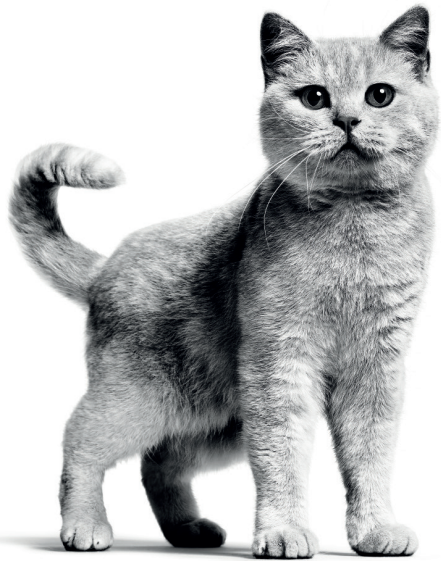




ROYAL CANIN®

INCREDIBLE IN EVERY DETAIL



**ROYAL CANIN
HEALTHY WEIGHT**

PARTNER MEDIA PACK

PARTNER MEDIA PACK

Royal Canin have created several assets to support you in your conversations with clients about healthy weight and diets to support their pet's healthy weight.

This guide has a number of sections to help you progress your social media knowledge - including why social media matters, how to be successful at social media and help choosing the best channel(s) for your practice. It also provides guidance on how to share the Royal Canin assets to help you grow and engage your social media audience.

By using this guide and suggested post content, you have a chance to grow awareness of your practice and how your team is providing helpful solutions to owners and their pets.

This Partner Media Pack includes:

- Static social media posts*
- Recommended post captions



*Terms of Use: The Royal Canin Healthy Weight 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 SOCIAL MEDIA MATTERS

Social media is an important communication tool for many vet practices and it's a great place to engage and develop a deeper relationship with clients and their pets. It provides your practice with the opportunity to educate and speak to clients in a timely and cost-effective manner whilst driving long term growth. Research has shown a positive correlation between a business' social media usage and increased customer loyalty.

Social media has become a staple of everyday life with people spending an average of 109 minutes per day on social media, with two main apps of choice:



About Facebook

The largest social platform in the world, topping 2.5 billion Global users monthly

Who is on this platform

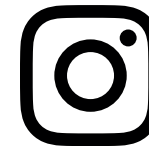
Commonly accessed by most age groups, its primary user group is over 30 evenly split between men and women; usage increases with age

Content that works best

Industry news, engaging short video, graphics, and opportunity for community discussion

Primary goal

Awareness & Sharing content



About Instagram

Imagery led platform, topping 1 billion Global users monthly

Who is on this platform

Most popular platform for men and women under 40

Content that works best

Quality imagery, selfie style video, person to person content and stories

Primary goal

Awareness & Engagement

OUR TOP SOCIAL MEDIA TIPS

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
- 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

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 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 in to Instagram's shop function. This function can help drive consumers to your website to purchase products!

GETTING STARTED...

Follow these simple steps to start utilising the range of assets available to you and share information with your clients.

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

Read through the document

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

**Upload the image to
your social media account**

**Copy and paste the
recommended post caption**

Share the post!

