



YOUR DIGITAL TOOL KIT

This digital tool kit has been created to help you communicate with your clients about the importance of vaccinating their pets. Instructions are provided as to how to use the components of this kit when sending out client emails or when updating your website, social media posts, or blogging platform.

These template messages are intended to be used in your name only. We wish to remind you that while we have developed this content with great care, it is your ultimate responsibility to ensure that the messages, including their adaptation, display, distribution, communication, and use, do not infringe any rule or policy, including your professional Code of ethics and the Canadian anti-spam legislation, as the case may be.

In order to help minimize the risks of infringement of said rules, we recommend that you do not add any mentions of products or brands to the messages.

Before posting to your social media accounts, we suggest that you verify that the information contained in your Instagram and Facebook biographies is up-to-date, and add your clinic's website URL to your Instagram biography.

To post organically to your social media page from your phone:

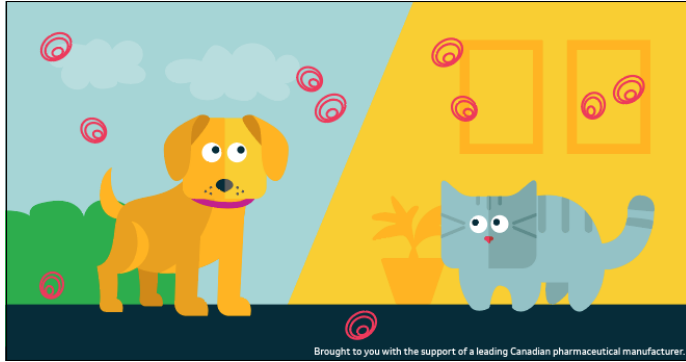
1. Save the creative image to your camera roll.
2. Copy the text and save it in your notes for ease of editing – you can add hashtags as you see fit. However, we recommend that you don't add specific brand or product names.
3. Open the social media platform.
4. Create a new post.
5. Insert the saved image.
6. Paste the copied text. **Note:** for Instagram only, we suggest that you add "link in bio" to the text.
7. Post.

Social Media Posts

Instructions: Copy and paste the desired posts onto your clinic's social media platforms. The files for these images can be found in the appropriate sizes for Facebook, Twitter, and Instagram within this tool kit.

GENERAL VACCINATION POSTS

Post #1



Outside. Inside. Dangerous germs can be anywhere. Help keep your pet protected from disease with regular vaccinations. Contact us today.

Post #2



Don't let a walk outside turn into a risky activity. Help protect your pet against dangerous germs. Talk with us about vaccination.

Post #3

You'd do anything for your pets. Make sure helping to protect them tops your list. Talk with us about which vaccines are right for your pet.

GENERAL VACCINATION POSTS (continued)

Post #4—Animated GIF



Vaccinations are an important part of helping to protect your pet from disease. Make sure your pet's vaccinations are up to date.

CORE VACCINE POSTS

Post #1

Which vaccines are right for your pet? Schedule your pet's wellness visit today.

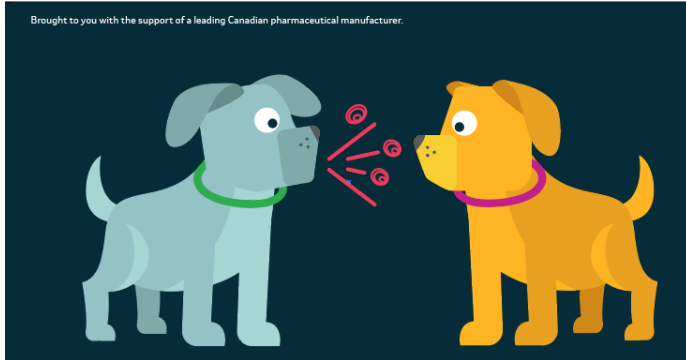
Post #2



Pets that share food or water can also share dangerous germs. Ask us about which vaccines are right for your pet.

CORE VACCINE POSTS (continued)

Post #3—Animated GIF



Pets that play together can spread disease. Keep your pet's vaccinations up to date.

LIFESTYLE VACCINE POSTS

Post #1—Animated GIF



Where you live can affect the vaccines that are right for your pet. Schedule your pet's visit today and let's talk protection.

Post #2



Your pet may need additional vaccines depending on where you live and their lifestyle. Talk to us about which vaccines are right for your pet.

SOCIAL DOG POSTS

Post #1



Help keep your dog safe when travelling. Ask us which vaccinations are right for your pet.

Post #2



Help protect their playtime. Make sure your dog's vaccinations are up to date.

Post #3

Daily walks. Dog parks. Doggy day care. Germs can spread anywhere dogs interact. Talk to us to find out whether vaccination is right for your dog.

