

## IDEXX Preventive Care DISCOVER MORE

- Medical evidence
- Protocol implementation tools
- Client communications
- Support and consultation

# Social media tools for your practice

### How can social media support your preventive care goals?

- Stay connected with pet owners in your community.
- Educate your clients on the value of preventive care.
- Set the expectation that diagnostic tests will be performed.
- Build trust and help gain compliance.

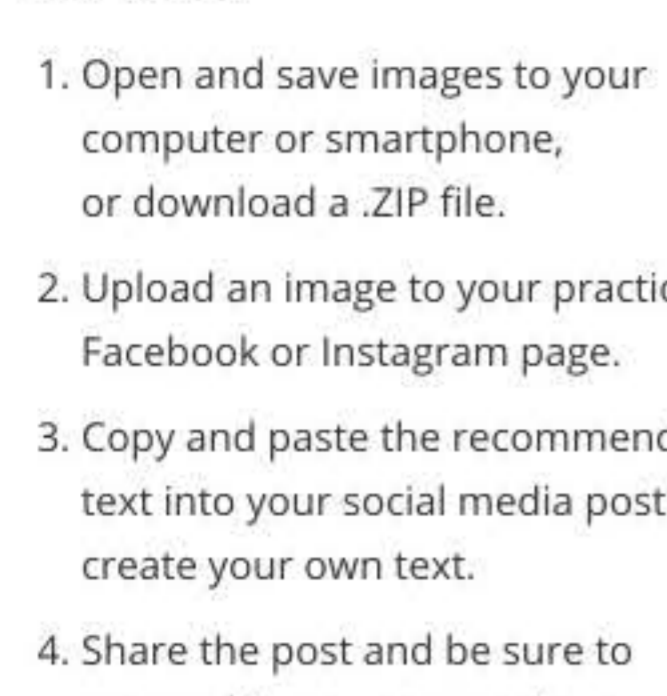
[Get free Facebook and Instagram posts](#)



Learn how to use social media in your practice

## Download your free IDEXX Preventive Care social media toolkit

Fill out the form to receive social media posts that you can use instantly.



