



# MOBILITY SUPPORT

PARTNER MEDIA PACK

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Royal Canin have created a number of assets to support you in your conversations with pet owners around our Mobility diets.

This document details the assets available including information about how to use them.

## **This Partner Media Pack includes:**

- Background on three of the UK's most popular social media platforms, how to communicate to your customers and our top tips
- Social media posts to share on your social media channels\*
- Recommended post captions
- An “Mobility Matters” asset to share within your newsletters or emails to customers

**To start using the social media assets,  
follow these simple steps:**

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**Read through the document**

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**Download the image(s) that you want to share**

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**Upload the image(s) to your social media account**

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**Copy and paste the recommended post caption**

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**Share the post!**

**To start using the email asset,  
follow these simple steps:**

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**Read through the document**

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**Download the image(s) that you want to share**

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**Upload the image(s) to your website / Insert image  
into your newsletter template / Insert image into an  
email communication to customers**

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**Share your update!**

\*Terms of Use: The Mobility Support Partner Media Pack is strictly for use with social media accounts associated with veterinary practices. You agree not to modify, edit, or otherwise change the images in any form and by using them agree to Royal Canin Terms of Use.

# WHY USE SOCIAL MEDIA?

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Social media is a great tool for building and developing relationships with your clients, whilst also providing your practice with the opportunity to educate and speak to clients in a timely and cost effective manner, all whilst driving long term growth. Research has shown a positive correlation between a business' social media usage and increased customer loyalty<sup>[1]</sup>.

## HOW MUCH DO CONSUMERS USE SOCIAL MEDIA, WHICH SITES DO THEY USE AND WHAT DO THEY USE THEM FOR?

Social media has become a staple of everyday life with people spending an average of 109 minutes per day on social media<sup>[2]</sup>, with three main apps of choice:



### How many people use Facebook?

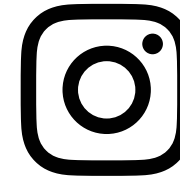
Facebook is the UK's most widely used social media platform, with over 51 million UK users<sup>[2]</sup>.

### Who predominantly uses Facebook?

Most used social media site by over 25s with usage increasing with age<sup>[2]</sup>.

### What do they use it for?

To search for information, socialise with others, use the site as an emotional outlet & to seek entertainment<sup>[3]</sup>.



### What is Instagram?

A platform to share photos and videos.

### How many people use Instagram?

Instagram has over 28 million UK users.

### Who predominantly uses Instagram?

Currently, 61.5% of UK users are under the age of 34, with Millennials (25-34) making up 31.8% of total users and Generation Z (18-24) making up 23.5% of total users<sup>[2]</sup>.

### What do they use it for?

For entertainment & the visual appeal of the app and content.

# OUR TOP SOCIAL MEDIA TIPS

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## Build brand loyalty

- Create a plan - Research has shown that businesses running social media campaigns that offer some kind of advantage or benefit to the consumer are more likely to achieve greater loyalty<sup>[1]</sup>.
- Be subtle - avoid using your platform to explicitly advertise your business, rather incorporate any advertisements as part of a campaign or practice focus.

## Educate clients

- Informative content has been shown to be better received than other types of content, and is more likely to be shared by followers and has a positive impact on loyalty<sup>[1]</sup>.

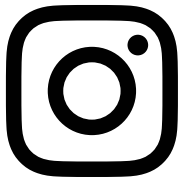
## Content

- Be visual - include images or videos in your posts.
- Tailor your posts to the platforms you use and how consumers use these platforms.