INDOOR CAT POSTS

Post #1



Dangerous germs can be anywhere, even indoors. Vaccination can help protect your cat from disease. Schedule your visit today.

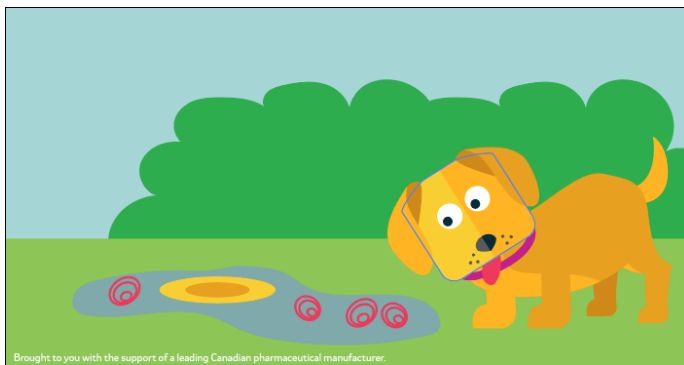
Post #2

Visiting houseguests. Germ-ridden shoes. A trip to the groomer. Even indoor cats can be exposed to disease. Help protect your cat with vaccination.

DISEASE-SPECIFIC POSTS

Leptospirosis

Post #1



That 'harmless' puddle could spell trouble. Help protect your dog from leptospirosis. Contact us today.

Post #2

Leptospirosis is a serious disease that can spread from animals to people. Help protect your pet and your family. Talk to us about vaccinating your dog against leptospirosis.

DISEASE-SPECIFIC POSTS (continued)

Canine infectious respiratory disease

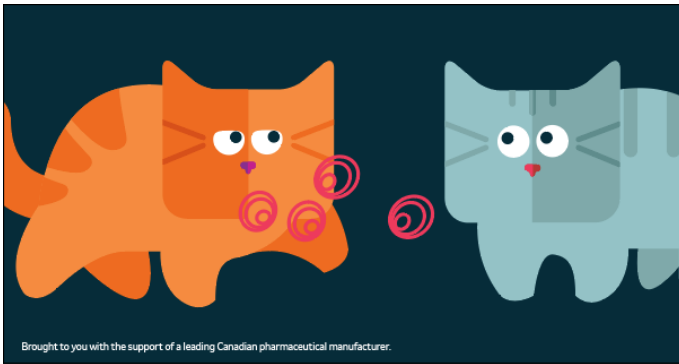
Post #1—Animated GIF



It doesn't take long for canine cough to spread. Help protect your dog with vaccination. Schedule your visit today.

FelV

Post #1



Does your cat have a lifestyle that could put them at risk of exposure to feline leukemia virus? Schedule your visit today to discuss whether vaccination is right for your cat.

IMPACT OF PROTECTION POSTS

Post #1



When you vaccinate your pet against disease, you can help protect other pets, too. Schedule your pet's wellness visit today.

Website Content

Instructions: You can use the following content on your clinic's website or in your clinic's e-newsletter.

Example #1

Dangerous germs can be anywhere. Is your pet protected?

It doesn't take much for your pet to be exposed to germs that can cause serious diseases. A walk down the street. A trip to the park. A lick of a puddle. An unexpected visit from a neighbouring pet. We can't realistically prevent our pets from coming into contact with germs. But we CAN help protect them from the diseases that germs cause. **Vaccination can help protect your pet from diseases.** To learn more, please contact us today.

Example #2

Which vaccines are right for your dog?

As a loving pet owner, you know the importance of helping to protect your pet against disease, including with vaccination. But which vaccines are right for your dog? Some vaccines are recommended for all dogs. These are called core vaccines, and they help protect against serious, widespread, and potentially fatal diseases. And depending on where you live or your dog's lifestyle, your dog may also need additional vaccines to help keep him or her protected. **Not sure which vaccines are right for your dog? Contact us today and let's talk!**

Example #3

Why vaccinate your indoor cat?

Most pet owners understand the importance of vaccinating pets that come into contact with other animals. But what if your cat is the stay-at-home type? **You may be surprised to learn that even indoor cats can be exposed to dangerous germs...**whether it's from visiting houseguests, a trip to the groomer, germ-ridden shoes, or a quick outing to explore the back yard. Help protect your cat from serious, widespread, and potentially fatal diseases. Schedule a visit today to discuss your cat's vaccination needs.

Email Content

Instructions: You can send your clients a monthly email or letter on a relevant topic. Just copy and paste the content below into your clinic's email program or onto your letterhead. Each email requires the same steps for use:

1. Download the attached files to your computer.
2. Find the jpeg file and drag and drop into your email. Note for Outlook users: Online version – If the image is dropped as an attachment, be sure to click on the downward arrow in the right corner and select 'move image to the message body' to ensure it is embedded within the email. Desktop app – Click 'Insert' followed by 'Images' to add the image directly in the message body.
3. Find the text (by Word document file name), copy and paste the text and modify to reflect your clinic (where needed).
4. Use the subject line provided, or create your own.
5. Ensure your website's URL is linked.

