



PawsTime

PAWSTIME SOCIAL MEDIA

Get Social... We're Here to Help!

While the telephone remains the number one way that clients communicate with your hospital we know the power of social media.

We also know that for busy veterinary practices, it can be a challenge finding time to create new content. We're here to help!

Each month, we create new social media content that you can easily put in front of clients and pet owners where they're already scrolling! You'll love our fully designed ready to share Infographics, monthly social media calendar, and tips from our social media experts to optimize your social media presence.

Topics include seasonal and general health-related content such as heatstroke awareness, allergies, eye problems, ear infections and more. Check out some of our ideas on Fall Safety Tips, Animal Pain Awareness Month, Heartworm Disease, and Fleas And Ticks.

Finally we invite all our PawsTime subscribers to join our PawsTime Facebook community. This is where we recap some of our most buzz-worthy marketing materials so you can find all the information in one place.

HOT SPOTS

ALLERGIES

Types
Environmental: Pets can have reactions to pollen, dust, mold, and other allergens in the air.
Food allergies: Pets can have reactions to certain ingredients in their food.
 flea allergy dermatitis: This is a common allergic reaction to flea bites.

Symptoms
- Itching, scratching, rubbing
- Redness, swelling, hives
- Sneezing, coughing, watery eyes
- Runny nose, sneezing, sneezing
- Open sores, swelling, or redness around the face, head of tail, or near back legs
- Head shaking
- Hair loss

Diagnosis
- Consult with your veterinarian for a physical exam and history
- Blood or skin testing
- Elimination diet

Treatment
- Antihistamines
- Corticosteroids
- Immunosuppressants
- Flea control
- Food allergy elimination diet

Prevention
- Regular vet visits
- Flea control
- High quality diet
- Avoidance of allergens

DISASTER PREPAREDNESS FOR YOUR PETS

Have a plan in place for your pet's safety.
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
- Create a buddy system with family, friends, or neighbors.
- Get a rescue alert sticker to place on your door or window.
- Have a kit of supplies for your pet's safety.
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Have a kit of supplies for your pet's safety.
- Food & water (7-14 days' worth)
- Medication
- Medical records, vet contact information, and current pet photos
- First aid kit
- Collar and ID tag, harness and leash
- Carrier or crate for safe transport
- Cleaning supplies (garbage bags, disinfectant, paper towels)
- Kitty litter, disposable litter tray and scoop
- Familiar items (blankets, toys, treats, stress relief products)

If you must evacuate, never leave your pets behind!

SOCIAL POSTS

PawsTime Social Media POSTS

FALL SAFETY TIPS
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
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ANIMAL PAIN AWARENESS MONTH
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
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HEARTWORM DISEASE
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
- Create a buddy system with family, friends, or neighbors.
- Get a rescue alert sticker to place on your door or window.
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FLEAS AND TICKS
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
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POISON
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
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HEATSTROKE AWARENESS
- Know where to go in case of an emergency.
- Have a list of shelters and pet-friendly hotels along your evacuation route.
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BEFORE OF ONLINE INFORMATION
- Know where to go in case of an emergency.
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Social Media Calendar

Monthly Themes

National Pain Awareness Month
National Suicide Prevention Month
Happy Cat Month
National Preparedness Month

SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1 No Rhythm or Reason Day	2 U.S. Bowling League Day	3	4
5 Labor Day	6	7 National Dog Walker Appreciation Day	8	9	10 Patriot Day	11
12 National Pet Memorial Day	13 National Cream-Filled Donut Day	14	15 National Working Parents Day	16	17	18
19 Talk Like a Pirate Day	20 World Gratitude Day	21	22 National Grand American Pet Pie Day	23	24	25
26 National Situational Awareness Day	27	28	29 National Coffee Day	30		

You can find even more resources and ideas online in the PawsTime Clients Facebook Community