

# SENIOR PET HEALTH CARE

*Make Senior Easier*

## Senior pets practice social posts and guide

Use the guide below to help your social posts catch the eye of people scrolling through their news feed and communicate your practice's involvement with Senior Pet Health Care Month.

### Ready-to-use social posts

Use these social posts on your practice's social media channels. Just copy and paste the text and upload the corresponding image/video file, using the guide below:

	Post Copy	Post / Video First Frame image
1	It's nearly Senior Pet Health Care Month, so we are focusing on all things Golden Oldie over the next few weeks! We want to kick off by seeing all of your lovely senior pets – share photos in the comments below and tell us what makes them great.	
2	We are supporting Senior Pet Health Care Month to #MakeSeniorEasier for older pets, but do you know when your pet is classed as senior? Check out our age calculator and let us know if your pet is over 50 and therefore an official 'Golden Oldie'	
3	Is your pet starting to show their age? Why not book them in for a senior pet health check to see if we can help #MakeSeniorEasier for you and your pet?	

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4	<p>As part of our celebration of older pets for Senior Pet Health Care Month, we have put together a list of reasons why we think older pets are great – have we missed any?</p>	
5	<p>A third of dogs over 11 show signs of cognitive dysfunction syndrome (CDS). Book your dog in for a senior health check and we can assess them for age-related health conditions, including CDS, and offer advice to help #MakeSeniorEasier</p> <p>Neilson J. C., et al. Prevalence of behavioral changes associated with age-related cognitive impairment in dogs. 2001. J Am Vet Med Assoc. Jun 1;218(11):1787-91.</p>	
6	<p>More than 1 in 10 cats aged over 11 has hyperthyroidism – is yours one of them? Book your cat in for a senior health check and we will check them for a whole range of age-related health concerns that might help #MakeSeniorEasier for your cat</p> <p>Carney, H. C., et al. 2016 AAFP Guidelines for the Management of Feline Hyperthyroidism. Journal of Feline Medicine and Surgery, 18(5), 400–416.</p>	
7	<p>Did you know that dogs are more likely to suffer tummy upsets as they get older? We can help with this and a whole range of other age-related issues – why not book your dog in for a senior health check and see if we can #MakeSeniorEasier for them?</p> <p>Pugh CA, et al. Incidence rates and risk factor analyses for owner reported vomiting and diarrhoea in Labrador Retrievers—findings from the Dogslife Cohort. Prev Vet Med. 2017;140:19–29.</p>	
8	<p>We love Golden Oldie pets, so we've put together a list of older pet care top tips for Senior Pet Health Care Month, to help #MakeSeniorEasier for some of our favourite patients</p>	

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## Post Templates

Use the templates below to create your own social posts, personalised to your practice. Some of these can be adapted and used multiple times.

Post theme	Sample post copy	Suggested image
Senior pet health checks	<p>As [month] is Senior Pet Health Care Month,</p> <p>[option 1] we're offering FREE/DISCOUNTED senior pet health checks throughout the month. Book now to help #MakeSeniorEasier for you and your pet</p> <p>[option 2] we've pledged to deliver at least [XXX] senior pet health checks throughout the month, to help #MakeSeniorEasier for our older patients. So please help us and your pet by booking your senior pet health check now!</p>	<p>[in eye catching text]</p> <p>[option 1] FREE / DISCOUNTED senior pet health checks in [month]!</p> <p>[option 2] Can you help us reach our target?</p>
Featured senior pet	<p><b>Practice Pet Feature</b></p> <p>As it's Senior Pet Health Care Month, we wanted to showcase one of our very own Golden Oldies. This is [name of staff pet], owned by our very own [staff member name]. She/He may have a few grey hairs but that doesn't stop her/him getting into mischief! [share story]</p> <p>[name of staff pet] would love to 'meet' some other senior pets – share your pictures in the comments</p>	Picture of featured pet
Age app (staff)	As it's Senior Pet Health Care Month, it got us thinking what some of the [practice name] staff might look like with a few grey hairs... Do you think that they've aged well?	Before and after images of staff members, using an ageing app, like FaceApp
Staff profile	<p><b>Staff Profile</b></p> <p>[staff member name] is passionate about geriatric medicine, so has been looking forward to Senior Pet Health Care Month for a while! [staff member name] would love to chat about your older pet's health – why not book in for a senior pet health check with him/her?</p>	Picture of staff member
What to expect (if patient always visits practice)	If you've booked your pet in for a senior pet health check, you might be wondering what is involved...?	In eye catching text, preferably presented as separate 'frames':