STATIC POSTS

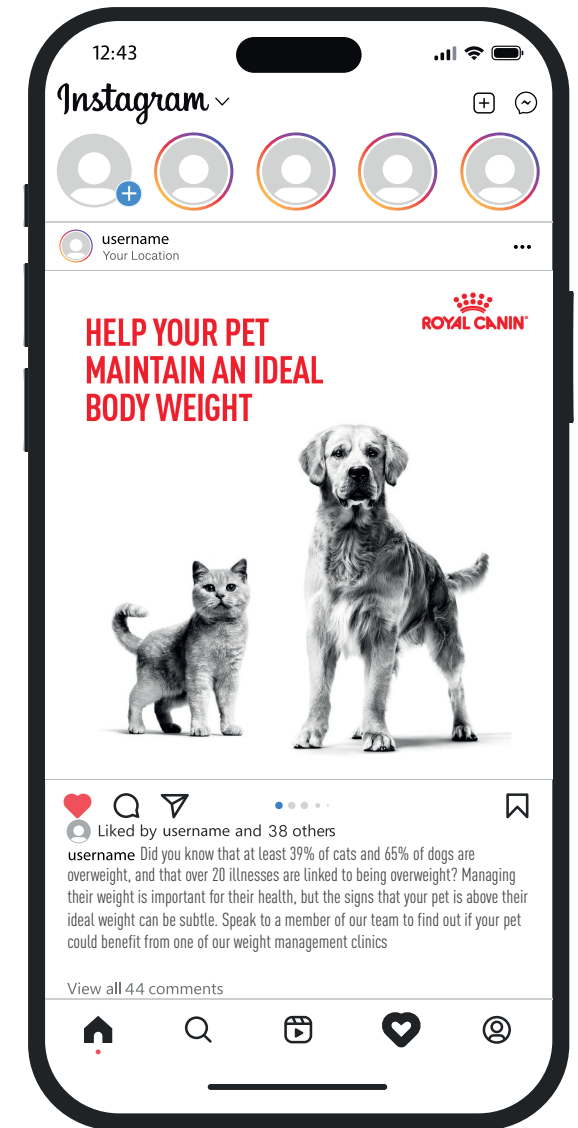


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to raise awareness of the prevalence of overweight pets and encourage pet owners to enquire about weight clinics.

Recommended post caption:

Did you know that at least 39% of cats and 65% of dogs are overweight, and that over 20 illnesses are linked to being overweight? Managing their weight is important for their health, but the signs that your pet is above their ideal weight can be subtle. Speak to a member of our team to find out if your pet could benefit from one of our weight management clinics!



[Download the image here](#)

STATIC POSTS

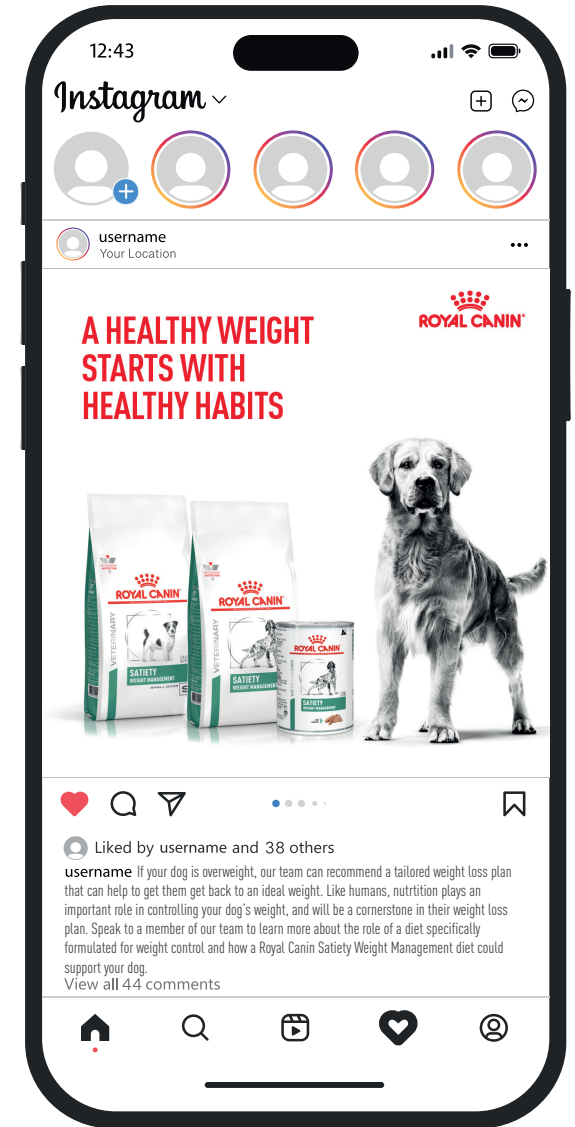


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the role of nutrition in weight control.

Recommended post caption:

If your dog is overweight, our team can recommend a tailored weight loss plan that can help to get them get back to an ideal weight. Like humans, nutrition plays an important role in controlling your dog's weight, and will be a cornerstone in their weight loss plan. Speak to a member of our team to learn more about the role of a diet specifically formulated for weight control and how a Royal Canin Satiety Weight Management diet could support your dog.