## TIPS FOR SOCIAL MEDIA PLATFORMS



Use Facebook as a tool to speak to directly to your customers. Users on Facebook use the platform to specifically seek out information and engage with others. **PRO TIP - Why not try combining one of our posts and recommended captions with a Q&A in the comments?**



Part of the appeal for Instagram users is the highly visual nature of the app and content. Try building a visual campaign that tells a story. Did you know that Instagram lets you upload photos, short videos, long videos and even lets you broadcast live videos? Test different formats to see which content works best with your followers and drives tangible results. **PRO TIP - If your website has an ecommerce function be sure to look into Instagram's shop function, this function can help drive consumers to your website to purchase products!**

# STATIC POSTS



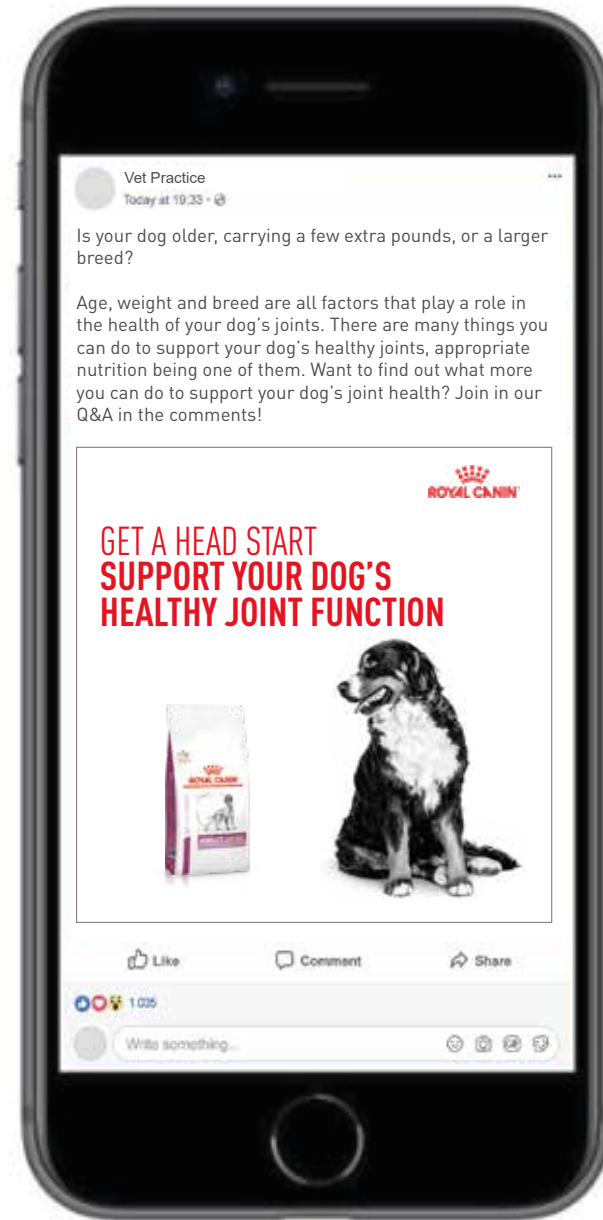
## Where to use:

Use on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the Canine Mobility diet.

## Recommended post caption:

Is your dog older, carrying a few extra pounds, or a larger breed?

Age, weight and breed are all factors that play a role in the health of your dog's joints. There are many things you can do to support your dog's healthy joints, appropriate nutrition being one of them. Want to find out what more you can do to support your dog's joint health? Join in our Q&A in the comments!



[Download the image here](#)

