# Social Media Content Toolkit for Vet Professionals

Easy-to-use templates to inspire and simplify your social content creation

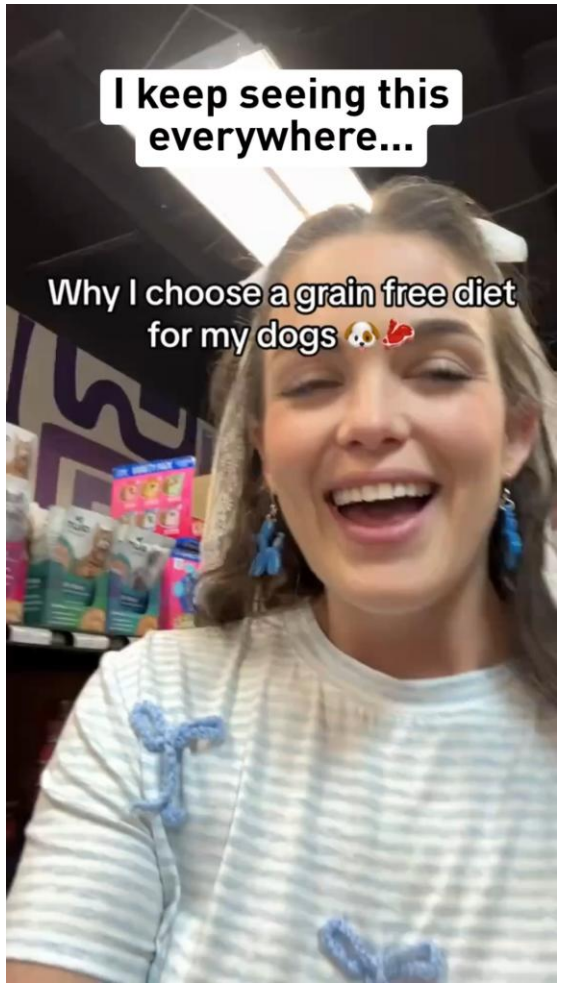
# Before you start, please note:

Royal Canin colours and branding are used in this deck for illustrative purposes only. We encourage you to make the content your own by using your practice's style, colours, font and imagery. These templates are designed to provide education and inspiration for your own social content and are not intended to create Royal Canin-branded content.

# Asset 1: Reacting to content on green screen

1. **Identify a video** on social media that you want to demystify or respond to.
2. **Download the video** and drag it into the background of the editable file linked below.
3. **Replace the top-line text** with your own message, e.g. *"I keep seeing this everywhere..."*
4. **Export your video**, then follow the steps shown in the video on the right to upload it to Instagram and use it as a green screen background.
5. **Record yourself over the video.** You can pinch the screen to resize yourself and move your position so you don't cover anything important happening in the original video.

Editable Canva Link – Please ensure to duplicate and save the template before making any amends




WATCH VIDEO




WATCH VIDEO

# Asset 2: Things I Wish Every Pet Owner Knew

1. **Come up with three key things** you want to advise your audience on, then record yourself talking through them on your phone.
2. **Upload your video** to the editable Canva file linked below.
3. **Replace the top-line text** with your own message, e.g. *"Things I wish every pet owner knew..."*
4. **Export your video** and upload it to Instagram/TikTok
5. **Remember to add subtitles** in-app to make your content more accessible and inclusive.