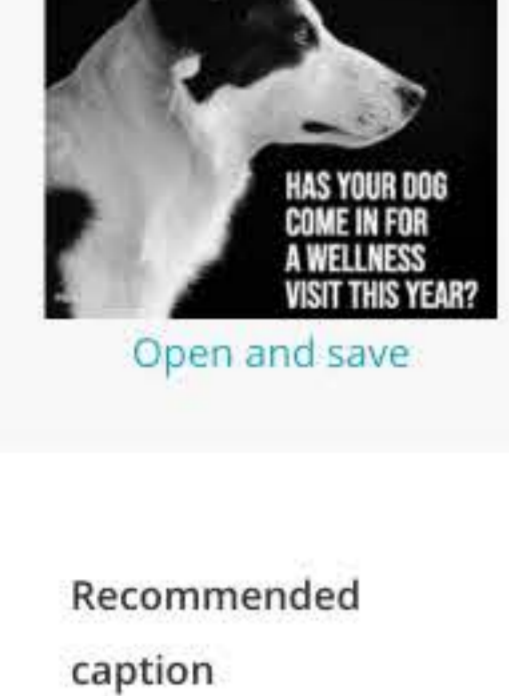
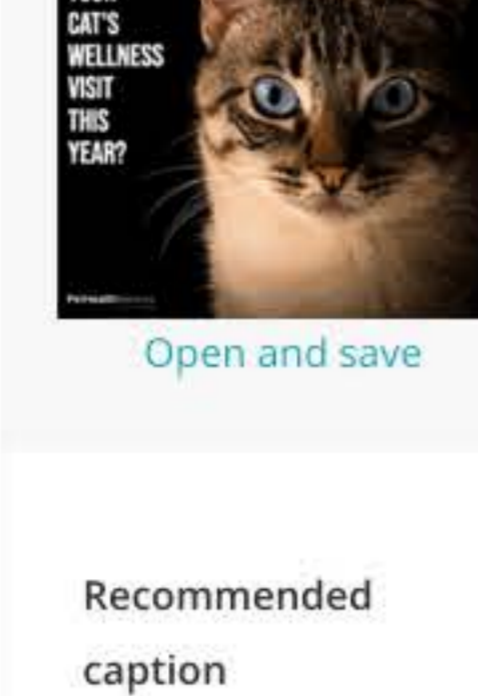
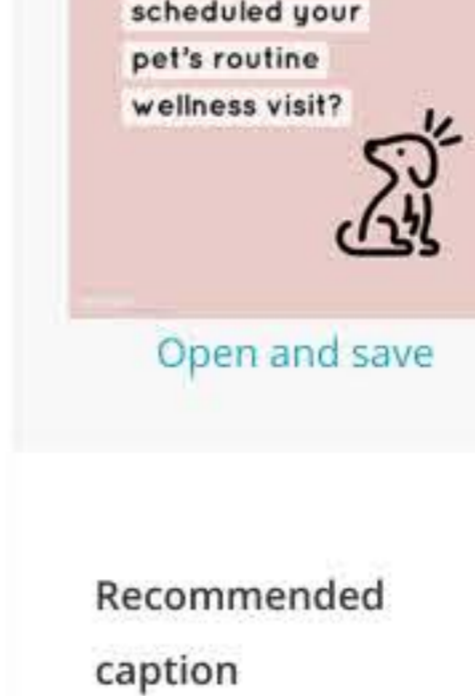
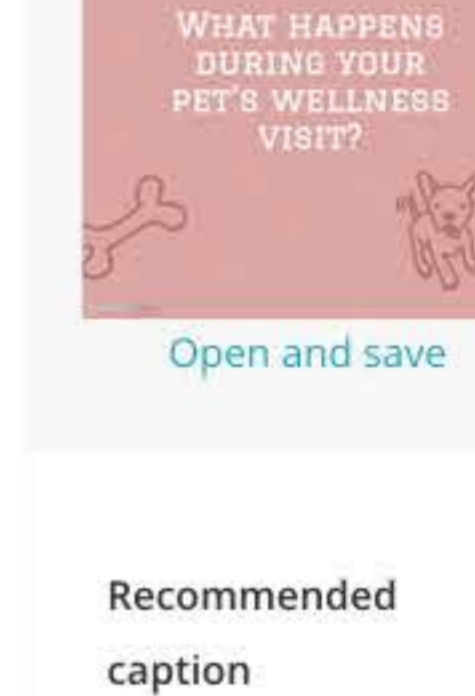
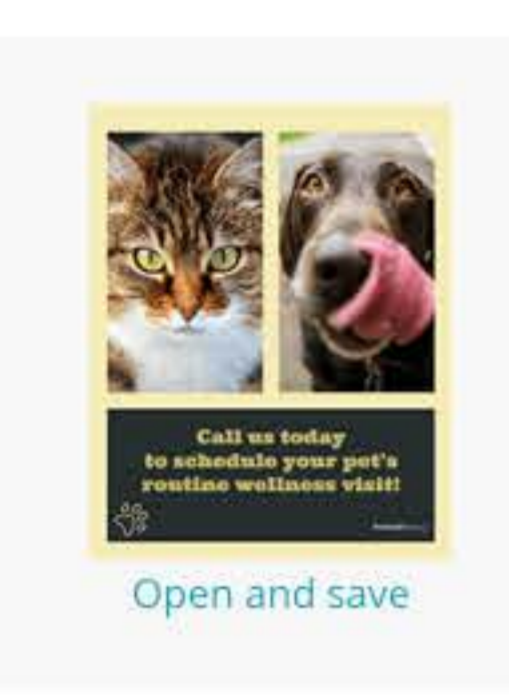
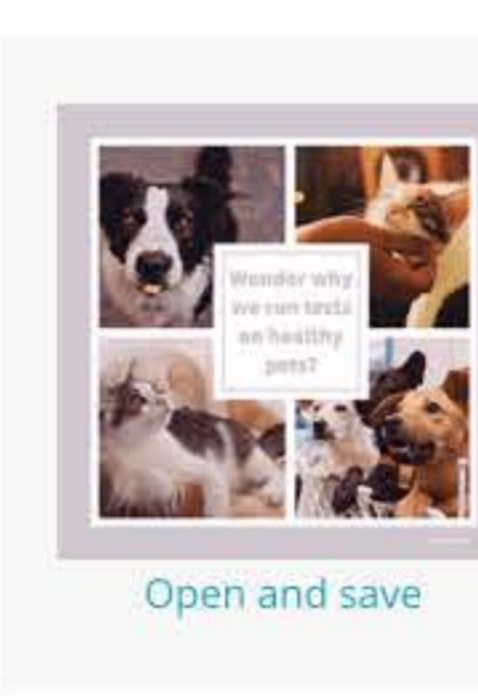