# STATIC POSTS



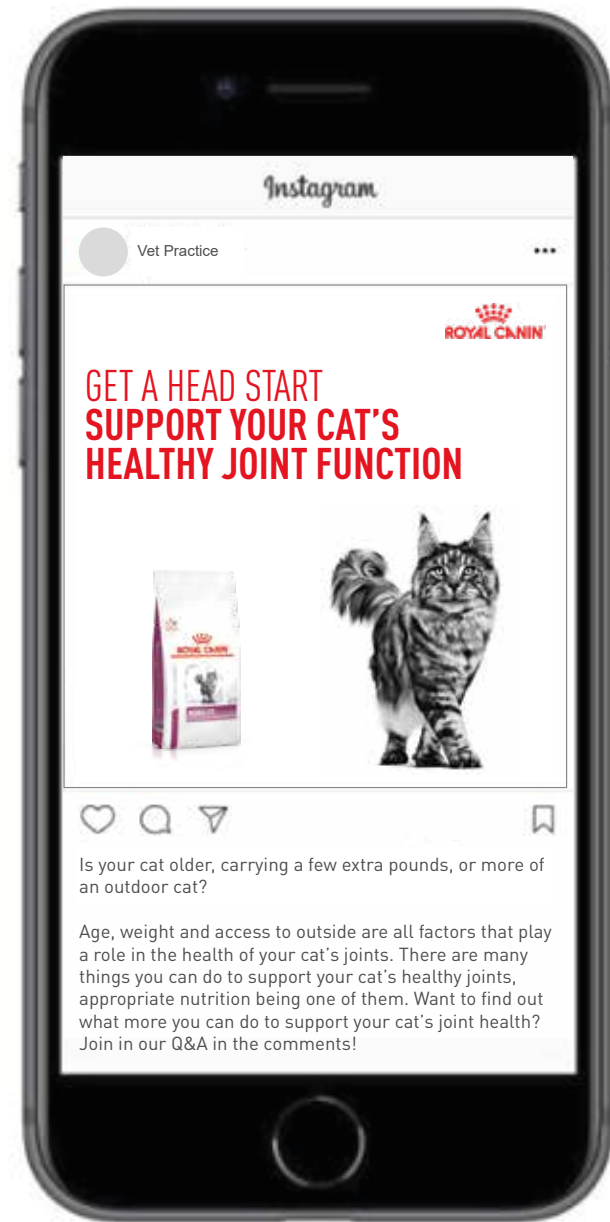
## Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used if you want to inform your customers about the Feline Mobility diet.

## Recommended post caption:


Is your cat older, carrying a few extra pounds, or more of an outdoor cat?

Age, weight and access to outside are all factors that play a role in the health of your cat's joints. There are many things you can do to support your cat's healthy joints, appropriate nutrition being one of them. Want to find out what more you can do to support your cat's joint health? Join in our Q&A in the comments!



[Download the image here](#)


# AN UPDATE FROM ROYAL CANIN



## MOBILITY MATTERS


**SOME PETS REQUIRE EXTRA SUPPORT TO MAINTAIN HEALTHY JOINTS**

Bodyweight, breed and age are all common factors that can impact your pet's joint health. But did you know that neutering and outdoor access can also impact cats' joint health, or that neutering and the sex of a dog could impact their joint health?



### SUPPORTING YOUR PET'S HEALTHY JOINTS

There are many simple things you can do to help support your pet's joint health. A great way to keep their joints healthy is to keep them active. Whilst keeping them active may sound counter-intuitive, you are helping them to stop the joints becoming stiffer. However, activity should be appropriate to the animal's individual needs. You can also make smaller adjustments around the house, such as having steps to help your pet get up and down heights with greater ease.



One of the best things you can do to support their joint health is to monitor their weight as a healthy weight places less strain on joints. The correct nutritional programme can have a huge impact on their weight as well as supporting their joint health. It may be beneficial to feed your pet a diet specifically designed to support healthy joint function.

**Speak to a member of the team today to find out more about the role of nutrition in supporting your pet's healthy joints.**

## Where to use:

Use this asset on your website, insert the image into your newsletter or insert the image into an email communication to clients. Example on the right is showing the asset used within a newsletter.