[Download the image here](#)

STATIC POSTS

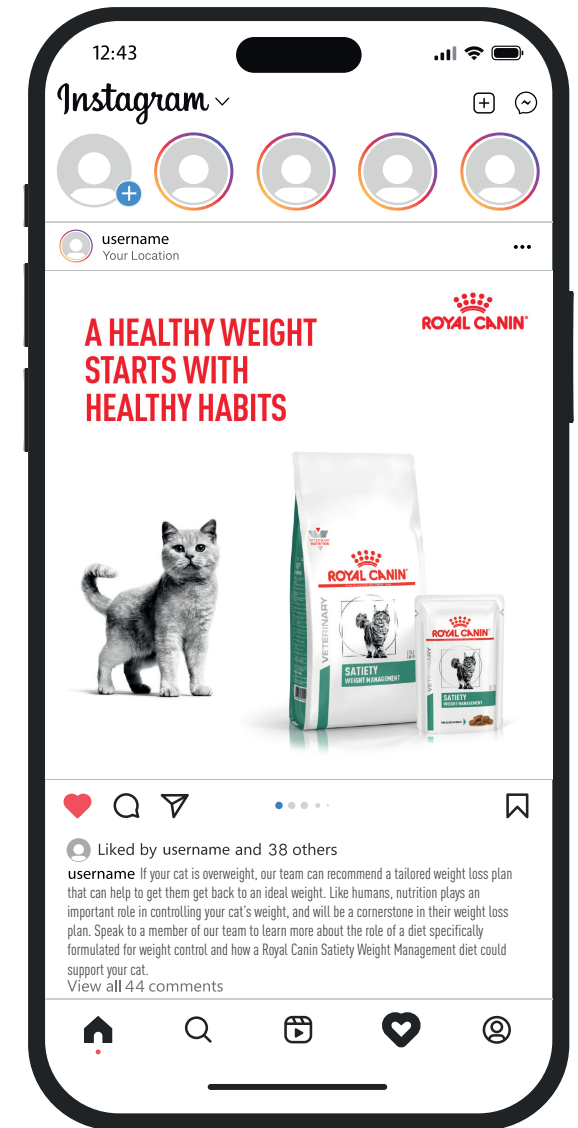


Where to use:

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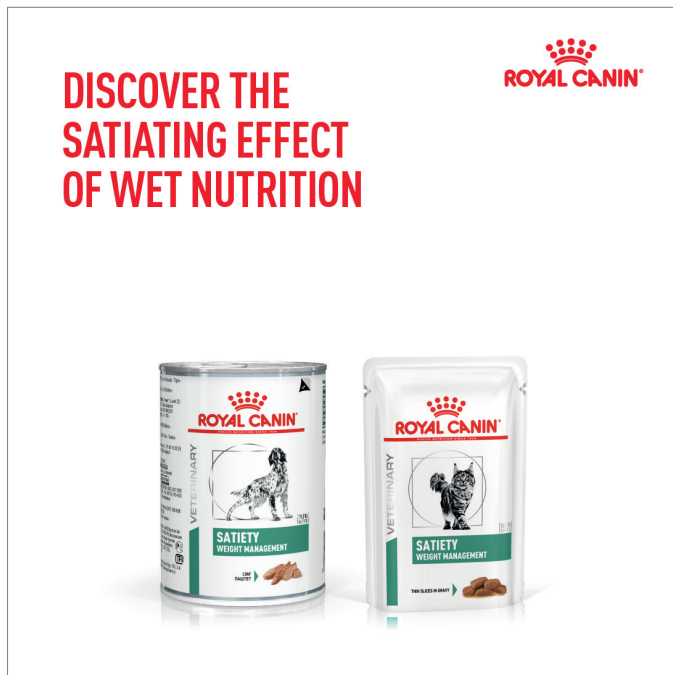
Recommended post caption:

If your cat is overweight, our team can recommend a tailored weight loss plan that can help to get them get back to an ideal weight. Like humans, nutrition plays an important role in controlling your cat's weight, and will be a cornerstone in their weight loss plan. Speak to a member of our team to learn more about the role of a diet specifically formulated for weight control and how a Royal Canin Satiety Weight Management diet could support your cat.



