



IDEXX Preventive Care  
Social media toolkit



# IDEXX Preventive Care Social Media toolkit

## Social media can be a powerful tool to:

- Stay connected with pet owners in your community.
- Educate your clients on the value of preventive care.
- Set the expectation that diagnostic screening tests will be performed during a preventive care visit.
- Build trust and help gain compliance of your preventive care protocols.

## This toolkit contains:

- Social media posts to share on your practice's social media channels.\*
- Post captions inspired by research conducted with pet owners.
- Educational tips and tricks to help you get the most out of social media.

## Follow these steps:

1

Read through the toolkit.

2

Download an image that you want to share.

3

Upload the image to your practice's social media account.

4

Copy and paste the image caption.

5

Share the post, and don't forget to respond to comments.

\*The IDEXX Preventive Care Social Media Toolkit ("the Toolkit") is strictly for use with social media accounts associated with veterinary practices, and you agree not to modify, edit, or otherwise change the images in any form or manner. By using the Toolkit, you agree to IDEXX's Terms of Use.

Get started today at [idexx.com/getsocial](https://idexx.com/getsocial)





Get started  
with these posts

Post image:

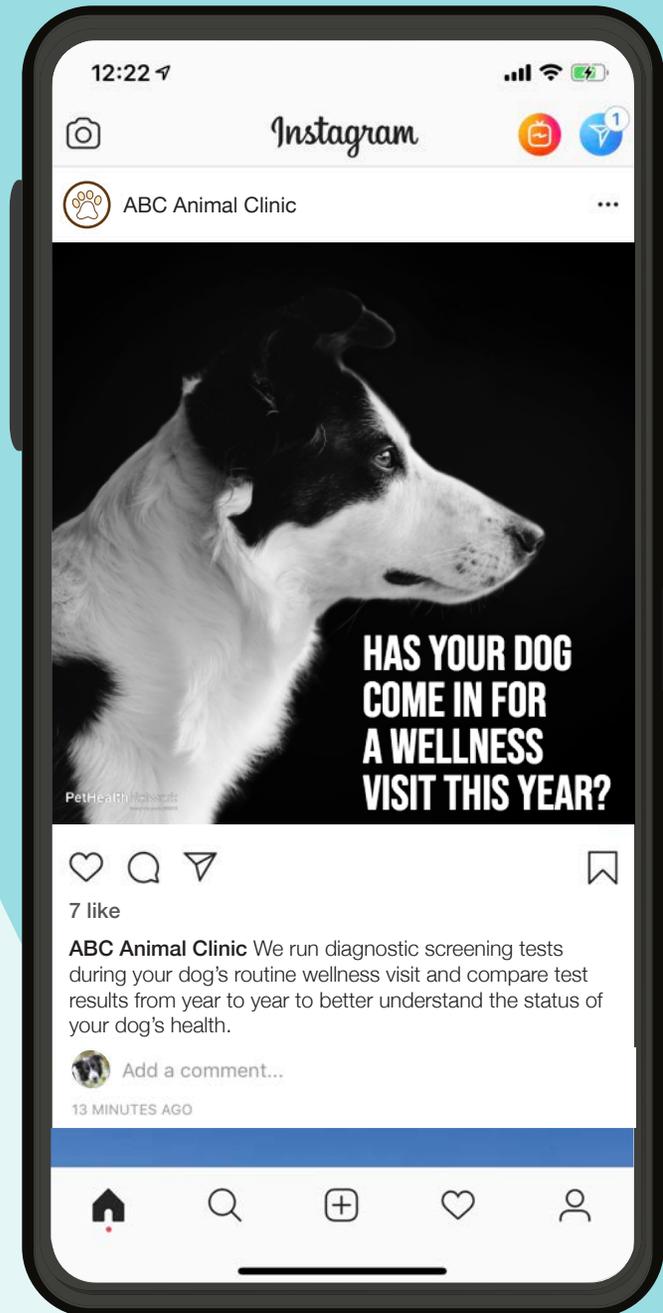


**Recommended caption:**

We run diagnostic screening tests during your dog's routine wellness visit and compare test results from year to year to better understand the status of your dog's health.

**Tip 1**

**Use recommended captions:** To use these captions, which were created using insights from pet owner research, simply highlight the caption and then copy and paste it. Or, if you're feeling creative, create your own caption!



