagram with the CareVet marketing team so we can help post!

Keep Things PG:

Be aware of popular audio and songs on TikTok, and avoid anything with bad language or inappropriate themes.

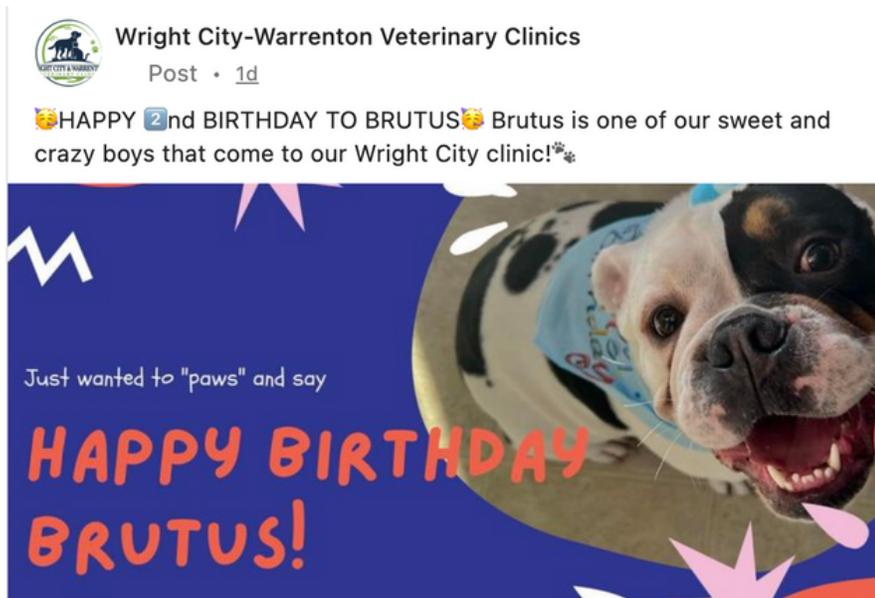
We want to avoid offending anyone and want to avoid being flagged for inappropriate content!

This might seem obvious, but don't post anything gross! Graphic content like surgery can easily get flagged and turn people away from the page!



Examples of Individual Posts

Birthday Post



Personalized Post for a Loyal Client



Examples of Individual Posts Cont.

Team Member Shout Out

 Coastal Carolina Animal Hospital
Post · 1d

Drum roll... We know this is what you all have been waiting for. So, here he is! If you've got an amazing story, you'd like to share with us about the care that Dr. Dugan has given to you and your pets, please share in the comments below. 🙌💕🐾 Thank you, Dr. Dugan, for all the love and care you have shown our patients, clients, and team at CCAH. You make a difference in so many lives each day.



Carolina Animal Hospital 24 years ago. To this day he is our full-time veterinarian. He is known amongst the community as passionate and dedicated to providing the best care to our clients and patients. He enjoys spending time with his family and shares his home with one dog named, Isabelle. In his free time, he enjoys playing golf.

What Our Pets Are Doing Without Us

 Family Pet Health Center
Post · 1h

Zumba is visiting us for the day and can be a bit nervous when she first gets here. Some extra love helped her feel much better! We know it's hard to leave your furry family members with us, so we make sure they are comfortable and we give them lots of love! 💚



Jotform Link and QR Code

What to Do If You Don't Have A Social Media Person:

If you are unable to find someone willing to take on these social media posts, you can submit posts to the Jotform linked here:

<https://form.jotform.com/222975994253167>