[Download the image here](#)

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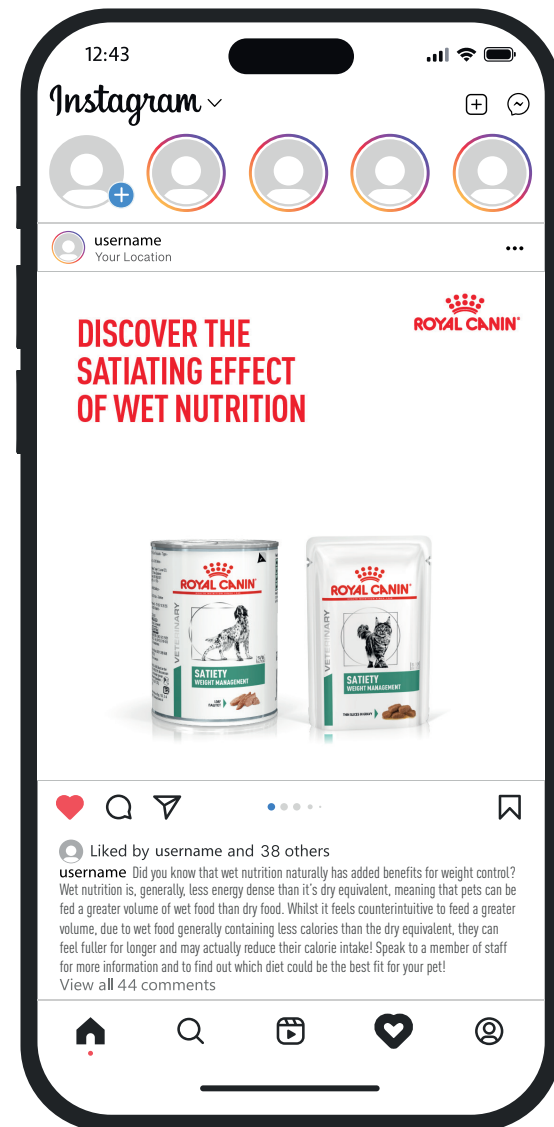


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the benefits of feeding wet nutrition as part of their pet's weight loss plan.

Recommended post caption:

Did you know that wet nutrition helps to satisfy their appetite and naturally has added benefits for weight control? Wet nutrition is, generally, less energy dense than it's dry equivalent, meaning that pets can be fed a greater volume of wet food than dry food. Whilst it feels counterintuitive to feed a greater volume, due to wet food generally containing less calories than the dry equivalent, they can feel fuller for longer and may actually reduce their calorie intake! Speak to a member of staff for more information and to find out which diet could be the best fit for your pet!



[Download the image here](#)

STATIC POSTS

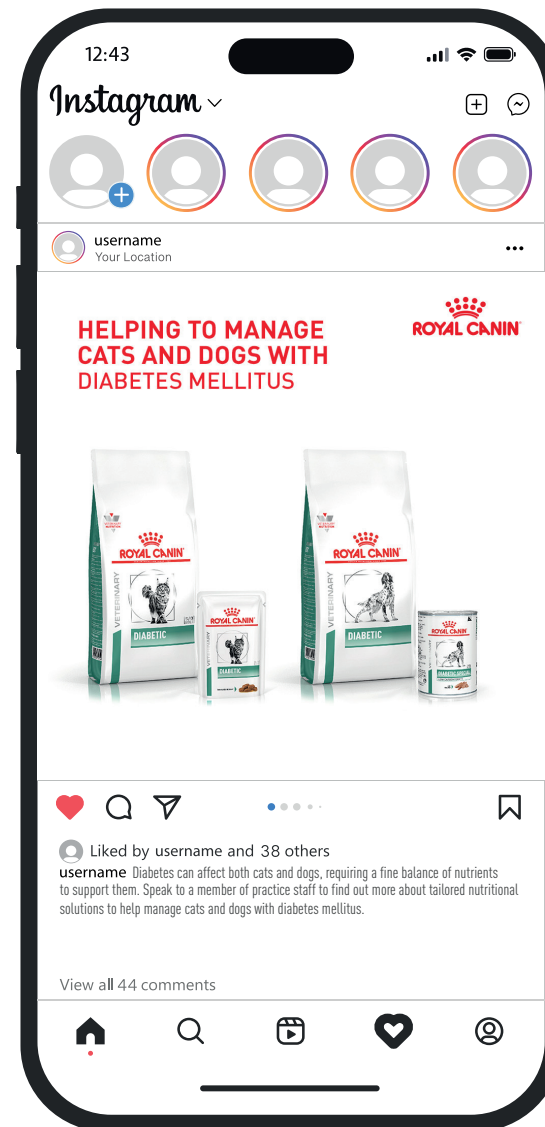


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to raise awareness of diabetes in cats and dogs, as well as raise awareness of diets available to support pets with diabetes.