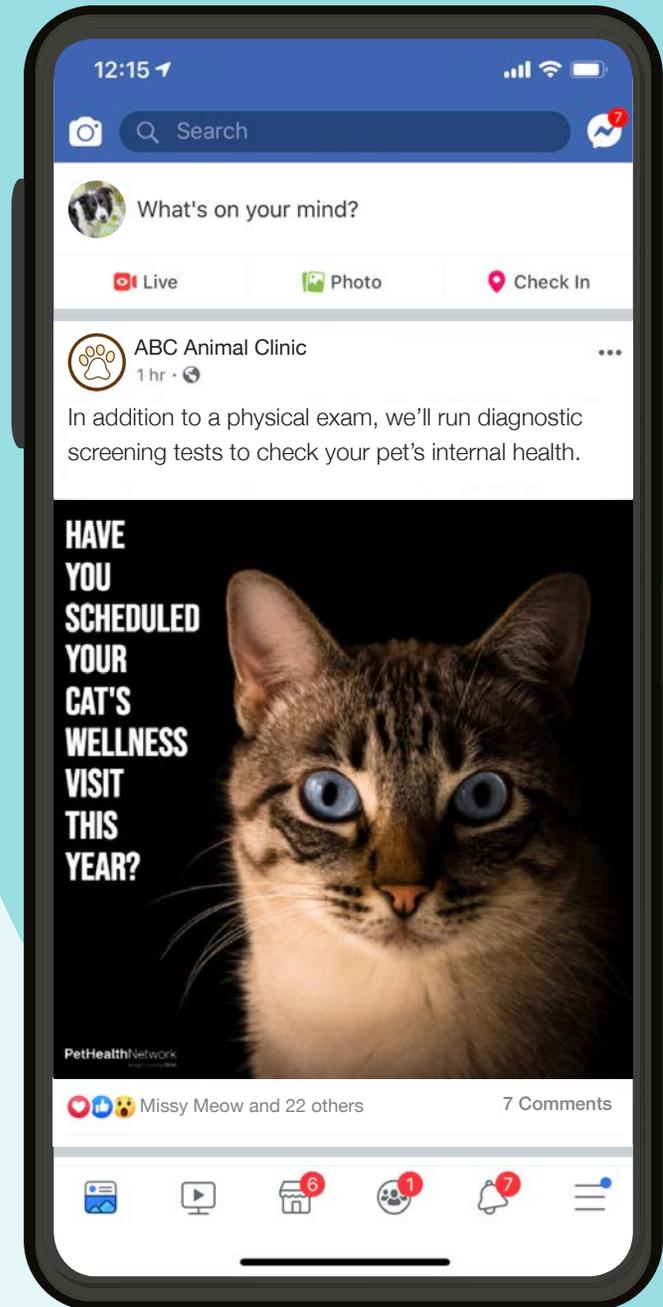
Example

Post image:



Recommended caption:

In addition to a physical exam, we'll run diagnostic screening tests to check your pet's internal health.



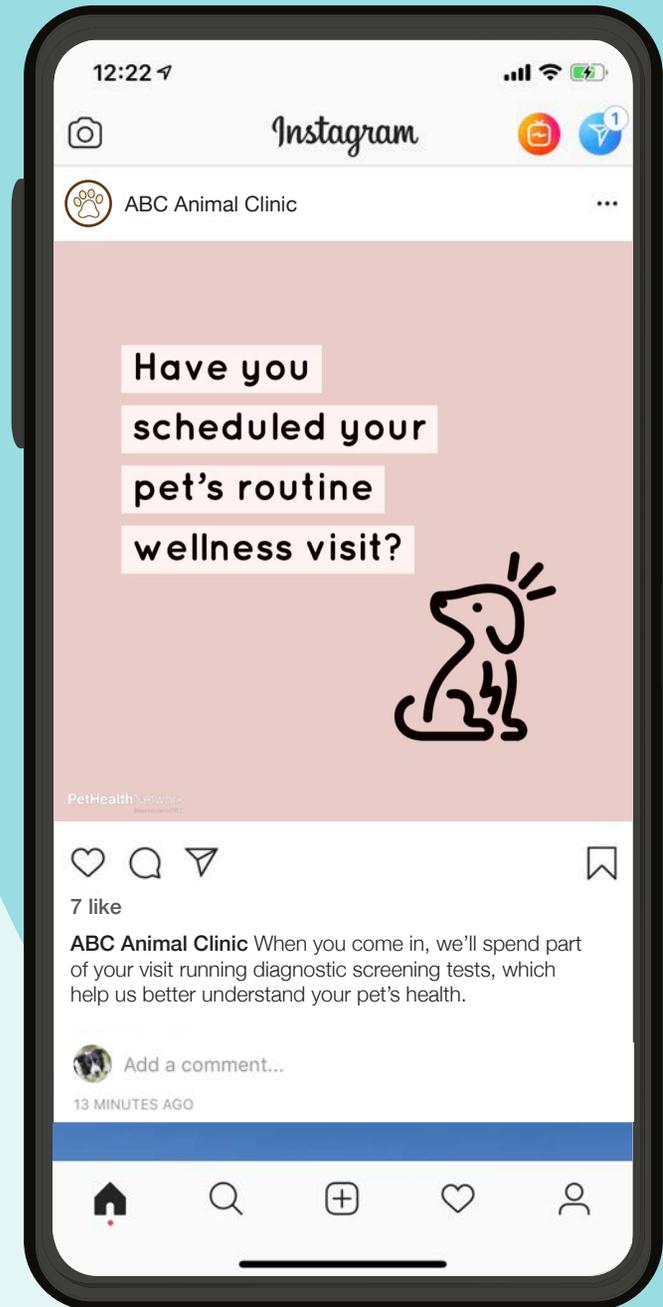
Example

Post image:



**Recommended caption:**

When you come in, we'll spend part of your visit running diagnostic screening tests, which help us better understand your pet's health.



Example

Post image:



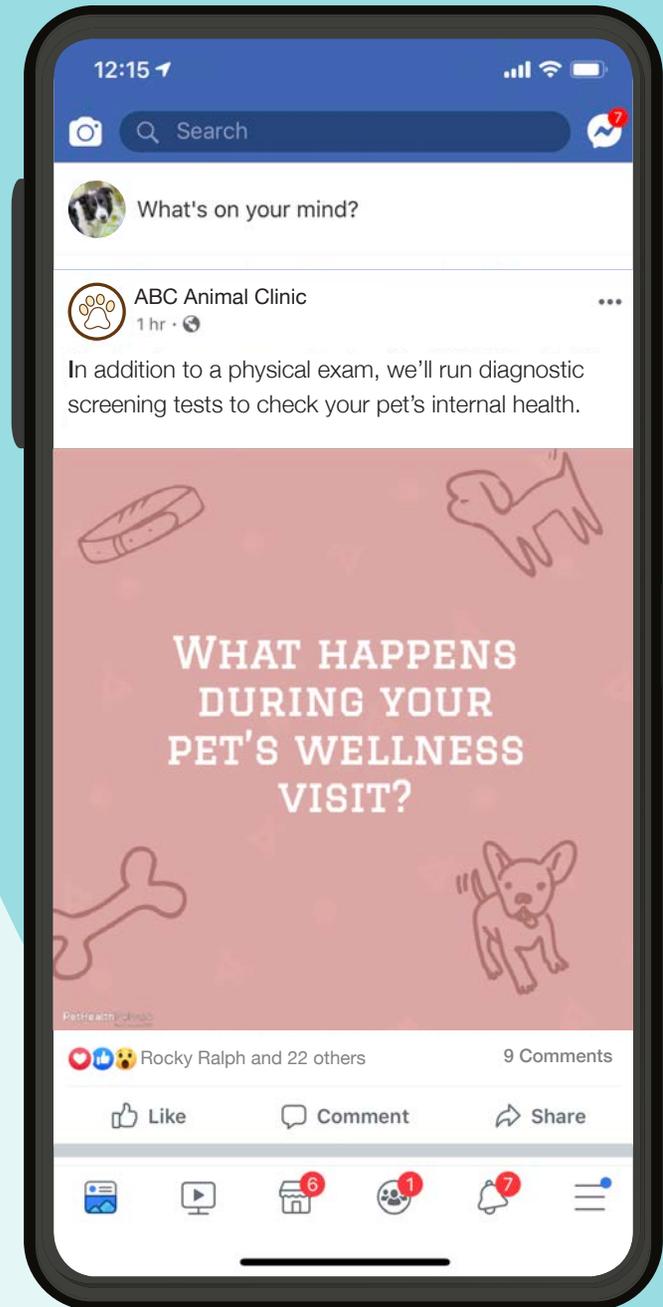
**Recommended caption:**

In addition to a physical exam, we'll run diagnostic screening tests to check your pet's internal health.

Tip 2

**Use your own voice:**

When sharing information with your clients via social media, think about how you'd share that same information in a face-to-face conversation.



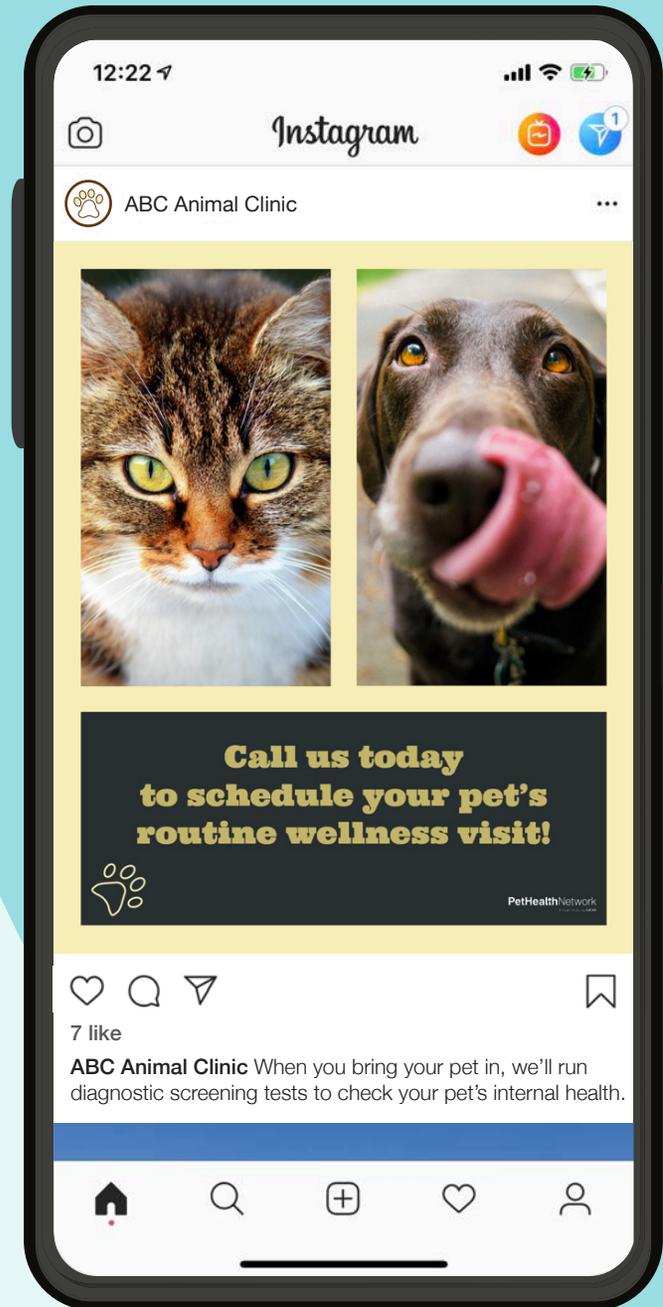
Example

Post image:



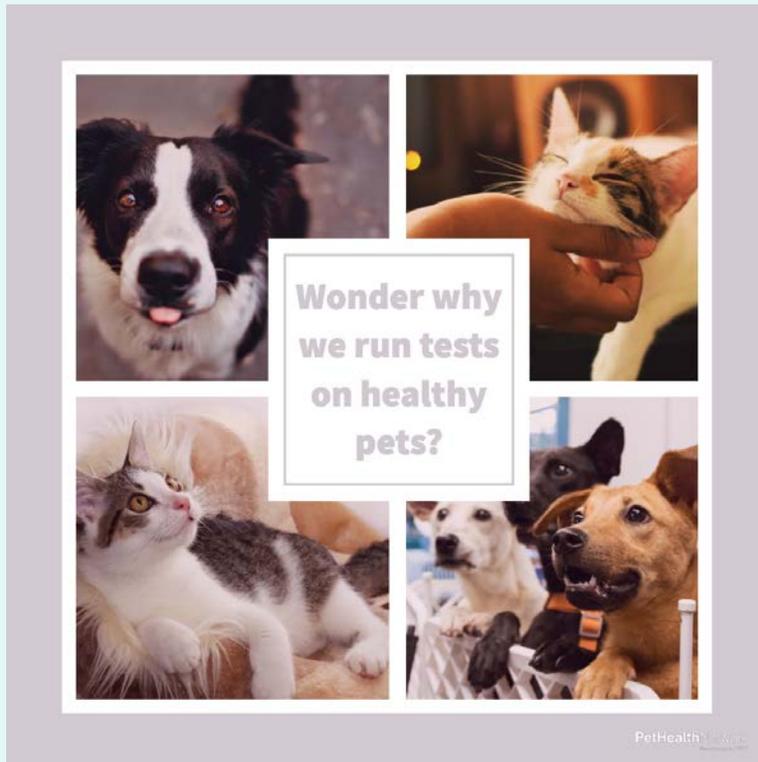
Recommended caption:

When you bring your pet in, we'll run diagnostic screening tests to check your pet's internal health.



