

# Seven Social Media Secrets

*Tips to help manage your reputation and  
promote your practice on social media*

Presented by Shara Clark, MA, APR

 MEDVET  
**2021**  
Practice Management  
Symposium

# So, what's the big deal about social media?

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# Years to reach 50 million users...



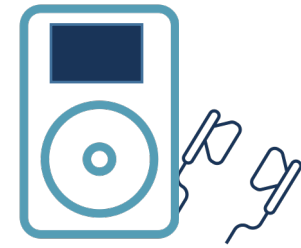
38 years



14 years



4 years

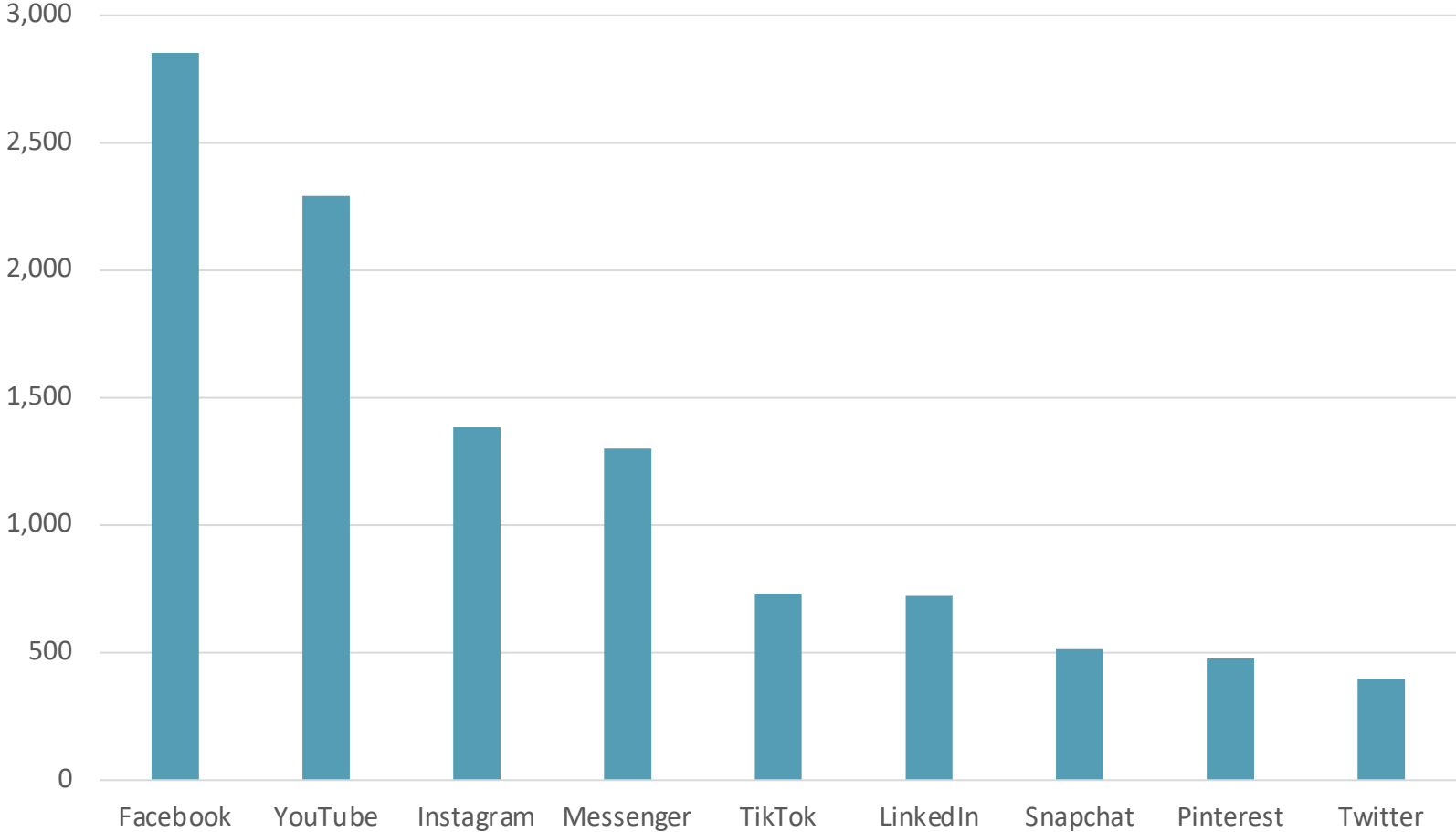


3 years



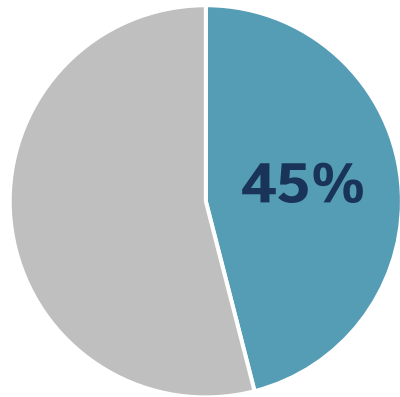
Added over 200 million users in one year!

# Users (in millions)

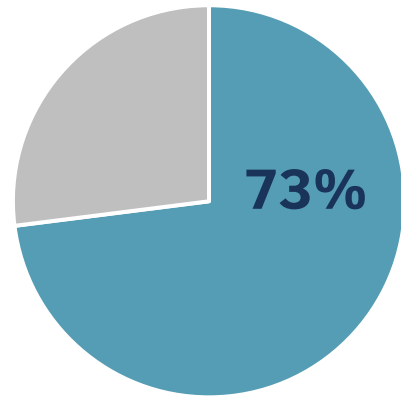


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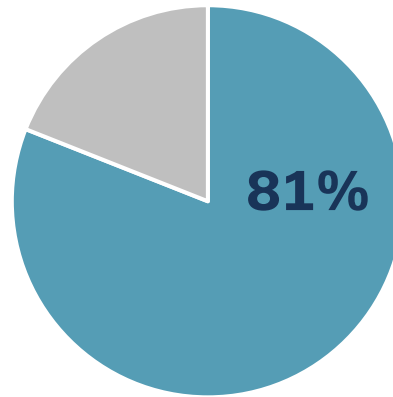
# All ages