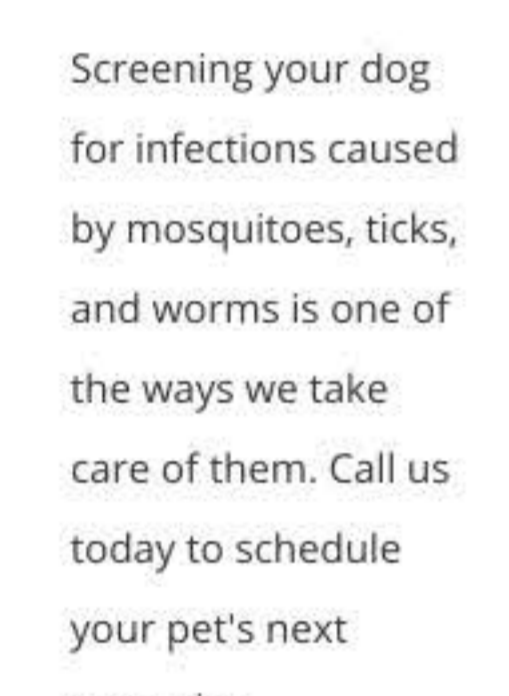
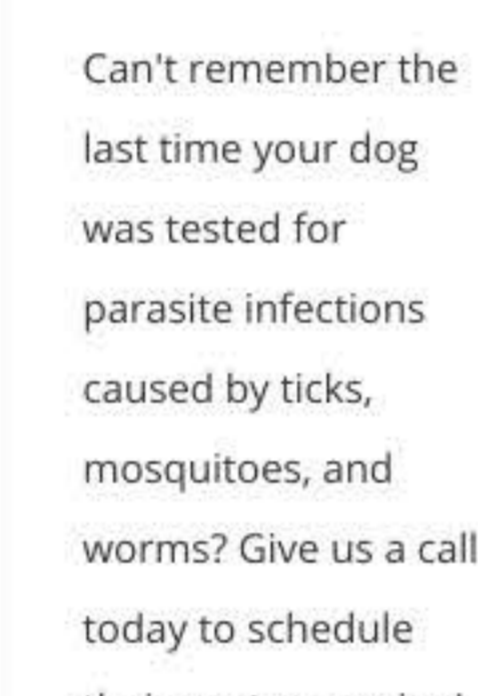
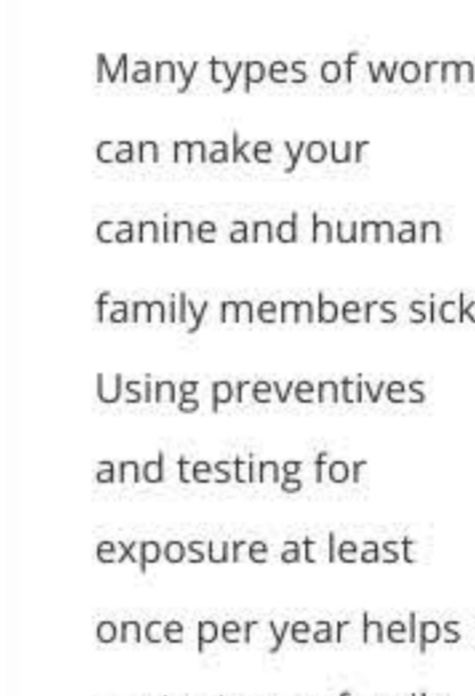