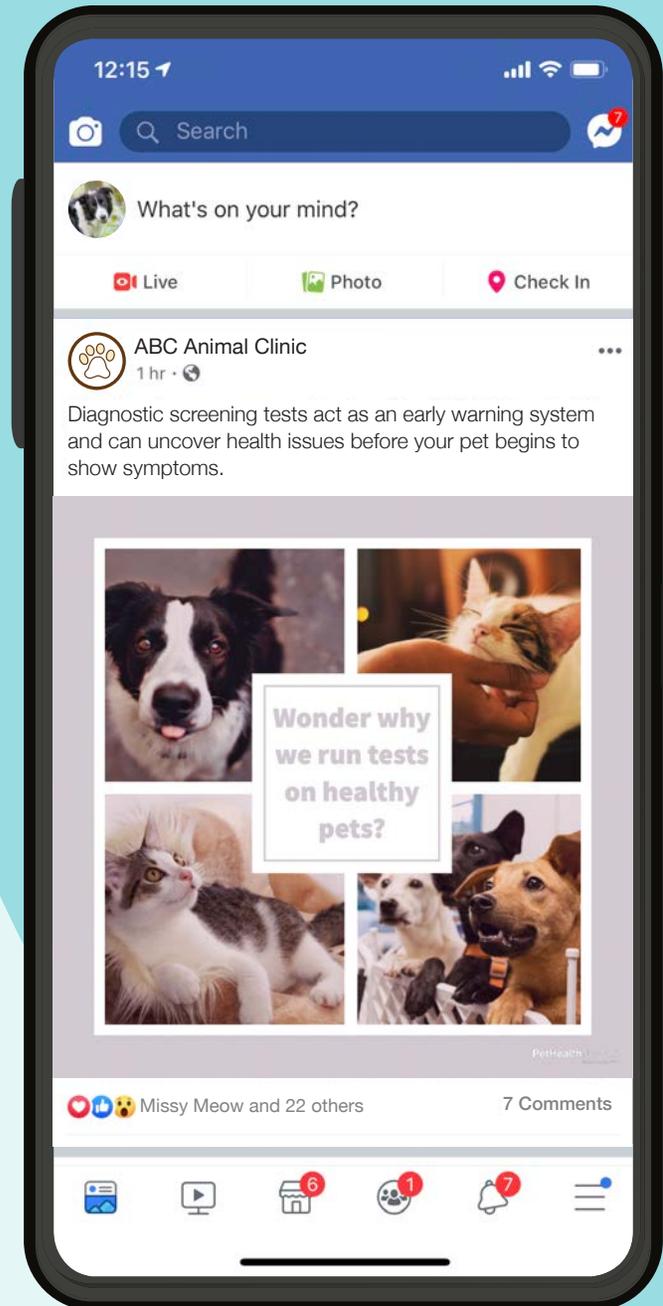
Example

Post image:



**Recommended caption:**

Diagnostic screening tests act as an early warning system and can uncover health issues before your pet begins to show symptoms.



Example

Post image:



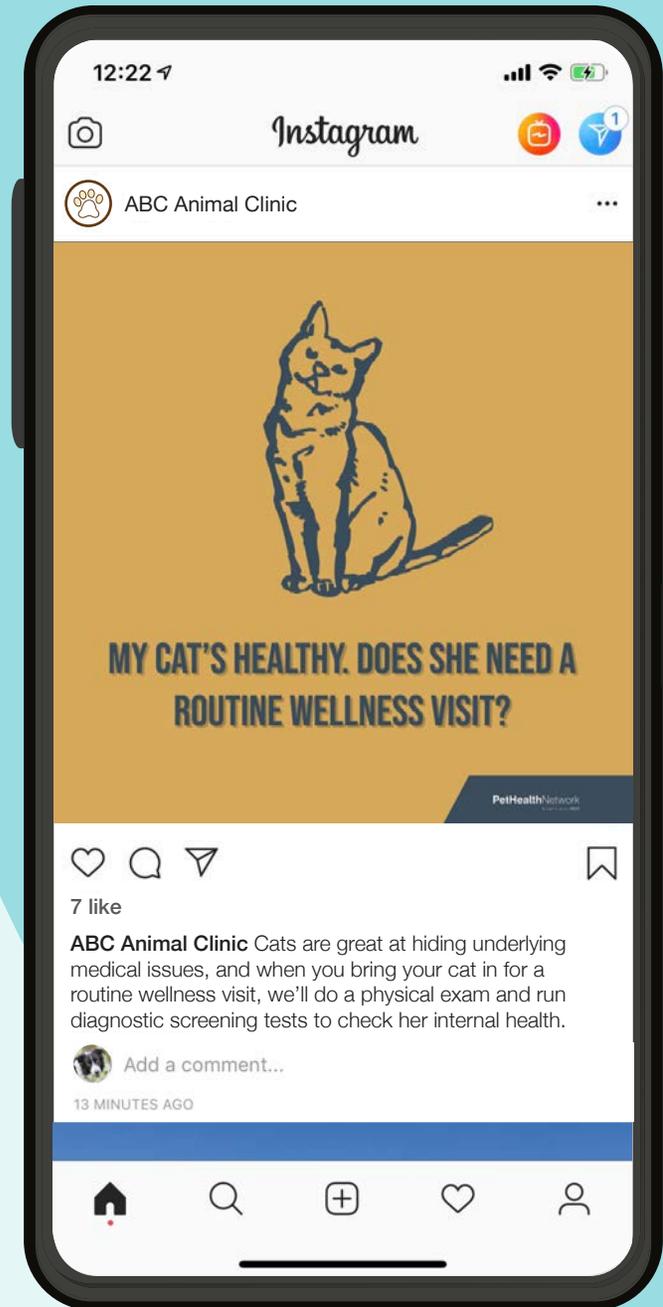
**Recommended caption:**

Cats are great at hiding underlying medical issues, and when you bring your cat in for a routine wellness visit, we'll do a physical exam and run diagnostic screening tests to check her internal health.

Tip 3

**Repetition is key:**

Publishing a post on social media doesn't guarantee all of your followers will see it—don't be shy about sharing important information more than once.