Recommended post caption:

Diabetes can affect both cats and dogs, requiring a fine balance of nutrients to support them. Speak to a member of practice staff to find out more about tailored nutritional solutions to help manage cats and dogs with diabetes mellitus.



[Download the image here](#)

STATIC POSTS



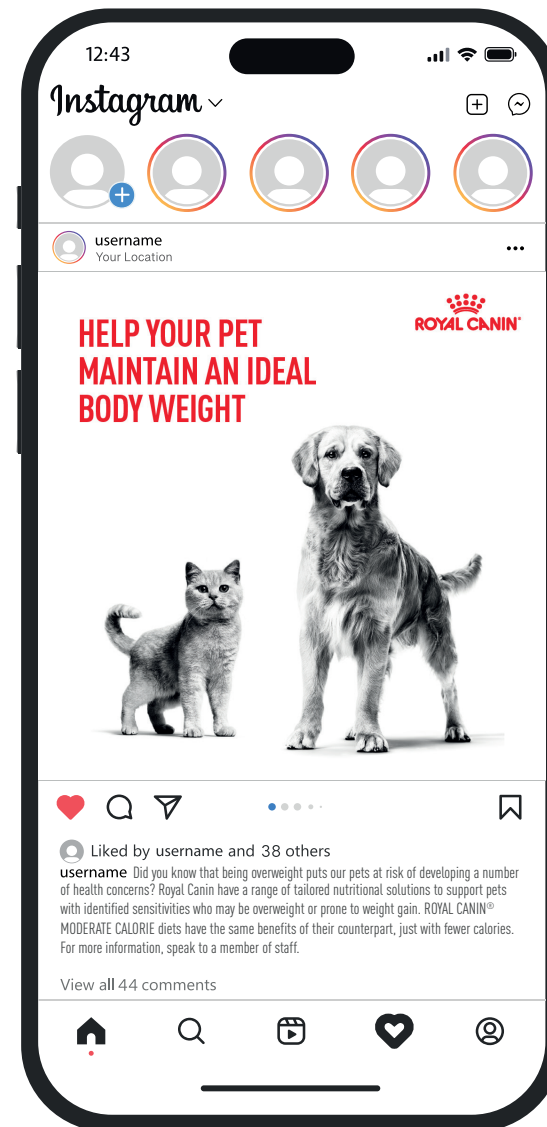
Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about how MODERATE CALORIE diets can help their pet to maintain an ideal body weight.

Recommended post caption:

Did you know that being overweight puts our pets at risk of developing a number of health concerns?

Royal Canin have a range of tailored nutritional solutions to support pets with identified sensitivities who may be overweight or prone to weight gain. ROYAL CANIN® MODERATE CALORIE diets have the same benefits of their counterpart, just with fewer calories. For more information, speak to a member of staff.



[Download the image here](#)