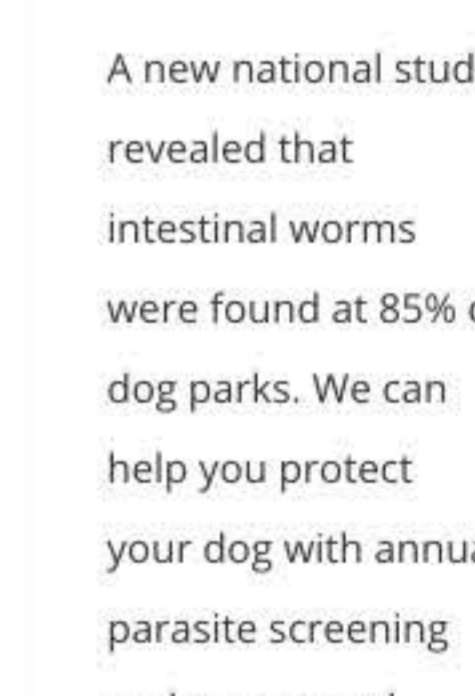
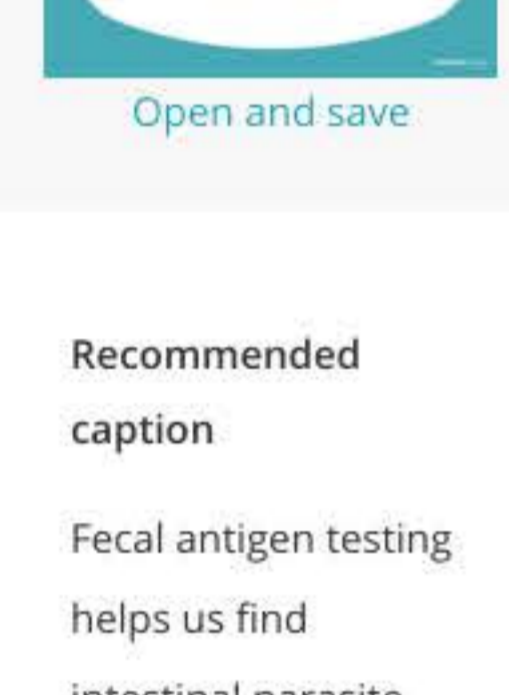
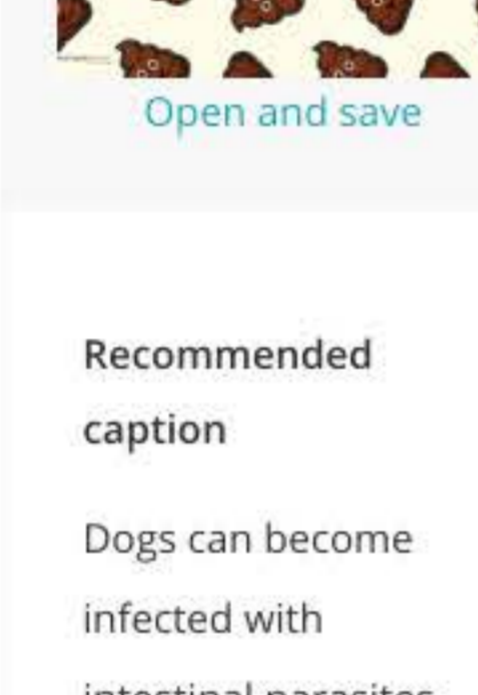
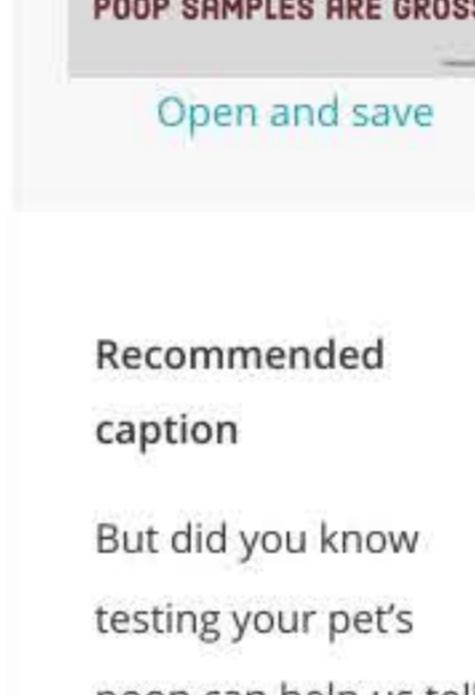