Remember that when sending emails, please ensure to comply with the Canadian anti-spam legislation.

Email #1

Subject line: **Are your pet's vaccinations up to date?**

Vaccination can help keep your pet protected from disease.

Regular wellness visits are an important part of helping to keep your pet protected. During these visits, we check your pet's overall health, monitor any changes in weight or diet, and look for any early signs of disease.

An important part of your pet's check-up is receiving needed vaccinations as determined by your veterinarian. Many vaccines require regular booster doses in order to continue helping protect your pet from disease. Your pet's vaccines may even change from one year to the next depending on whether there have been any changes to your pet's activities or where you live.

If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.

Email Content (continued)

Email #2

Subject line: **Show your love for your pet.**

Help protect your pet against diseases with vaccination.

As devoted pet owners, there's nothing we won't do for our pets. We bring them with us on holidays. Include them in our family photos. Splurge on fancy toys and bedding. But the most important thing we can do for our pets is to keep them healthy.

By vaccinating your pet regularly, you are helping to protect your pet from widespread diseases that can cause serious health problems. We will administer the vaccines your pet needs to help protect him or her from disease.

If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.

Email #3

Subject line: **Why your indoor cat may need vaccination**

Help protect your cat from hidden threats.

Here at our clinic, we are often asked by owners of indoor cats whether vaccination is really necessary. To that we say, 'Let's talk!'

Even if your cat spends most of the time indoors, there are still many ways to be exposed to disease. A trip to the groomer or a boarding facility. A weekend visit from houseguests. You can even unknowingly track germs inside on your clothing or on the soles of your shoes.

Vaccination helps protect your cat from serious diseases. If you have any questions or would like to schedule your pet's wellness visit, please contact us at *[customise with clinic's phone number, email, and/or website]*.

Banner Ads

Instructions: You can place the following animated banner ads on your clinic's website.

The files for these banner ads can be found in the provided tool kit.

Sizes provided are 300x250, 728x90, 320x50. For web page integration, share these elements with the person in charge of your website maintenance and updates.

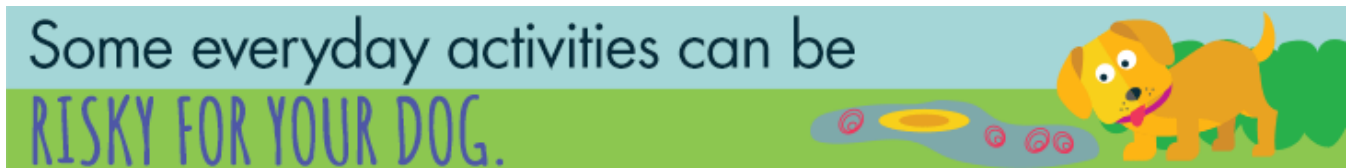
Option #1—Animated GIF



Option #2—Animated GIF



Option #3—Animated GIF



Blog Posts

Instructions: You can use the content below for your clinic's blog. Simply copy and paste the desired information into your blogging platform.

Example #1

Your cat is at risk for disease. Even inside your home.

Some cats rarely venture outside. Yours may be one of them. But that doesn't mean your cat is protected against disease. There are any number of situations in which even 'indoor cats' can be exposed to disease. A trip to the groomer or a boarding facility. A weekend visit from houseguests. You can even unknowingly track germs inside on your clothing or on the soles of your shoes.

Vaccination helps protect your cat from disease-causing germs. There are some vaccines that are recommended for all cats and others that may also be needed depending on where you live and your cat's lifestyle.

Help keep your cat safe at home with vaccination. Ask us which vaccines are right for your cat.

Example #2

It doesn't take long for canine cough to spread.

When you hear the words 'canine cough', what comes to mind? Places where large numbers of dogs come together, such as a boarding facility or day care centre?

It's important to know that canine cough can happen *any time* dogs interact—during daily walks, at the dog park, during playdates. This highly contagious respiratory disease can even spread if the contact between dogs is very brief, such as during training classes or in an elevator.

Vaccination can help protect your dog from canine cough. Schedule your dog's visit today, and help keep your pet safe when socialising.

On-hold Messaging

Instructions: Using the script provided, you can record a message that can be played on your phone system when your clients are on hold. Simply edit these basic recommendations to suit the tone and manner of your usual clinic communications to pet parents.

An important part of helping to keep your pet healthy is staying up to date with all vaccinations. Certain vaccines are recommended for every dog and cat. And depending on where you live or your pet's lifestyle, additional vaccines may also be needed. Find out how to help protect your pet against disease. Schedule your pet's annual wellness visit today.