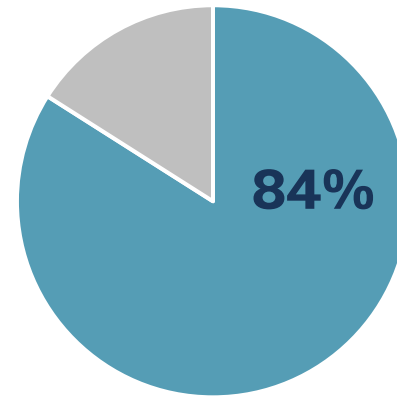
65+



50-64



30-49



18-29

# All the time

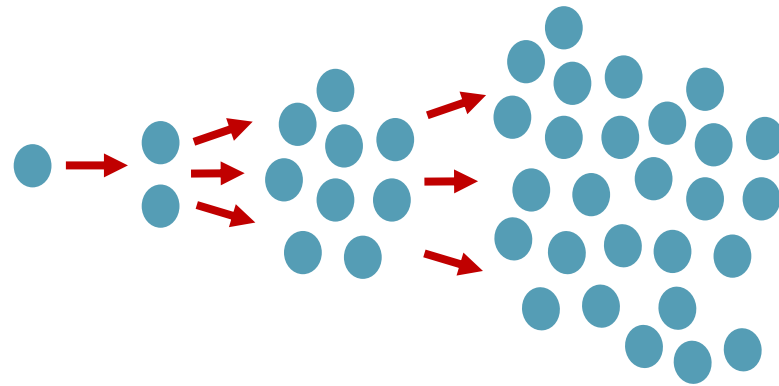


**80%** check their phone within 10 minutes of waking up

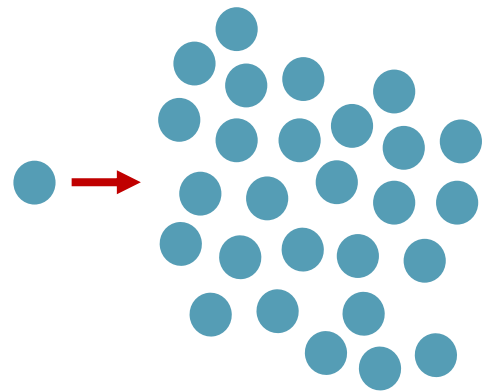
**262x**  
**per day**

# Word of Mouth

**Before**



**Now**





# #1

**It's free...**  
*but not really*

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# Be efficient

- Schedule in advance
- Use efficiency tools
- Batch content



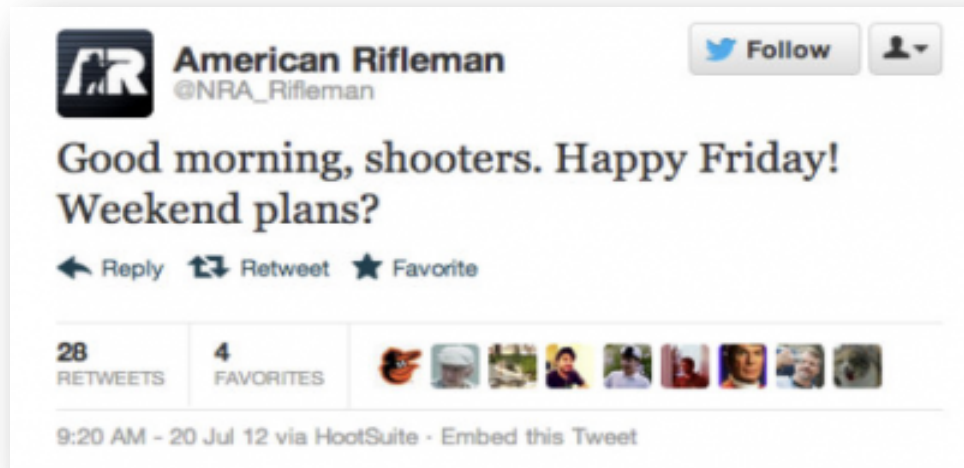
Schedule Post ×

Select a date and time in the future for your post to be published.

 Sep 22, 2021  11:32 AM



# Pay attention though...



**American Rifleman**  
@NRA\_Rifleman

Good morning, shooters. Happy Friday!  
Weekend plans?

← Reply ↻ Retweet ★ Favorite

28 RETWEETS 4 FAVORITES

9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



**epicurios** 32m  
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! [epi.us/14sahKi](http://epi.us/14sahKi)

**epicurios** 1h  
Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: [epi.us/LJGHa8](http://epi.us/LJGHa8)

# Pivot when needed

**MedVet New Orleans**  
Published by HubSpot · September 4 at 7:00 AM · 🌐

**\*\*UPDATE\*\***

We are now able to offer URGENT AND LIMITED EMERGENCY CARE from 8:00 am - 4:00 pm daily. If your pet needs advanced or intensive care, please visit [MedVet Mandeville](#), located across the Causeway.

Our commitment to care for the pets in this community remains the same and we hope to reopen at full capacity soon.

Thank you for your patience and understanding as we work together during this time.

**\*\*SERVICE UPDATE\*\***  
**Open for Urgent and Emergency Care**  
**8:00 am - 4:00 pm daily**

As South Louisiana remains a top priority, we remain grateful for your support. Our thoughts are for our friends, and...

MEDVETFORPETS.COM  
Disaster Preparation  
MedVet

# Be disciplined with your time



Be focused



Schedule time



Utilize mobile

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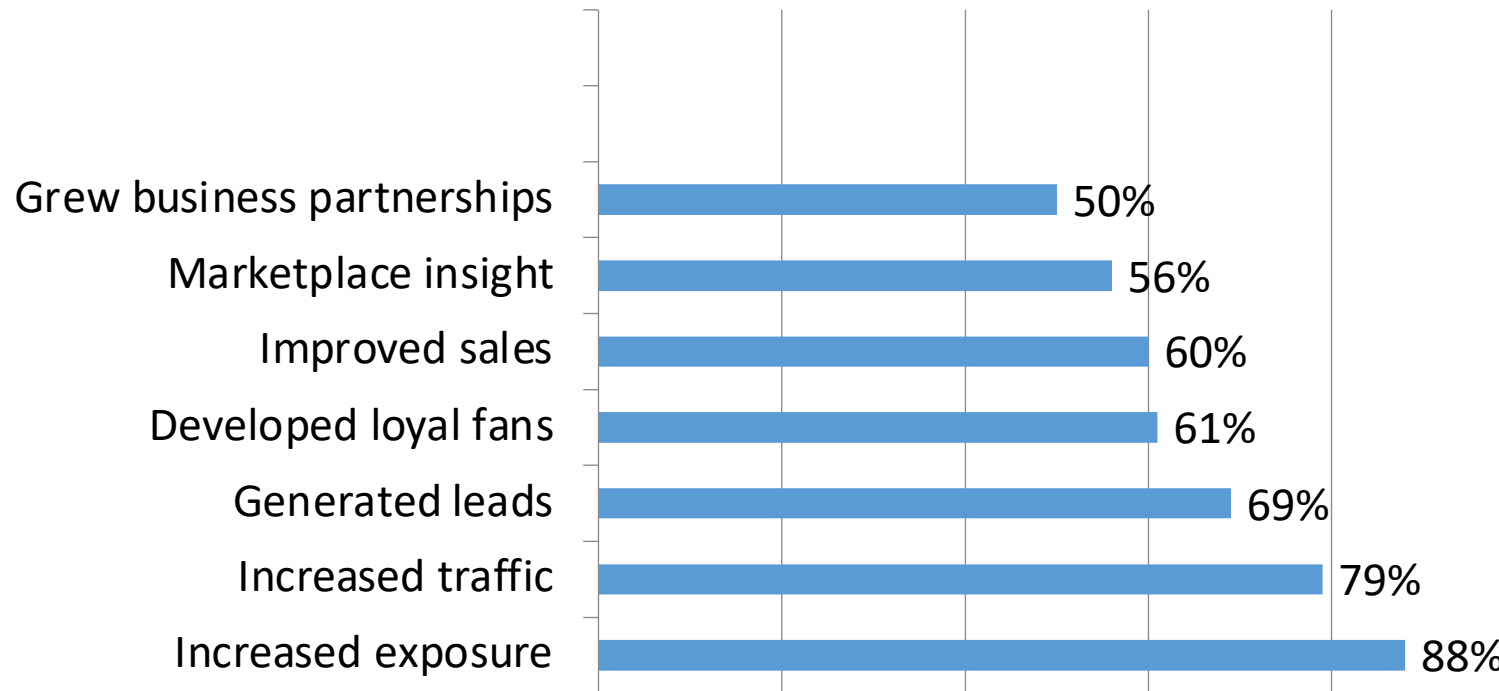
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# #2