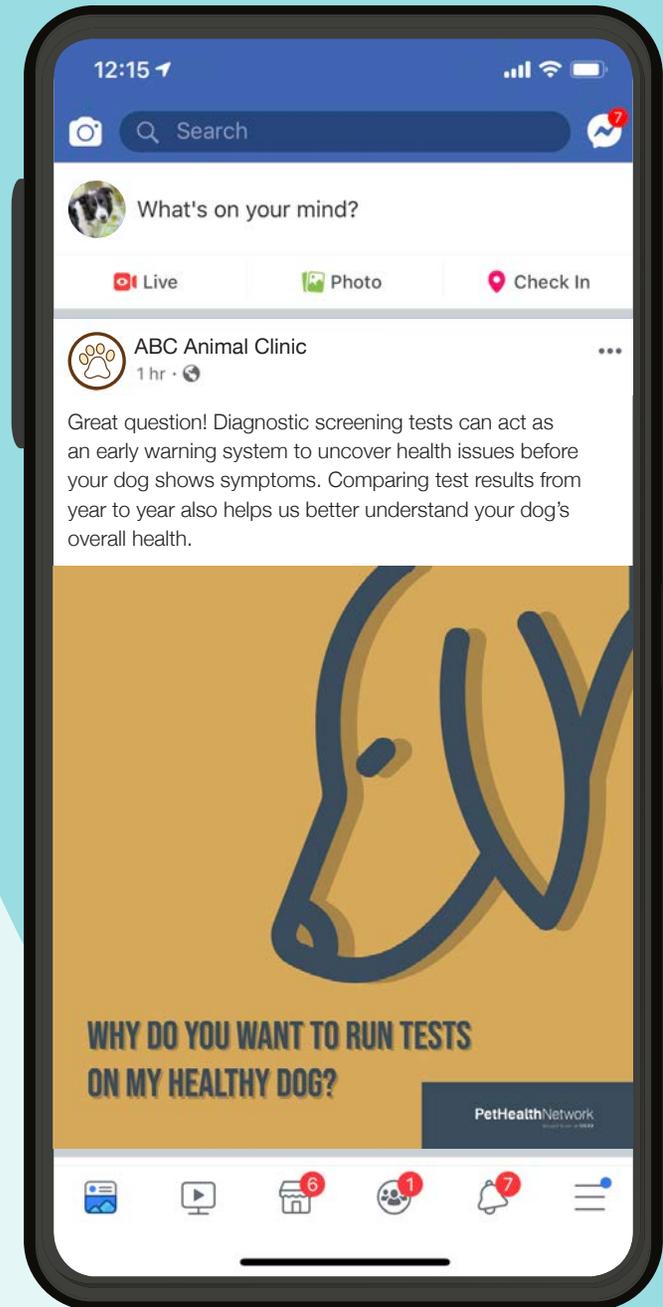
Example

Post image:



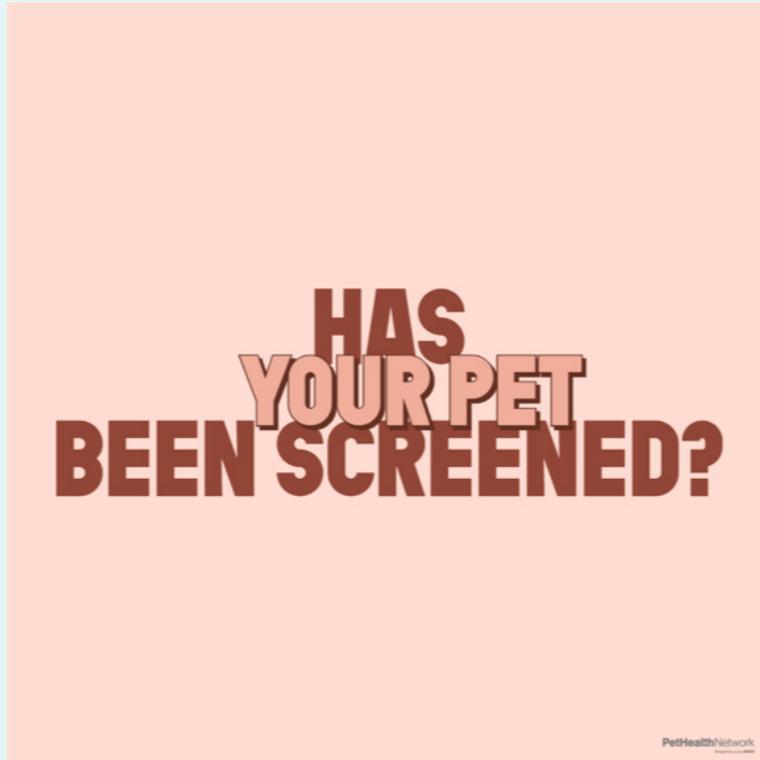
Recommended caption:

Great question! Diagnostic screening tests can act as an early warning system to uncover health issues before your dog shows symptoms. Comparing test results from year to year also helps us better understand your dog's overall health.