## VETERINARY PRACTICE NEWSLETTER

SEPTEMBER EDITION

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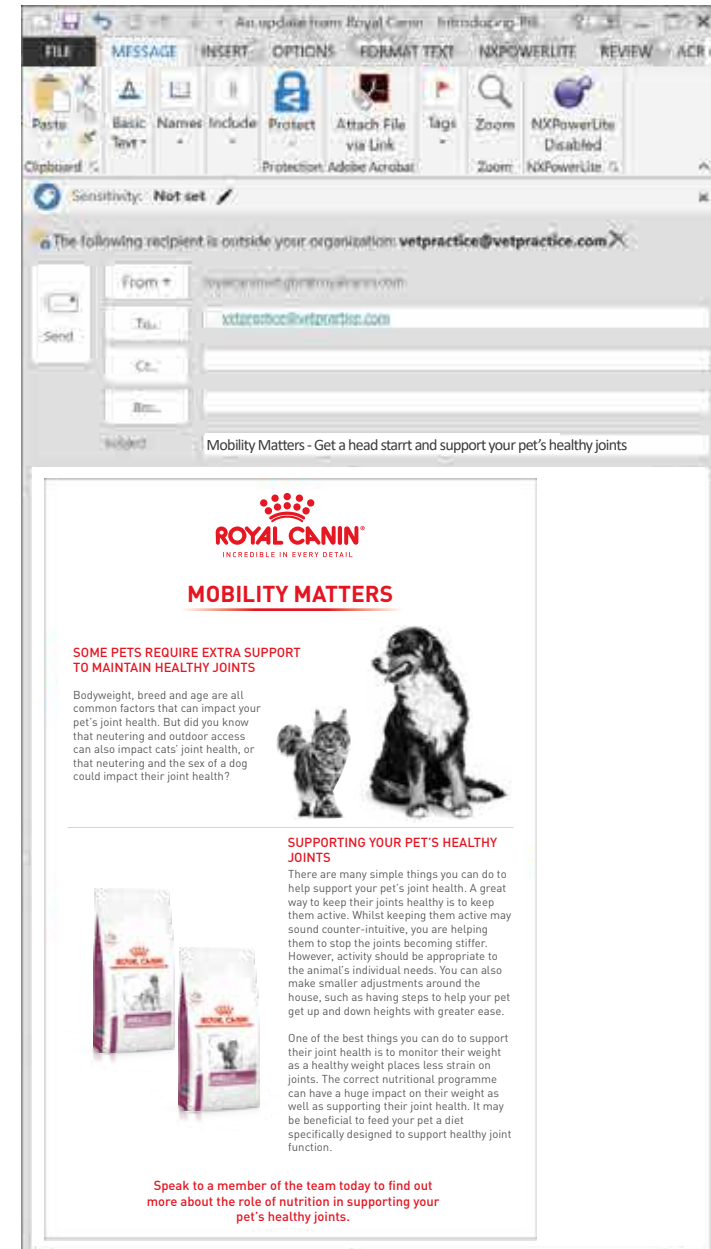


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Use this asset on your website, insert the image into your newsletter or insert the image into an email communication to clients. Example on the right is showing the asset used within an email.



The screenshot shows an email client interface with the following details:

- Subject: Mobility Matters - Get a head start and support your pet's healthy joints
- From: [Redacted]
- To: [Redacted]
- Subject: Mobility Matters - Get a head start and support your pet's healthy joints

The email content is identical to the asset shown in the previous image, featuring the Royal Canin logo, the title 'MOBILITY MATTERS', the sub-header 'SOME PETS REQUIRE EXTRA SUPPORT TO MAINTAIN HEALTHY JOINTS', the introductory paragraph, the image of the cat and dog, the 'SUPPORTING YOUR PET'S HEALTHY JOINTS' section with the pet food bags, and the final call to action: 'Speak to a member of the team today to find out more about the role of nutrition in supporting your pet's healthy joints.'

**Download the image here**



# THANK YOU

If you have any questions, please contact your local Royal Canin Veterinary Business Manager

## REFERENCES

[1] Erdoğan, I. E., & Çiçek, m. (2012) 'The Impact of Social Media Marketing on Brand Loyalty', *Procedia - Social and Behavioural Sciences*, Volume 58, pp 1353-1360

[2] <https://www.statista.com/study/21322/social-media-usage-in-the-united-kingdom-statista-dossier/>

[3] Gaber, H.R., Elsamadicy A.M. & Wright L.T. (2019) 'Why do consumers use Facebook brand pages? A case study of a leading fast-food brand fan page in Egypt', *Journal of Global Scholars of Marketing Science*, 29(3), pp.293-310, DOI:

10.1080/21639159.2019.1622434