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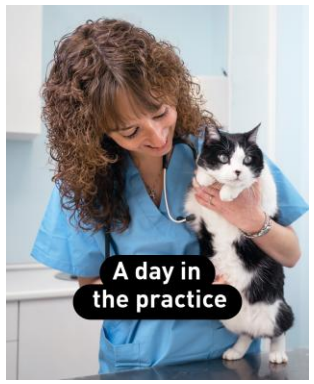
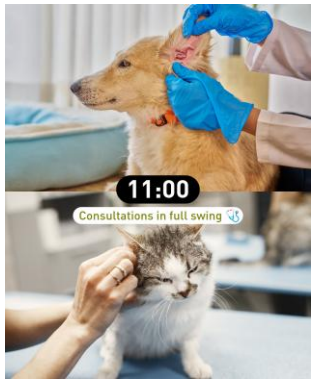
# Asset 3: A day in the practice carousel

1. **Open the editable template** linked below.
2. **Make the template your own** by replacing the imagery and key timings with content from your practice and daily routine. Think about interesting things you do that pet owners might not usually see or know about. Even the small moments can make engaging content!
3. **Use as many slides as you need.** If you only have four moments to highlight, there's no need to use all seven template slides.
4. **Export your finished slides** from Canva as PNG or JPG files and save them to your phone.
5. **Upload to Instagram or TikTok:** select all your slides in the order you want them to appear, add your caption and any relevant tags, then review and publish your carousel.