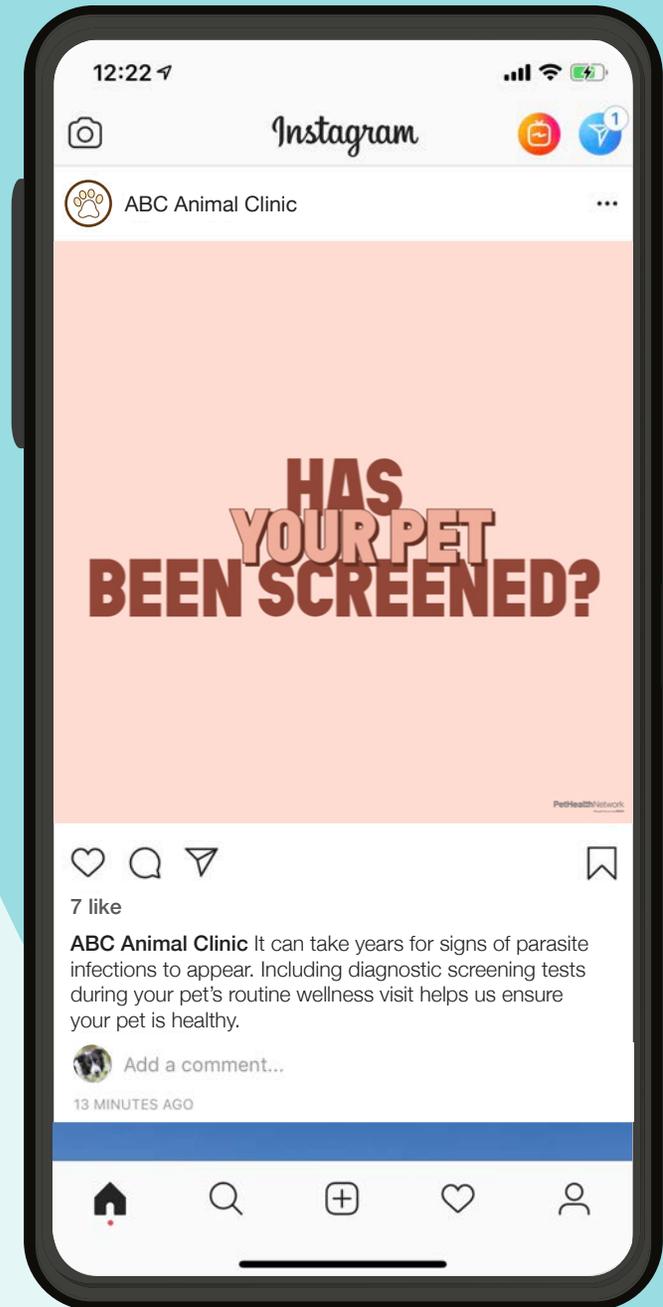
Example

Post image:



**Recommended caption:**

It can take years for signs of parasite infections to appear. Including diagnostic screening tests during your pet's routine wellness visit helps us ensure your pet is healthy.



Example

Post image:



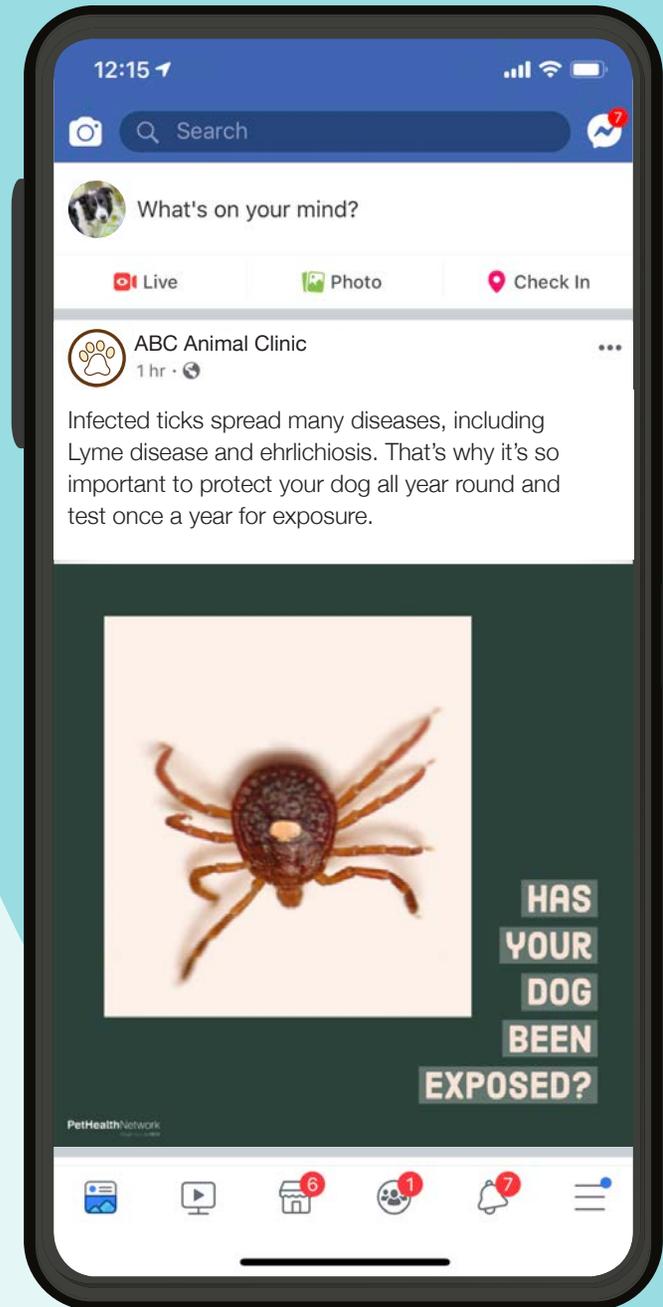
**Recommended caption:**

Infected ticks spread many diseases, including Lyme disease and ehrlichiosis. That's why it's so important to protect your dog all year round and test once a year for exposure.

Tip 4

**Focus on the why:**

Help your clients understand not only the diseases their pets may be susceptible to, but make sure they understand the risks those diseases pose.