STATIC POSTS

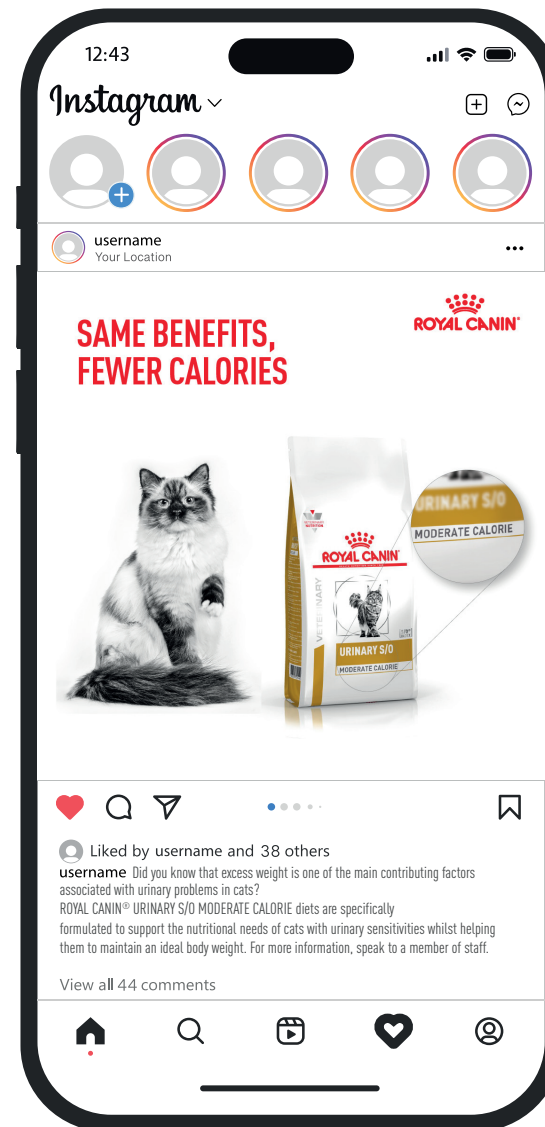


Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate cat owners about the problems excess weight can have on their cat's urinary health.

Recommended post caption:

Did you know that excess weight is one of the main contributing factors associated with urinary problems in cats?
ROYAL CANIN® URINARY S/O MODERATE CALORIE diets are specifically formulated to support the nutritional needs of cats with urinary sensitivities whilst helping them to maintain an ideal body weight. For more information, speak to a member of staff.



[Download the image here](#)

STATIC POSTS



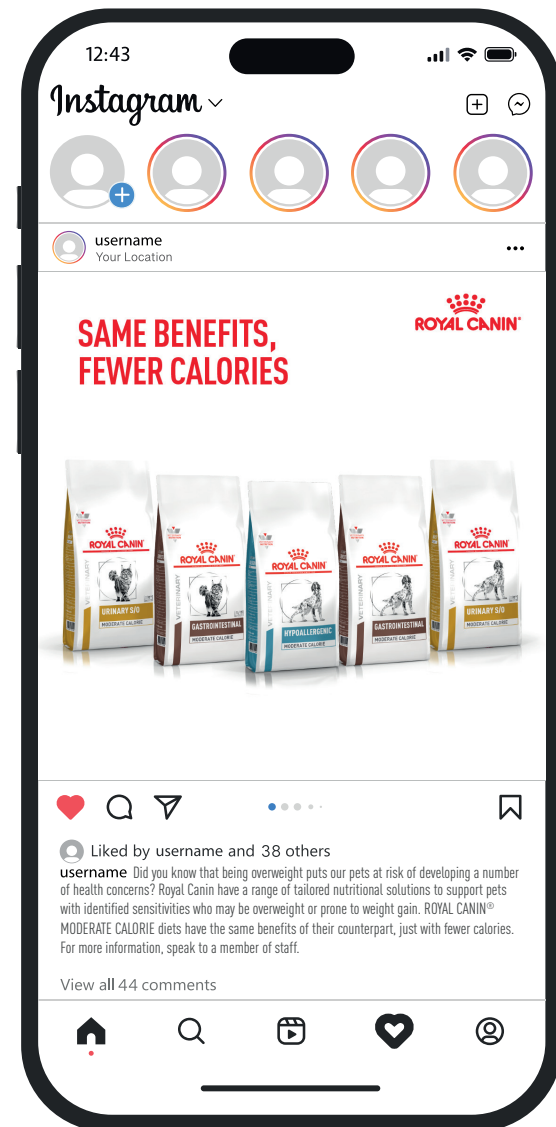
Where to use:

Use this on your social media channels such as Facebook or Instagram. This post would be used to educate pet owners about the MODERATE CALORIE diets available to pets with identified sensitivities.

Recommended post caption:

Did you know that being overweight puts our pets at risk of developing a number of health concerns?

Royal Canin have a range of tailored nutritional solutions to support pets with identified sensitivities who may be overweight or prone to weight gain. ROYAL CANIN® MODERATE CALORIE diets have the same benefits of their counterpart, just with fewer calories. For more information, speak to a member of staff.



[Download the image here](#)

THANK YOU

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