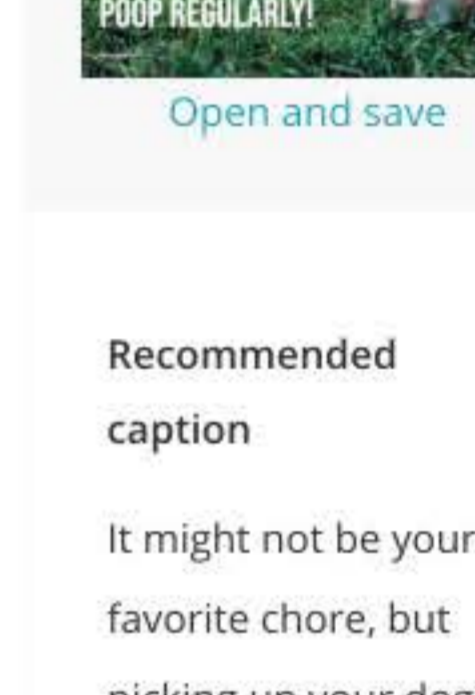
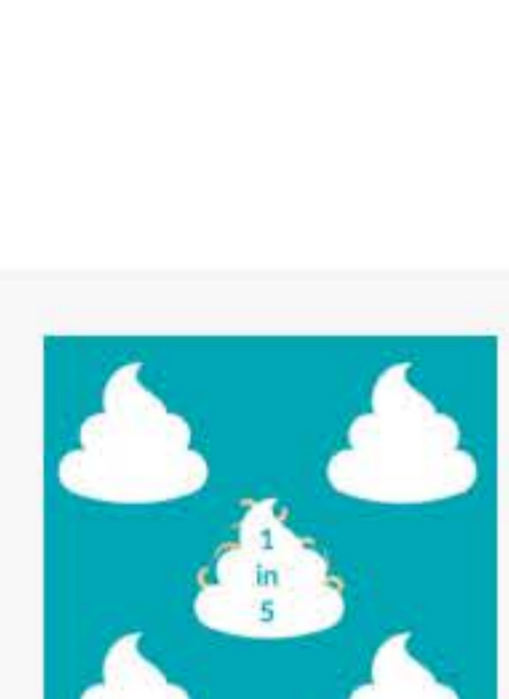
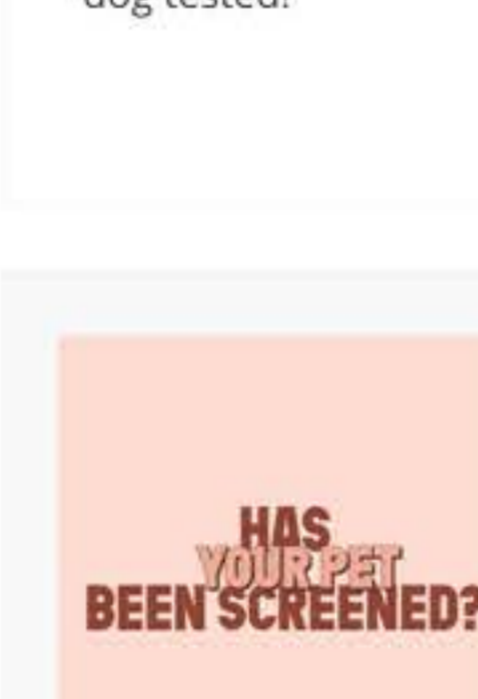