## Know your "why"

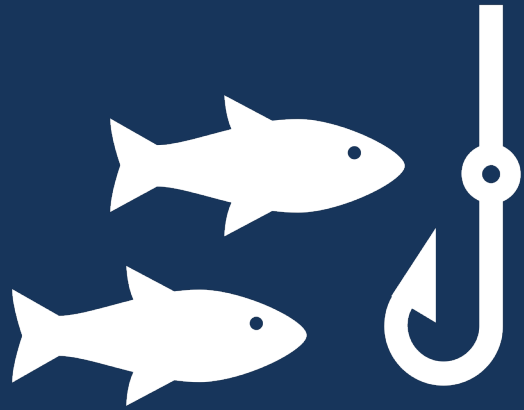
# What are you trying to accomplish?



2021 Social Media Marketing Industry Report

# What are you trying to accomplish?

- Build awareness
- Differentiate
- Showcase expertise
- Increase SEO
- Build relationships
- Customer service
- Increase loyalty
- Drive word of mouth



# #3

## Fish where the fish are...

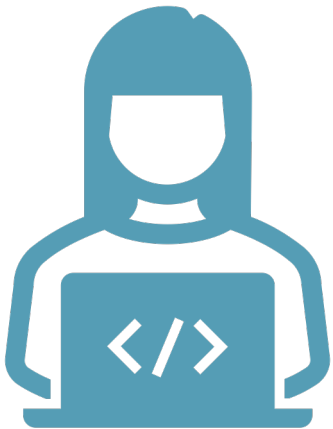




**Poll:**  
**What social  
media channels  
do you use?**

# Understand your audience

- What platforms do they use?
- Where are they spending time online?
- When are they on?
- What type of content are they looking for?



# Know where you can effectively engage

- Do we have the content that is needed?
- What are the expectations for number of posts?
- What are the expectations for response times?



# Think about other platforms

yelp  for business [Products](#) [Industries](#) [Support](#)

## Let's get back to business

People are eager to start spending more time and money with local businesses again—and they're searching on Yelp. Make it easy for them to find you.

[Manage my free listing](#)

Google My Business

## Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

[Manage now](#)

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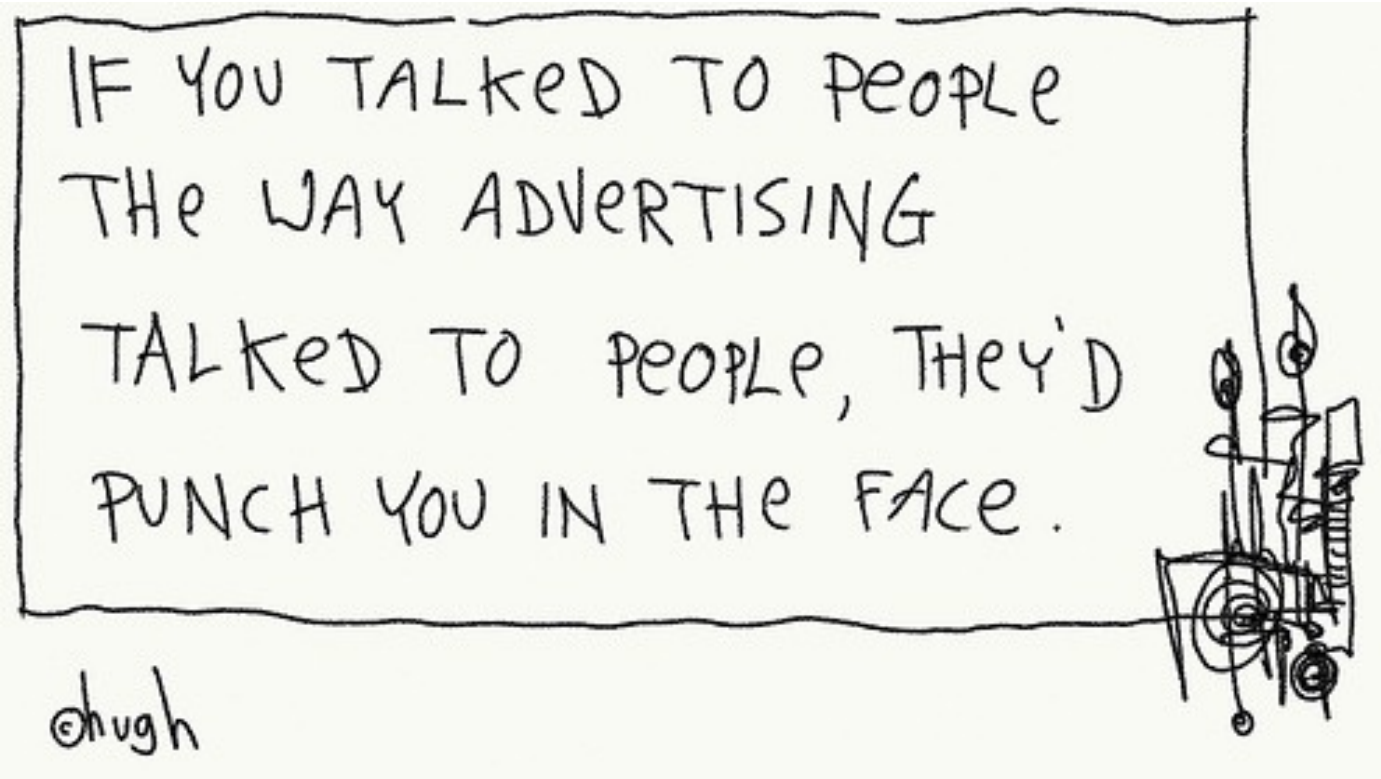
# #4