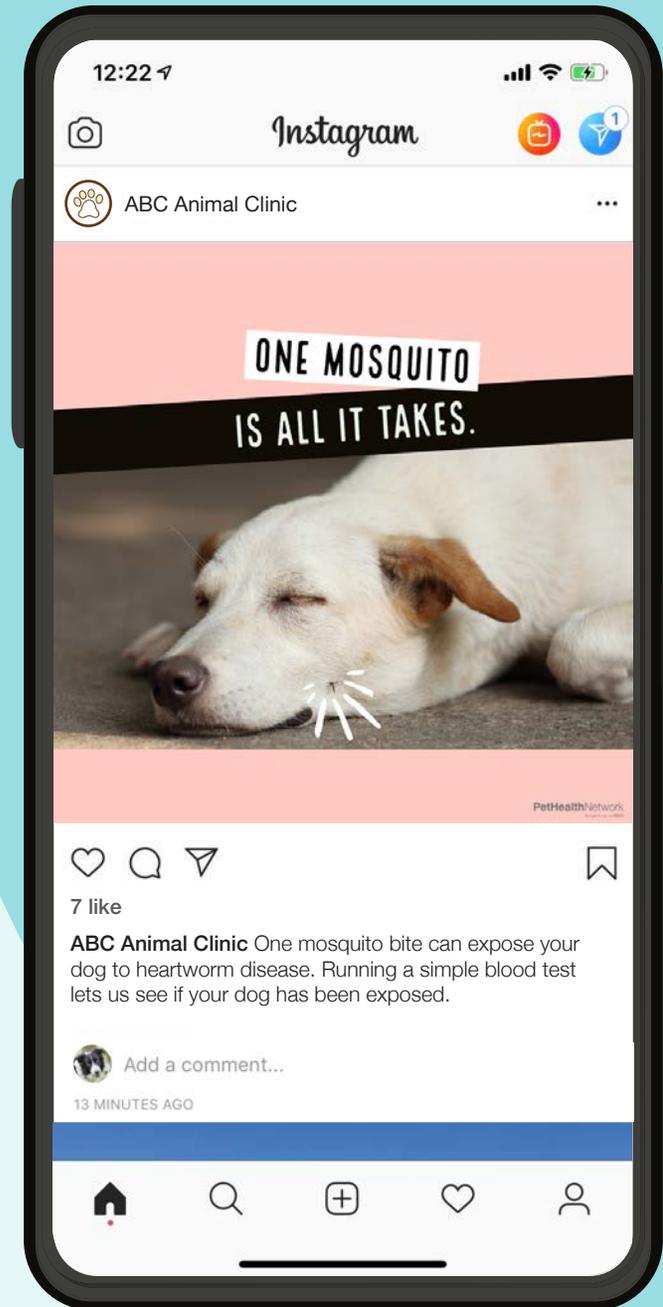
Example

Post image:



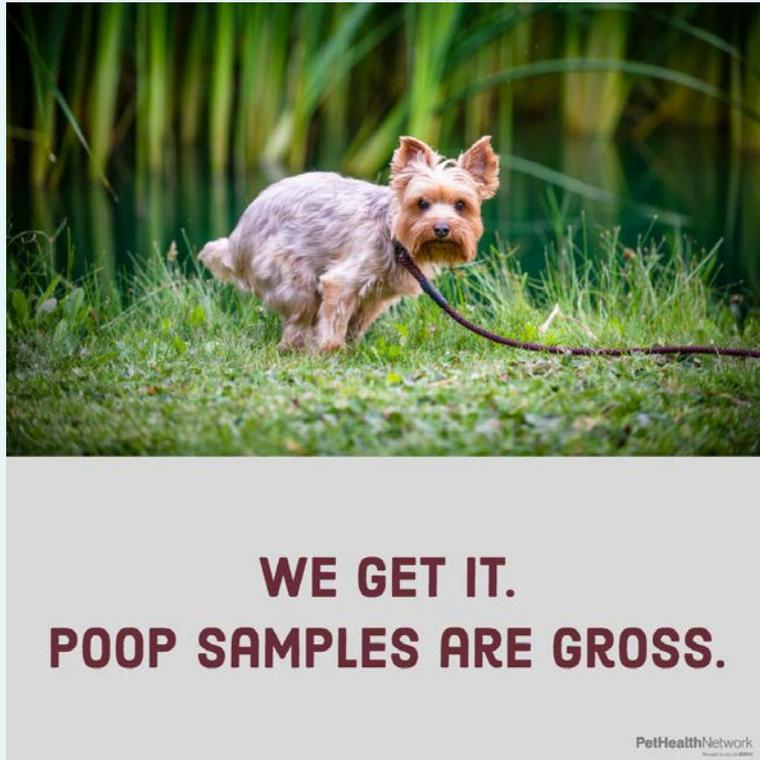
**Recommended caption:**

One mosquito bite can expose your dog to heartworm disease. Running a simple blood test lets us see if your dog has been exposed.



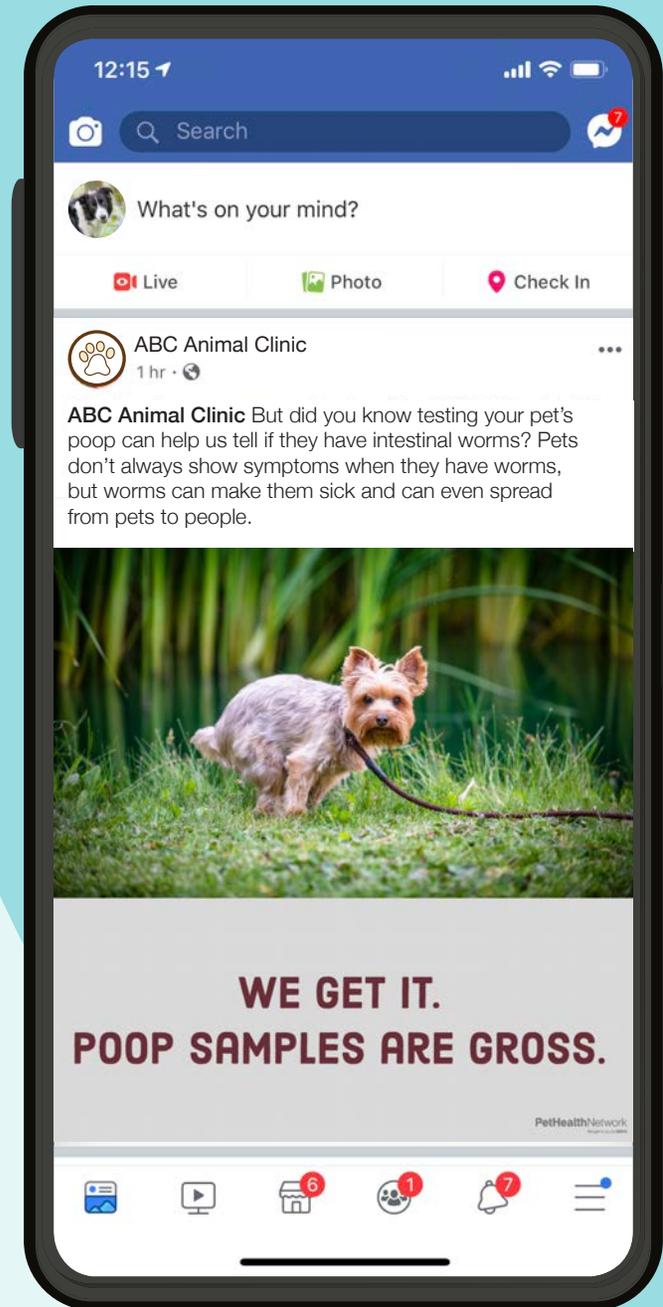
Example

Post image:



Recommended caption:

But did you know testing your pet's poop can help us tell if they have intestinal worms? Pets don't always show symptoms when they have worms, but worms can make them sick and can even spread from pets to people.