### How to use

- Open and save images to your computer or smartphone, or download a .ZIP file.
- Upload an image to your practice's Facebook or Instagram page.
- Copy and paste the recommended text into your social media post or create your own text.
- Share the post and be sure to respond to any comments you receive!

**First name \***  **Email \***   
**Last name \***  **ZIP Code \***   
**Practice name \***  **Full-time doctors at your practice**   
**Your role/title \***  **Type of practice**   
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## Download posts individually

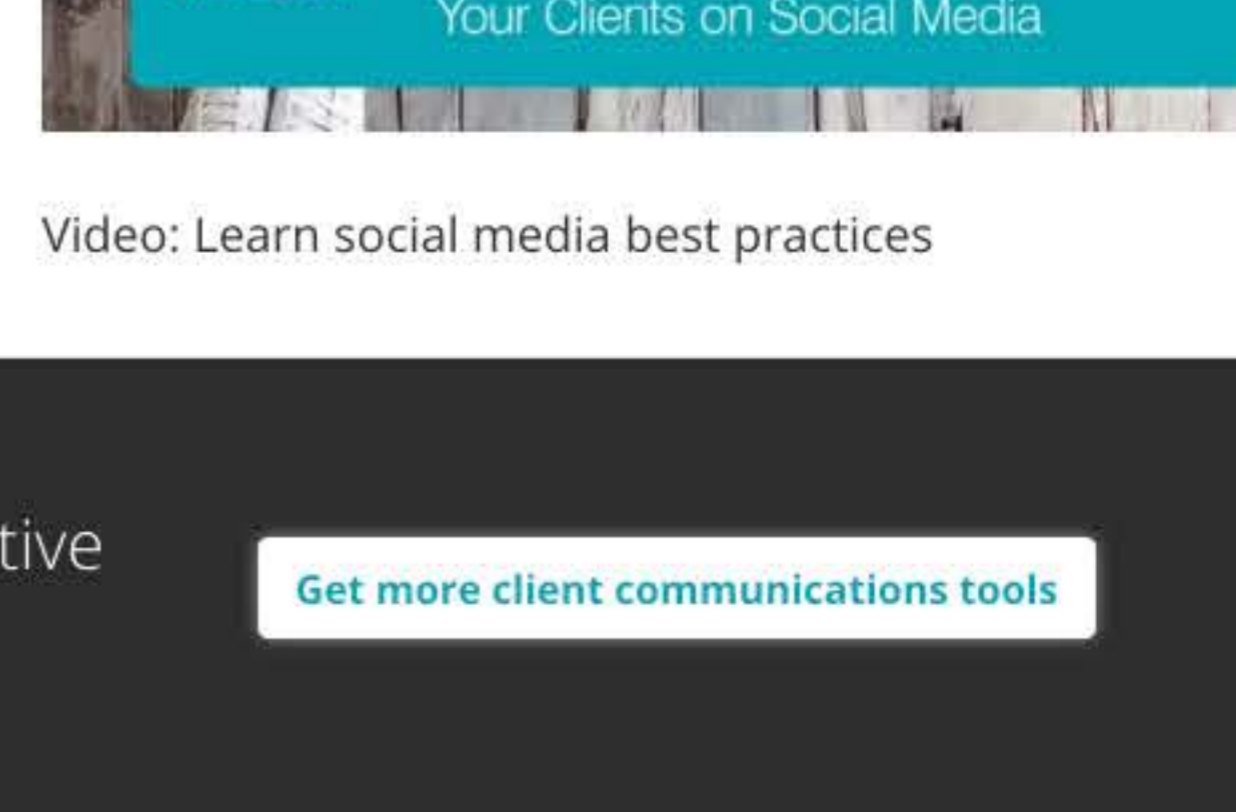
Open and save the images to your computer or smartphone. Or, receive all of these posts instantly by filling out the form above.