## Content is king

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# It's not advertising

You're interrupting why they are there – make it a good interruption



**Poll:**  
**What makes you  
share something  
on social media?**

# Why do people care and share?

Provide  
value

Helpful

Entertaining

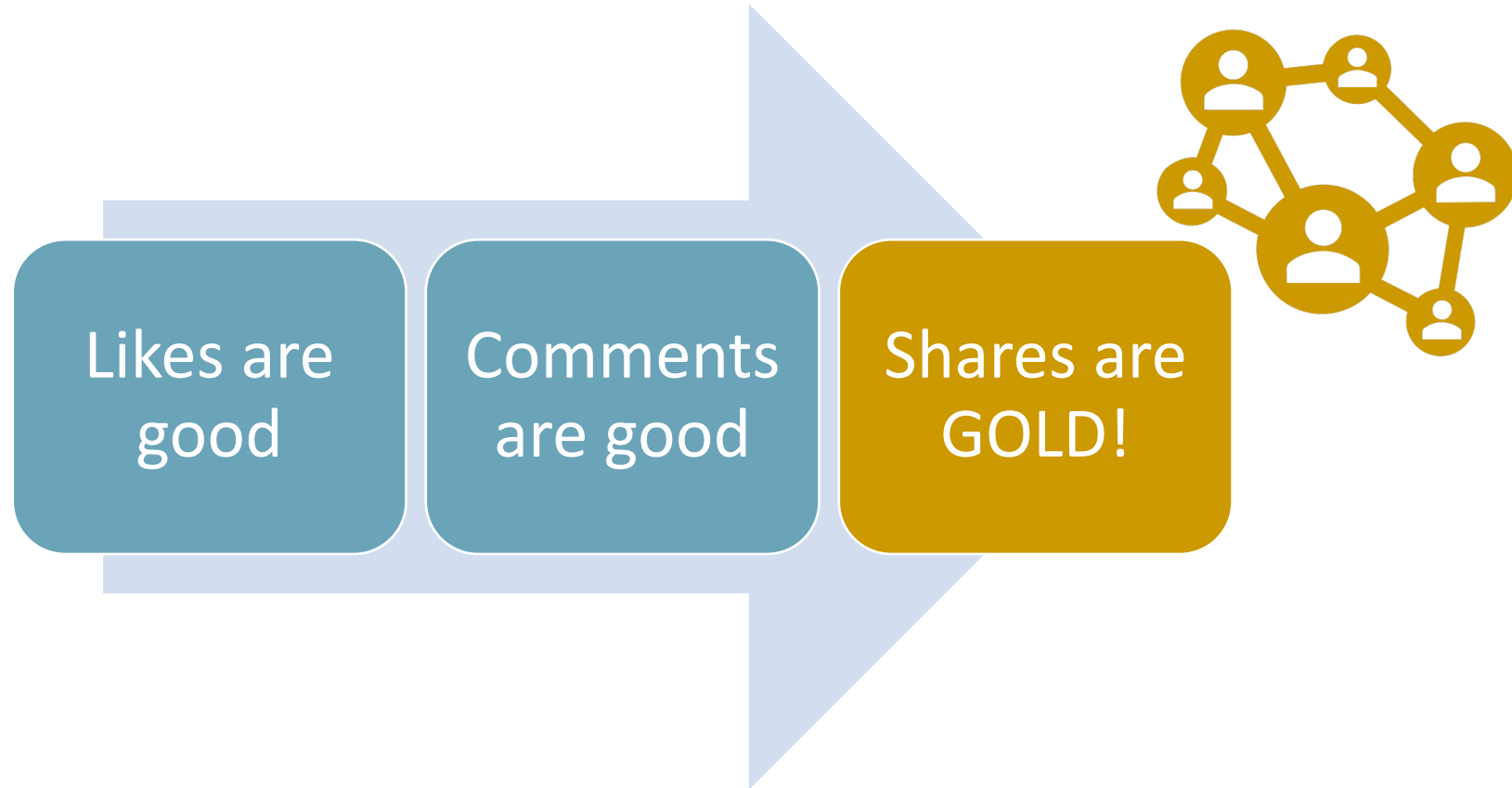
Inspiring

Authentic

Stories



# The best engagement



# Our most-shared content



With the increased use of disposable face masks during COVID-19, wildlife have been found tangled in the elastic bands of masks that have been thrown away. Take a minute to snip the straps before tossing your mask in the trash! It will help keep any animals safe that happen to be nosing around in the garbage.

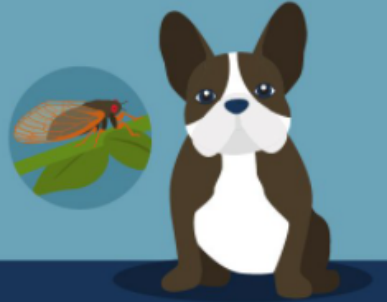
**3,700  
Shares!**

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# Our most-shared content

## Cicadas and Your Pet: Are they Dangerous?

Cicadas are not toxic or poisonous, and they don't bite or sting. The biggest concerns come if your pet eats them:



- ✓ Choking or an Obstruction
- ✓ Gastrointestinal Issues
- ✓ Ingesting Pesticides
- ✓ Potential Allergic Reaction



Brood X will cover parts of Delaware, Georgia, Illinois, Indiana, Kentucky, Maryland, Michigan, North Carolina, New Jersey, New York, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia, and Washington, D.C.

medvet.com



MedVet Cincinnati

Published by HubSpot · May 6 ·

Brood X will be emerging soon in our area. Do you need to be concerned about your pet's safety? Although cicadas don't bite, sting, or produce toxins, there could be a danger if your pet decides to eat them.

The biggest concern is the stiff wings and hard exoskeleton are difficult to digest. This can cause gastrointestinal issues like abdominal pain, upset stomach, diarrhea, and vomiting. Eating one or two cicadas won't likely be an issue, but overindulging can cause proble... See More

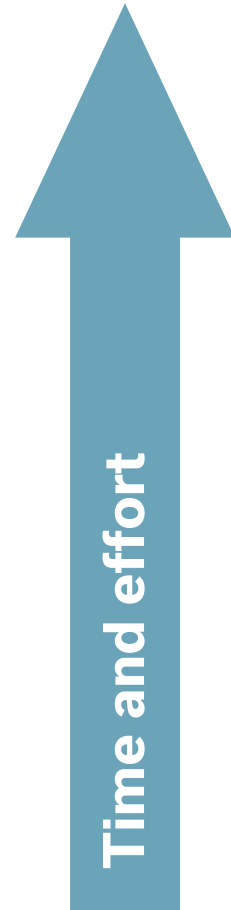
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# Curating vs. Creating

## CURATING

Finding content others have and sharing it



Time and effort

## CREATING

Generating your own new content

# Think about your content recipe



Topics?



When?