Example

Post image:



**Recommended caption:**

Testing your pet's urine helps us uncover painful but often hidden conditions like infections and kidney and bladder stones.

Tip 5

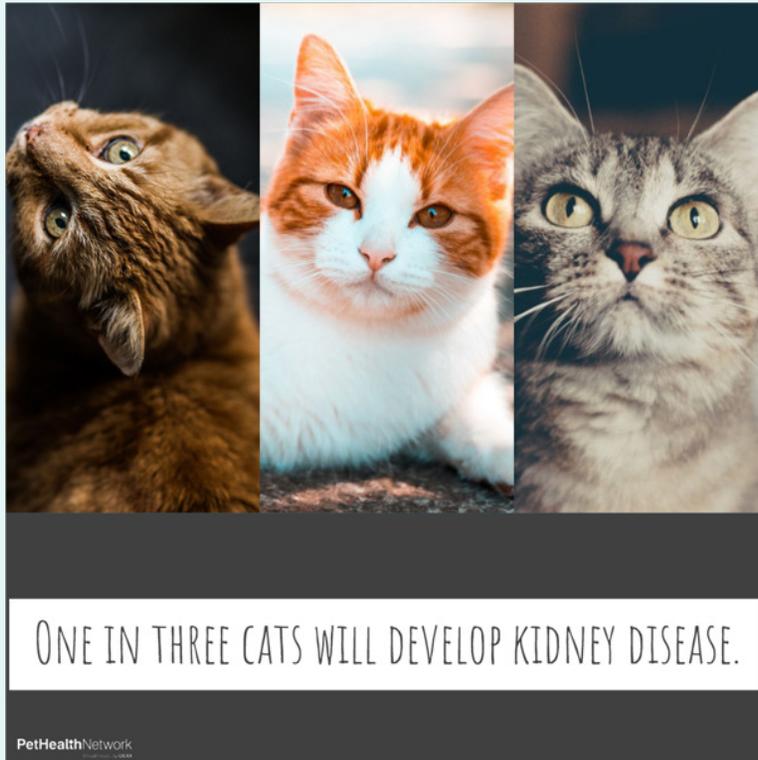
**Find inspiration:**

Looking to spice up your social media posts? Follow other veterinary clinics on social media, and don't be afraid to take inspiration (but don't copy!) from their ideas.



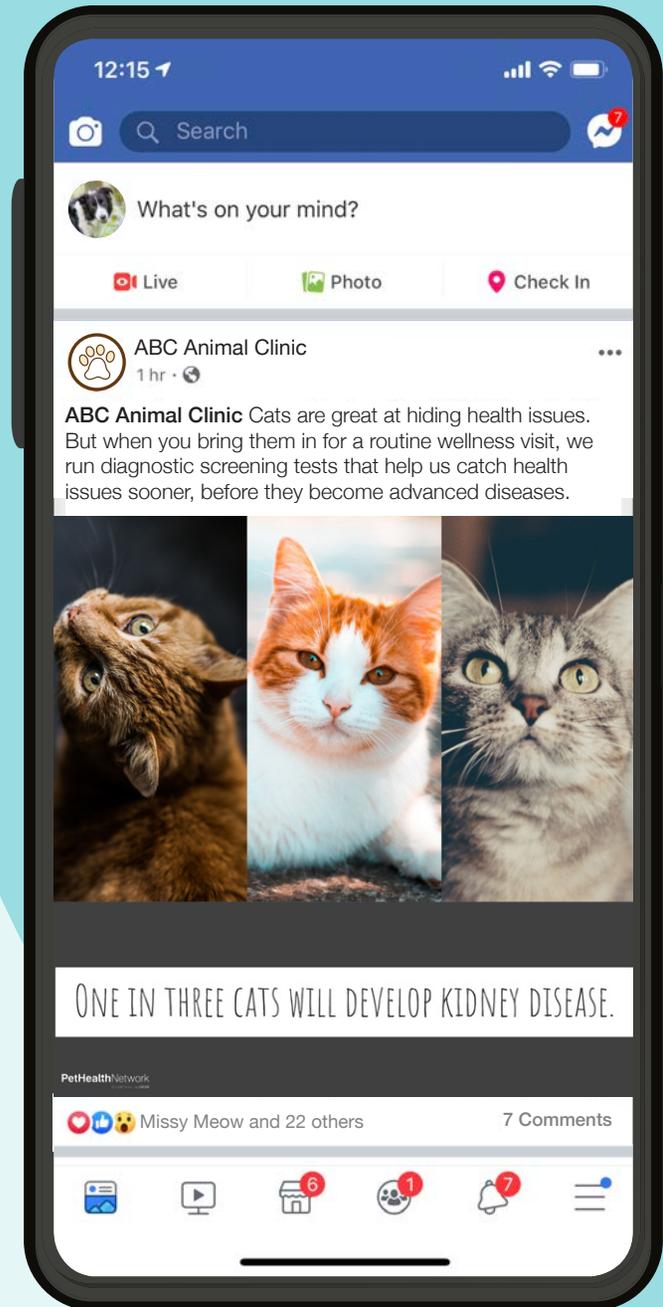
Example

Post image:



**Recommended caption:**

Cats are great at hiding health issues. But when you bring them in for a routine wellness visit, we run diagnostic screening tests that help us catch health issues sooner, before they become advanced diseases.



Example

Get started today at  
**[idexx.com/getsocial](https://idexx.com/getsocial)**