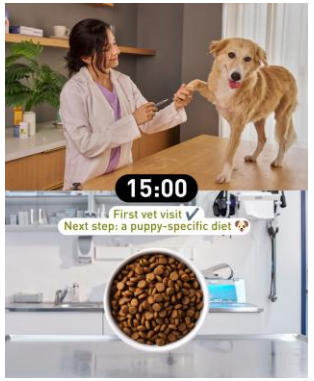


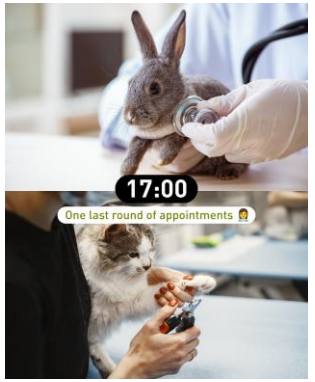














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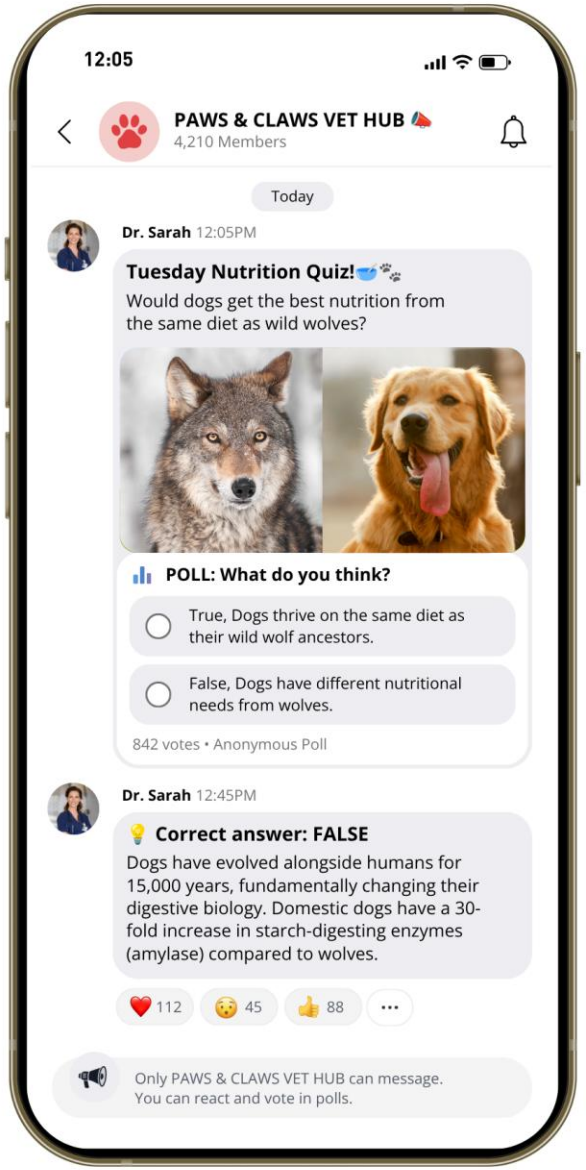
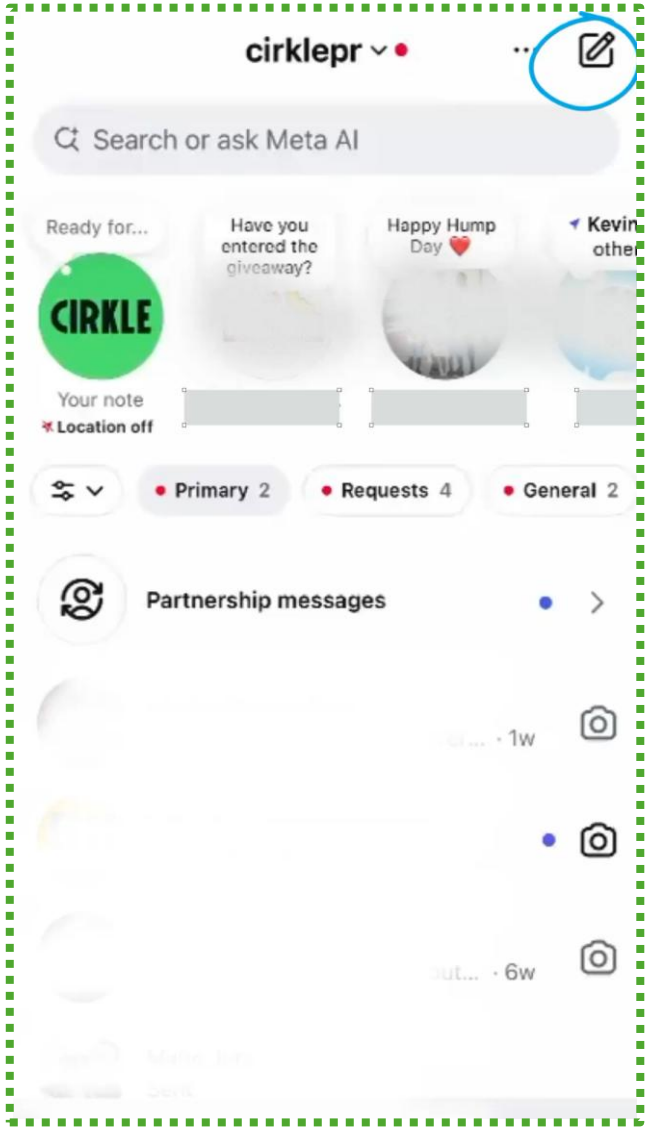
# Asset 4: Start your own broadcast channel

1. **Start your own Instagram Broadcast Channel** by following the steps shown in the video on the right.
2. **Go to your Instagram Direct Messages**, tap the **create icon** in the top-right corner and select **Create channel**.
3. **Choose a channel name and audience**, then create your channel. You're now ready to start communicating directly with your followers.
4. **Keep your channel active, but purposeful.** Aim to share content regularly, around **1–3 times a week**, focusing on updates that genuinely add value. Broadcast Channels are primarily a **one-way communication tool**, but your audience can engage by reacting to messages and taking part in polls.
5. **Share useful, engaging content** like the example in the phone mock-up. Think quick tips, myth-busting, polls, behind-the-scenes updates and educational advice that helps pet owners feel more informed and connected to your practice.

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# Asset 5: Meet the vet practice team carousel

1. **Open the editable template** linked below
2. **Make the template your own** by replacing the imagery and team information with content about your own practice and colleagues.
3. **Use as many slides as you need.** If you have a smaller team, there's no need to use all nine template slides.
4. **Export your finished slides** from Canva as PNG or JPG files and save them to your phone.
5. **Upload to Instagram or TikTok:** select your slides in the order you want them to appear, add a caption and any relevant tags, then review and publish your carousel.