Editorial calendar

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# Measure what people like

Published	Post	Type	Targeting	Reach	Engagement
08/31/2021 11:05 AM	 Though rarely a life-threatening condition, a broken toenail can result			734 	5 10 
08/30/2021 3:05 PM	 We are excited to announce that today we transitioned MedVet			2.5K 	73 88 
08/30/2021 7:46 AM	 The beach can provide some much-needed excitement and relaxation in			516 	1 7 
08/28/2021 11:05 AM	 Today is Rainbow Bridge Remembrance Day, where we honor			1.2K 	37 37 



# #5

## Make sure you engage

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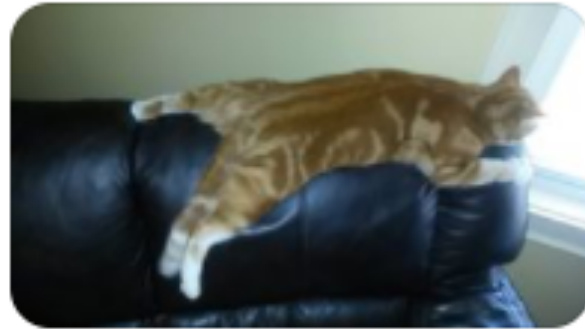
# Respond to posts



MedVet

Published by HubSpot · September 1 at 7:49 AM ·

It's Ginger Cat Appreciation Day! Did you know that every ginger cat is a tabby? They typically have one of four coat patterns consisting of classic tabby, mackerel, spotted, and ticked. Regardless of their coat appearance, we love ginger cats. If there's a ginger cat in your life, share a photo in the comments!



Love · Reply · Message · 5d



Will this be right outside of your regular location or a different address?

Like · Reply · Message · 2d



Author

MedVet

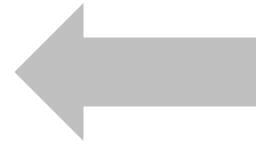
It's right outside the regular location!

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# Responding impacts algorithms



Each channel decides what shows up here based on a variety of factors

# Use tags and hashtags

 **MedVet**  
Published by HubSpot · September 3 at 2:09 PM ·  

September is [#ServiceDogMonth](#), a  **Hashtag**  
changing work our canine companions provide and thank the humans  
who work tirelessly to train them. It's also a good time for a refresher  
on how to best interact with service dogs and their owners. Here are  
some important reminders from [Guide Dogs of America - Tender](#)  **Tag**  
[Loving Canines: https://hubs.la/H0WdZBp0](#)



GUIDEDOGSOFAMERICA.ORG  
**Best Practices When Around a Service Dog - Guide Dogs of America**



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# #6

## Don't ignore the negative

# How to deal with the negative

- Deleting looks like you are censoring or hiding
- Ignoring looks like you don't care or aren't paying attention
- Best practice is it stays public, and you respond publicly if it's on your page
- If it's on another page, steer clear



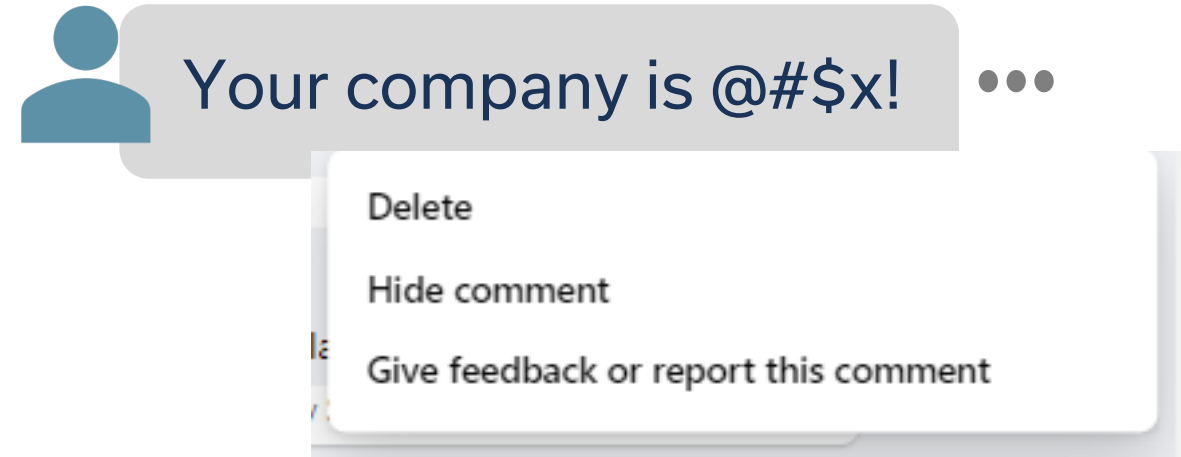
# Handling reviews

- Be authentic
- Drive offline
- Don't get in a battle you can't win



# What about SUPER negative?

- Start with ground rules on your pages
- Pre-emptively identify words that aren't allowed
- Hide
- Report
- Block



# AVMA Resources

- Cyberbullying Warmline (626.531.1140)
- Crisis Management Resources
- Wellbeing Resource Library



[avma.org/resources-tools/practice-management/reputation](https://avma.org/resources-tools/practice-management/reputation)