 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>We run diagnostic screening tests during your dog's routine wellness visit and compare test results from year to year to better understand the status of your dog's health.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>In addition to a physical exam, we'll run diagnostic screening tests to check your pet's internal health.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>When you come in, we'll spend part of your visit running diagnostic screening tests, which help us better understand your pet's health.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>In addition to a physical exam, we'll run diagnostic screening tests to check your pet's internal health.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>When you bring your pet in, we'll run diagnostic screening tests to check your pet's internal health.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Diagnostic screening tests act as an early warning system and can uncover health issues before your pet begins to show symptoms.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Cats are great at hiding underlying medical issues, and when you bring your cat in for a routine wellness visit, we'll do a physical exam and run diagnostic screening tests to check her internal health.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Great question! Diagnostic screening tests can act as an early warning system to uncover health issues before your dog shows symptoms. Comparing test results from year to year also helps us better understand your dog's overall health.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Screening your dog for infections caused by mosquitoes, ticks, and worms is one of the ways we take care of them. Call us today to schedule your pet's next screening.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Can't remember the last time your dog was tested for parasite infections caused by ticks, mosquitoes, and worms? Give us a call today to schedule their next screening!</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Many types of worms can make your canine and human family members sick. Using preventives and testing for exposure at least once per year helps protect your family.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>A new national study revealed that intestinal worms were found at 85% of dog parks. We can help you protect your dog with annual parasite screening and year-round preventives.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Fecal antigen testing helps us find intestinal parasite infections that other types of testing may miss.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Dogs can become infected with intestinal parasites through exposure to contaminated soil or feces that contain the eggs or larvae of hookworms, roundworms, and whipworms, which can make them sick. Come in to get your dog tested!</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>But did you know testing your pet's poop can help us tell if they have intestinal worms? Pets don't always show symptoms when they have worms, but worms can make them sick and can even spread from pets to people.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>It might not be your favorite chore, but picking up your dog's poop regularly helps protect your dog and your human family members from potential exposure to hookworms, roundworms, and whipworms.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>In a recent study conducted at dog parks around the country, 1 in 5 poop samples tested positive for at least one parasite. Ask us how we can help you protect your pup with fecal antigen screening and year-round preventives.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>It can take years for signs of parasite infections to appear. Including diagnostic screening tests during your pet's routine wellness visit helps us ensure your pet is healthy.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>When it comes to protecting your pet's annual blood testing and year-round preventives go hand in hand.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Tick-borne diseases can make you and your dog sick. That's why we test your dog for infection and exposure once a year and recommend using preventives year-round.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>We use a simple blood test to see if your dog has been infected or exposed to diseases spread by ticks and mosquitoes. Call us to schedule your dog's routine wellness exam today!</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Don't forget to check for ticks when your two- and four-legged family members come inside. If you find any ticks, remove them immediately, and don't forget to have your dog screened regularly for evidence of tick-borne diseases.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>One mosquito bite can expose your dog to heartworm disease. Running a simple blood test lets us see if your dog has been exposed.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Infected ticks spread many diseases, including Lyme disease and ehrlichiosis. That's why it's so important to protect your dog all year round and test once a year for exposure.</p>
 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Cats are great at hiding health issues. But when you bring them in for a routine wellness visit, we run diagnostic screening tests that help us catch health issues sooner, before they become advanced diseases.</p>	 <p><a href="#">Open and save</a></p> <p><b>Recommended caption</b></p> <p>Testing your pet's urine helps us uncover painful but often hidden conditions like infections and kidney and bladder stones.</p>		

Want to learn more?

Use these resources to become a social media expert:

- Vector-borne diseases: Help educate your clients through social media
- 5 ways to grow your social media presence



Video: Learn social media best practices

Discover more with IDEXX Preventive Care

[Get more client communications tools](#)