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		<p><b>[frame 1]</b> Senior pet health checks – a quick guide  <b>[frame 2]</b> Step 1: take a detailed, age specific history  <b>[frame 3]</b> Step 2: do a thorough clinical examination, with focus on assessment for known age-related changes  <b>[frame 4]</b> Step 3: discuss findings and come up with a plan to manage any problems identified</p>
<p>What to expect (if telemedicine)</p>	<p>If you've booked your pet in for a senior pet health check, you might be wondering what is involved...?</p>	<p>In eye catching text, preferably presented as separate 'frames':  <b>[frame 1]</b> Senior pet health checks – a quick guide  <b>[frame 2]</b> Step 1: take a detailed, age specific history  <b>[frame 3]</b> Step 2: give guidance about how to physically assess your pet for age-related changes (further checks may be needed at the practice)  <b>[frame 4]</b> Step 3: discuss findings and come up with a plan to manage any problems identified</p>

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## Top tips for social success

**Be consistent** – consistent, quality content is what makes a social page successful. Studies suggest that posting at least three times per week is optimal for Facebook.

**Be focused** – there are so many social platforms out there and content that works well on one might not on another. Use your time wisely – you're better off building a strong community on one platform than trying to manage multiple platforms and risk spreading yourself too thin.

**Be organised** - create a social media calendar, so you aren't scrambling for things to post last minute. Content doesn't always have to be newly created – sharing other people's content is a great way to keep things fresh. There are plenty of free online tools to help you schedule and manage your content too, so you don't have to be 'on' the whole time.

**Be timely** - Facebook insights can help you post at the optimal time by showing when your fans are online – head to 'Insights' and 'Posts' to get some stats.

**Be personable** – remember that it's *social* media! Posts that ask questions and/or encourage responses will get people commenting on and sharing your posts more. This is especially important now, because Facebook algorithms mean that the level of post exposure to your followers is now more closely linked to how many people engage with your posts. Other ways to help your followers feel more connected to your practice include sharing facts about the team, 'behind the scenes' material, showcasing practice events and pointing out the relevance of practice news to the clients (e.g. our new X means Y for you).

**Be responsive** – if you start a conversation, be sure to reply – a quick acknowledgment is often all that is needed. Respond to any negative comments too but try and move the discussion offline. Complaints on social media can be daunting, but when well handled, can do wonders for practice PR.

**Be visual** – pictures and videos help a post catch the eye of news feed scrollers. Using words in an image can help your key point stand out and can be great for promoting offers/awareness months but make sure images are not too text heavy. You can use online gif creators (many are free to use) to link images together into a dynamic, animated style post.

**Be trendy** – sharing viral posts and jumping on trending hashtags can help you remain current. Try and add your own take on it though, whether it's applying a meme to a veterinary scenario or poking some good-natured fun at a staff member who is up for it. Remember to add #MakeSeniorEasier to your Senior Pet Health Care Month posts!

**Be concise** – posts are more successful if they are kept short, with posts of 40-80 characters shown to perform best. This isn't always achievable (or appropriate!), so in these cases, perhaps focus on a brief summary intro or headline to explain the gist of the post.

**Be compliant** – don't share any case information or images without first getting consent from the owner/staff member (a basic but important one!).