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# #7

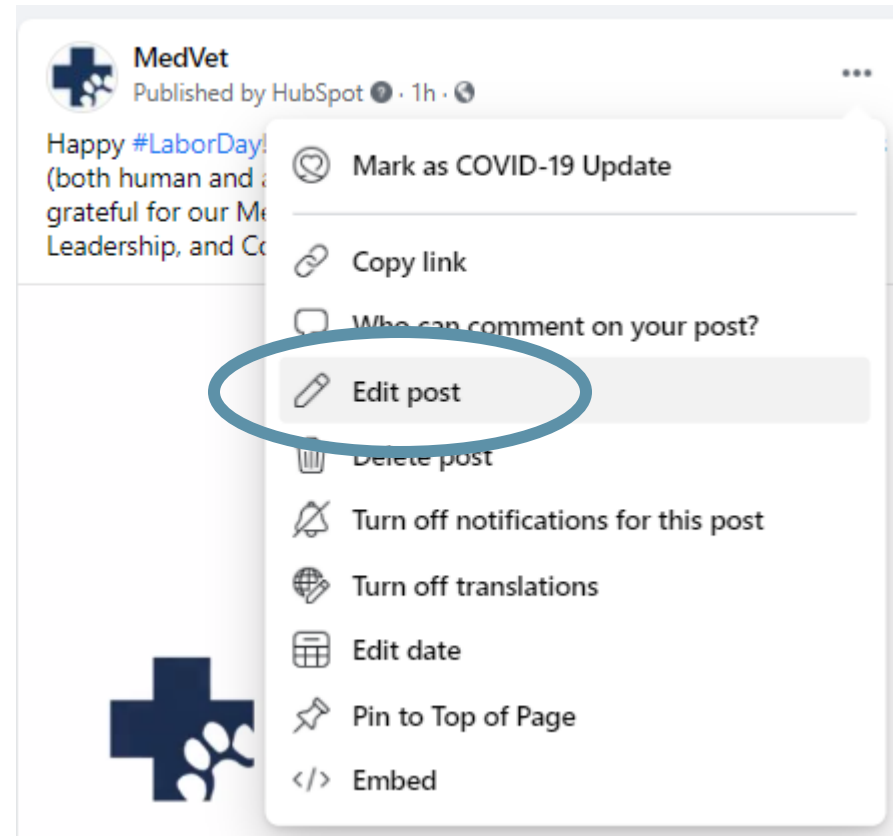
## Protect your wellbeing

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# Mistakes will happen

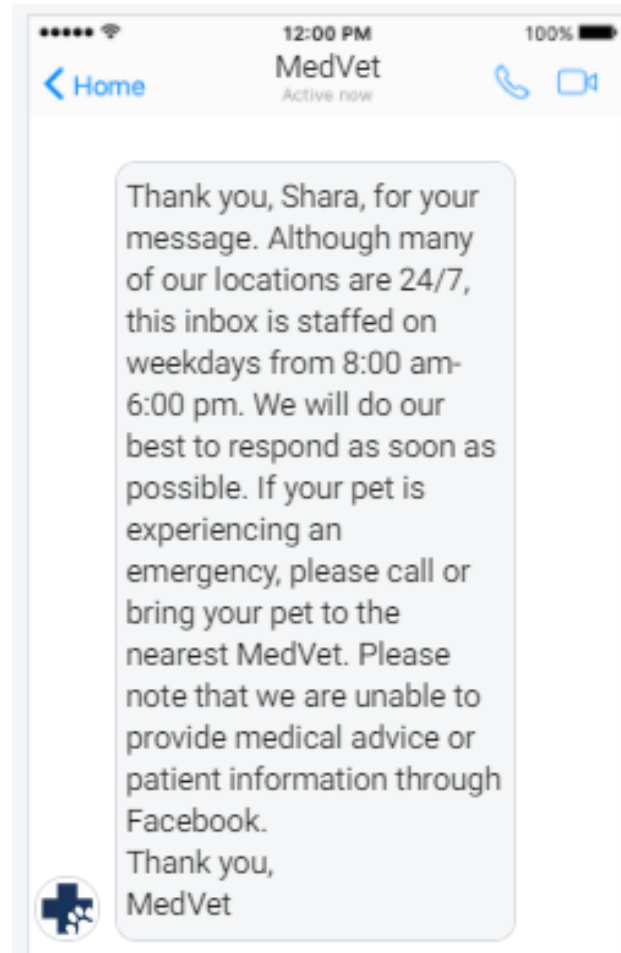
...it's  
OK!



# Take breaks

- Social may be 24/7 but you don't have to be
- Set expectations on your profile
- Set an "away" message

## AWAY



## INSTANT





# Questions?

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# **BONUS: Content Examples**

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# Shareable Content from MedVet


## Valentine's Day Pet Safety

It's a perfect day to celebrate your pet's unconditional love.



- 1 Giving flowers? It's generally best to avoid lilies.
- 2 Chocolate is a sweet treat for you, but not your pet.
- 3 Keep it real. Artificial sweeteners can be harmful.
- 4 Create ambience by using candles with care.
- 5 Remember: gift wrap looks best on a present.

Even with the best prevention, accidents can happen. If your pet is experiencing a medical emergency, please contact your family veterinarian or find your nearest MedVet location.

medvet.com 

## Is Your Pet Included in Your Emergency Plan?

Before disaster happens, it is important to have a plan for yourself, your family, and your pet! Use the checklist below to get your pet ready for any situation.




- ✓ Collar/Harness, ID Tag, Leash, and Crate/Pet Carrier
- ✓ Medications and Medical Records
- ✓ First Aid Kit
- ✓ Pet Litter and Box if Needed
- ✓ Food and Water for Three or More Days
- ✓ Pet's Favorite Toy, Treat, or Blanket for Comfort
- ✓ Important Documents
- ✓ Recent Photo of Your Pet with Your Family

medvet.com 

## Is Your Pet Drinking Enough Water?

Water is essential to our health, and that of our pets. Rule of thumb is 1 oz of water per 1 lb of body weight daily!



	10 lbs =		1 Bowl
	20 lbs =		10 oz
	40 lbs =		
	80 lbs =		

medvet.com 

## Eight Items Commonly Found in Backpacks That are Toxic to Pets

Our pets can be curious, and persistent. Please pack with care to keep your pet safe.



✓ ADHD Medications	✓ Gum
✓ Albuterol Inhalers	✓ Macadamia Nuts
✓ Cold Packs	✓ Moldy Food
✓ Grapes and Raisins	✓ OTC Medications (NSAIDs and Acetaminophen)

medvet.com 

## Top Five Halloween Candy Culprits

While candy is delicious for people, it's often harmful to our pets. Here are five candy culprits to steer clear of:



✗ Chocolate	✗ Raisins
✗ Chewing Gum	✗ Bite-size Hard Candy
✗ Sugar-free Candy	

If you believe your pet has ingested a toxic substance, contact your family veterinarian or find your nearest MedVet.

medvet.com 

## Nine Festive Foods Dangerous to Pets

Keep these foods away from your pets this holiday season:




✗ Alcohol	✗ Hard Candies
✗ Avocado	✗ Onion
✗ Bones	✗ Poultry Skin
✗ Chocolate	✗ Sugar-free Candy and Gum with Xylitol
✗ Fatty Meats	

medvet.com 

# Shareable Content from MedVet

**MedVet**  
Published by HubSpot - August 22 at 2:03 PM

Most cats dislike leaving the comfort of their familiar surroundings, so it's no surprise that many don't look forward to their annual veterinary visit. But preventive care is extremely important for your cat's long-term health and wellbeing. One thing you can do to make your cat's trip to the vet a little less stressful is to get your cat used to the carrier before you need to make a vet visit. If you use your carrier more often and make it a pleasant experience, your cat wi... See More



**Pet Pointers!**


Get your cat used to a carrier before your vet visit.

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**MedVet**  
Published by HubSpot - August 11 at 7:49 AM


Back-to-school season is an exciting time for many families. New classes, teachers, clothes, and supplies. In the hustle and bustle, we might not notice how it is affecting our pets. Some pets may adjust easily, but others may experience stress or anxiety about the changes. This time of year can also introduce new items into your home for your pet to explore.

Take a look at some of the things you should consider as you head into the back-to-school season to help keep your p... See More




MEDVETFORPETS.COM  
Back-to-School Pet Safety: Keep Your Pet Out of the ER | MedVet


# Shareable Content from MedVet


 MedVet  
Published by HubSpot • July 16 •


Grapes and raisins, while enjoyable for us, are at the top of the "do not feed list" for our pets. Although research has yet to determine the exact substance in grapes and raisins that is dangerous to dogs, they are extremely toxic. Ingesting grapes and raisins can lead to acute, sudden kidney failure. If your dog eats grapes or raisins, you should contact your veterinarian immediately or head to your nearest emergency veterinarian.