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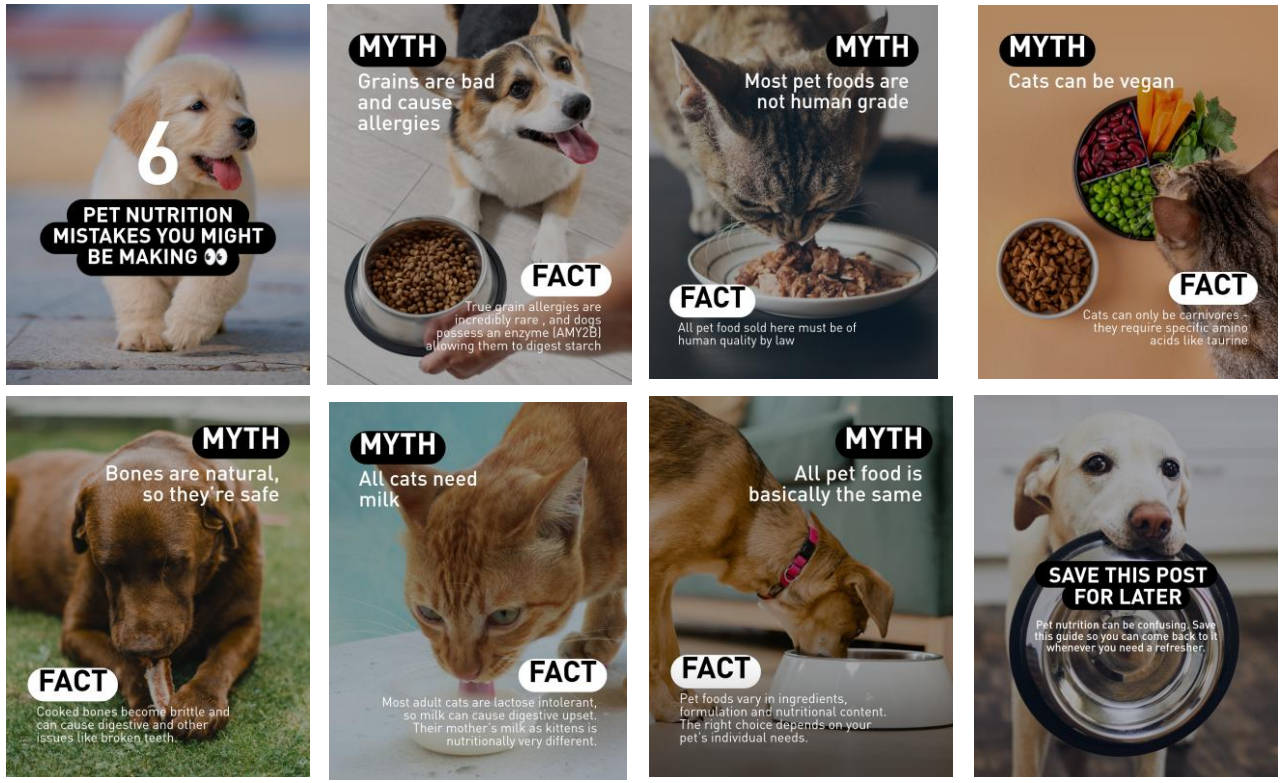
# Asset 6: Save -For-Later carousel

1. **Open the editable template** linked below and choose a topic you want to educate your audience on, e.g. *"Pet nutrition mistakes you might be making."*
2. **Make the template your own** by replacing the imagery and information with your own educational content, advice and ideas.
3. **Use as many slides as you need**, but make sure your final slide encourages your audience to **save the post** so they can easily come back to the information later.
4. **Export your finished slides** from Canva as PNG or JPG files and save them to your phone.
5. **Upload to Instagram or TikTok:** select your slides in the order you want them to appear, add a caption and any relevant tags, then review and publish your carousel.

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# THANK YOU.