For more tips on fruits that are safe for ... See More

 Can I Feed My Dog Grapes?






 MedVet  
Published by HubSpot • June 8 •


Our ophthalmology teams restore or preserve vision in thousands of pets each year. This sometimes involves cataract surgery. Cataracts are an opacity or "clouding" of the eye lens that impairs vision by preventing light from focusing properly on the retina. Although they can result in poor vision or blindness, they are also often treatable.







Be sure to have your pet's eyes checked by your family veterinarian and ask for a referral to a Veterinary Ophthalmologist if cataracts... See More


 Pet Health Highlights: Cataracts

### What Causes Cataracts in Pets?

Cataracts are an opacity or "clouding" of the eye lens that impairs vision by preventing light from focusing properly on the retina.

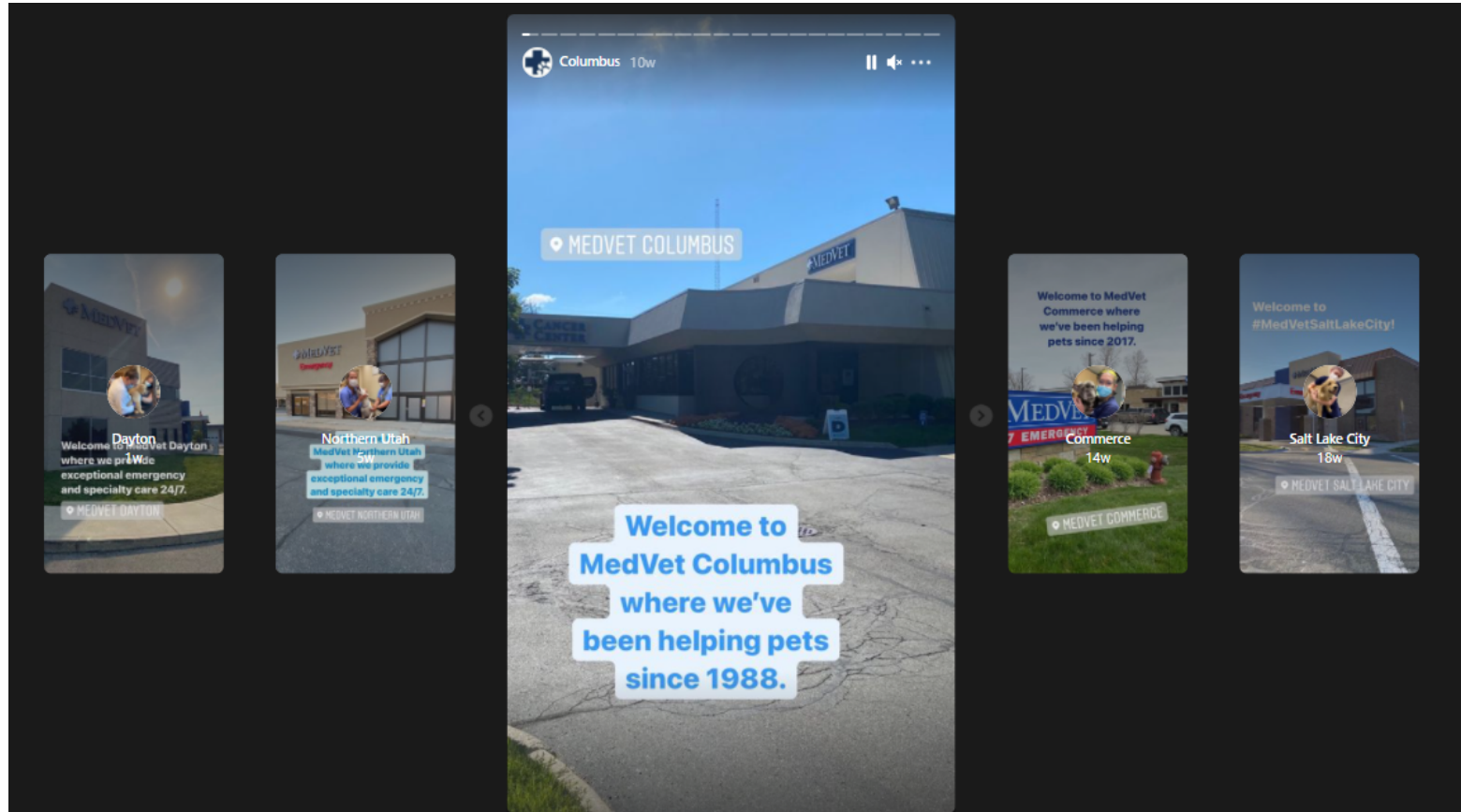


-  Age
-  Genetics
-  Diabetes
-  Intraocular Inflammation
-  Exposure to Certain Chemicals
-  Trauma

medvet.com 

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# Hospital Highlights



 MedVet  
Published by HubSpot - August 27 at 10:19 AM

Are you on Instagram? Be sure to check out our Instagram story today (@medvet) to see a #HospitalHighlight of MedVet Dayton!

Dayton is one of more than 30 MedVet locations filled with amazing team members who work hard to provide exceptional care and service every day. We are proud to be Leading Specialty Healthcare for Pets in Southwest Ohio. Our core values of Teamwork, Leadership, and Compassion drive our exceptional team.

Thank you for entrusting us with your pets!



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# Rehab Reels

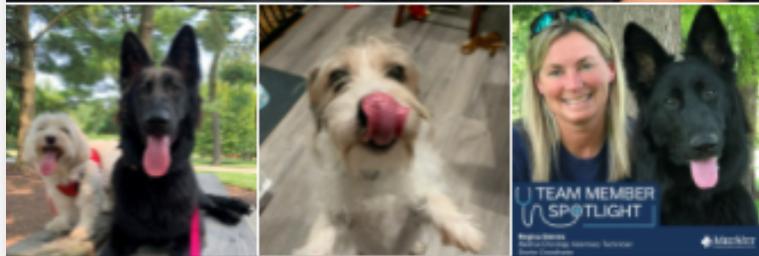
The image shows a screenshot of the MedVet Instagram profile. At the top left is the profile picture, a blue cross with a white paw print. To its right is the name 'medvet' with an 'Edit Profile' button and a gear icon. Below the name are statistics: '401 posts', '1,984 followers', and '109 following'. The bio reads 'MedVet' followed by 'MedVet is leading specialty healthcare for pets, their loving families, and the veterinary community.' and a link 'info.medvetforpets.com/blog-posts'. Below the bio is a grid of seven circular location photos with labels: Dayton, Northern U..., Columbus, Commerce, Salt Lake City, Dallas, and Norwalk. At the bottom of the profile are navigation tabs: POSTS, REELS, IGTV, SAVED, and TAGGED. Below the tabs is a grid of four 'Rehab Reels' posts. The first post shows a dog in a hydrotherapy tank with the text 'Rehab Reels with MedVet'. The second post shows a dog on a treadmill with the text 'Rehab Reels with MedVet'. The third post shows a dog wearing a graduation cap on a ramp with orange cones and the text 'Rehab Reels with MedVet' and 'CONGRATULATIONS!'. The fourth post shows a dog in a rehabilitation room with orange cones and the text 'Rehab Reels with MedVet'.

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# Local Content

 **MedVet Cincinnati**  
Published by HubSpot - 21h -

Meet Regina Simms, Medical Oncology Veterinary Technician and Doctor Coordinator. Regina organizes the day for the doctor and her team members to ensure they get through their day in a timely manner, takes in appointments, and administers chemotherapy. Her favorite thing about working at MedVet Cincinnati is getting to work with an awesome team every single day. She also loves working with our clients, and helping their pets feel more comfortable with palliative care or the c... See More



 **MedVet Diley Hill**  
Published by HubSpot - Yesterday at 2:05 PM -

Meet Star! This 1-year-old Corgi came to MedVet Diley Hill when her family noticed she was acting differently. It was suspected that she may have eaten mushrooms while out in the yard. However, when Dr. Jennifer Crase performed an exam and bloodwork, the findings revealed something different. Star was diagnosed with bronchopneumonia, an inflammation of the lungs. This diagnosis was crucial in providing the necessary medications Star needed to get better.



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# Pet of the Week

**MedVet**  
Published by HubSpot · August 23 at 4:50 PM ·

We're celebrating #ProudPetParents and the pets they love. Meet Paisley, our featured Pet of the Week!

- > Blue Heeler
- > 6 years old
- > Paisley recently had her second enucleation due to glaucoma, lens luxations, and uveitis. She adapted quickly and still does everything she used to, including joining her sister and mom on runs and long walks. Not having eyes is no problem for Paisley!

MedVet has hospitals across the country that are providing care for pets and their loving families. Are you a #ProudPetParent? Share your pet with us at <https://hubs.ly/HOTIVMW0> and we may highlight them on our social channels! 🐾🐱🐶🐙

**PAISLEY**

**PET OF THE WEEK**



**MEDVET**  
Leading Specialty Healthcare for Pets

**MEDVET**  
Leading Specialty Healthcare for Pets

**BE OUR FEATURED PET OF THE WEEK!**



**WE WOULD LIKE TO HIGHLIGHT YOUR PETS**  
Celebrating #ProudPetParents everywhere!  
Submit your information, and we'll highlight you and your furry (or not so furry) family members as a Featured Pet of the Week on our social media channels!

**YOUR PET'S INFORMATION**

Use the form to tell us about your pet including their name, age, breed/type, and anything fun you'd like to share with us about your pet. You can tell us how you got him, what her favorite toy is, or even a cute habit... you get the idea!

Be sure to upload a photo, too! We'll share your pet on our social media channels. There's a lot of amazing pets out there, so it might take awhile to see your pet highlighted, but we'll send you an email to let you know when to look for it!

By submitting this form, you're giving permission for MedVet to share your pet's image and information on social media channels such as Facebook, Instagram, Pinterest, and YouTube, as well as the MedVet website

First Name*	Last Name*
Shara	Clark
Email*	
shara.clark@medvet.com	
Pet's Name*	
Test	
Breed/Species of Pet*	Pet's Age *
Test	
Which MedVet Location Have You Been To?*	Did You See A Specific Doctor or Specialty?*
Test	



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# Pets of MedVet



#PETS OF MEDVET

medvet

medvet #PetsOfMedVet: We're shining a light on the pets that our team members love when they're not at work!

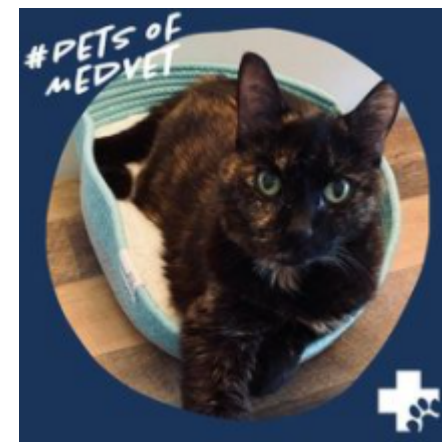
- > Name: Harper
- > Age: 6
- > Breed: Bloodhound(-ish)
- > Location: MedVet Toledo
- > Nicknames: Harper Ann, Harps, Hopper (said with a Boston accent)
- > Likes: Adventuring in the river and eating all sorts of things from moldy cheese to DVDs, dressing up with her little people sisters, and playing with her little people sisters, and playing with her hound buddy, Wes
- > Dislikes: Anyone who doesn't give her all the treats

[View Insights](#)

Liked by karlmaritatodacvs and 30 others

AUGUST 24

Add a comment... [Post](#)



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# My MedVet

“

*MedVet provides high-quality medicine for pets in my community. I also appreciate their focus on the health and well-being of employees.*

”

#MYMEDVET



RACHEL MANDEVILLE, DVM  
EMERGENCY MEDICINE  
MEDVET COMMERCE



## Why I love working at MedVet...

DR. PARKANZKY,  
VETERINARY INTERNIST  
MEDVET SALT LAKE CITY  
& MEDVET NORTHERN UTAH



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Leading Specialty Healthcare for Pets

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MedVet strives to provide the best compassionate pet emergency, cancer, and specialty care for pets and their loving families. We are committed to delivering the MedVet Experience to our patients, clients, referral partners, and team.

With 32 specialty and emergency hospitals across the country, we treat more than 400,000 dogs and cats every year. MedVet provides specialty practices for in-depth care and patient READ MORE

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Teamwork. Leadership. Compassion.



## MedVet

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### Overview

MedVet, with headquarters in Columbus, Ohio, is a widely recognized and growing group of emergency and specialty referral veterinary hospitals for companion animals. MedVet is veterinary-led and owned, and is committed to delivering the highest quality, most compassionate specialty and emergency veterinary care available in the nation.

MedVet provides specialty referral services for in-depth care and patient management, as well as emergency services, available 24 hours a day, 365 days a year.

The clinical, operations, and business teams staffing our network of medical centers located across the U.S. are deeply committed to MedVet's mission of Leading Specialty Healthcare for Pets.

Our key values of Teamwork, Leadership, and Compassion best define MedVet's collaborative culture, the opportunity to excel presented to our employees, and the true respect we wear on our sleeves for our MedVet colleagues (our referral partners), the patients we treat and their owners who entrust them to us.

Visit our website at [www.medvet.com](http://www.medvet.com) for further information and to view employment opportunities at MedVet. MedVet is an Equal Opportunity Employer.

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Sept. 1 | 6:00 pm EDT



Emily Ward, DVM, Practice Limited to Veterinary Dentistry & Oral Surgery



Peter Canning, DVM, Practice Limited to Veterinary Dermatology



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## CONGRATULATIONS on your publication!



**Alyssa Pinkos, DVM, DACVIM (Cardiology)**  
Board-certified Veterinary Cardiologist

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