**PAW PLANS SOCIAL MEDIA ENGAGEMENT**

* Utilizing social media is a great way to engage with clients and promote the Pet Annual Wellness Plans.
* The below document provides three types of social media posts:
  + **Education posts**
  + Posts to promote **launch of wellness plans**
  + Organic, client engagement **posts featuring clinic pets**
* The **posts can be customized** to be relevant for clinic. All **text in red font must be reviewed and edited** so that it reflects the correct information for your plans.
* The social media **images can be downloaded directly from the GP Connect website** and uploaded to your Facebook page.
* If you are using clinic pets in your Facebook posts, please ensure that you **obtain legal release from the pet owners/clients**. The release form can be downloaded from the GP Connect website also.

1. **GP SOCIAL MEDIA EDUCATIONAL POSTS**

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| **Post** | **Post Copy** |
| **Post #1:** Generic post, version 1 | *We offer PAW (Pet Annual Wellness) Plans for every life stage to help manage your pet’s wellness care. Select plans may include* ***[UNLIMITED/recommended]*** *exams, spaying/neutering, vaccinations, fecal test, blood work, dental cleaning, and more!*  *Talk to your veterinarian today about the best PAW Plan for your beloved pet!*  **C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-08.png** |
| **Post #2:** Generic post version 2 | *You can treat your pet to comprehensive preventive care and help them enjoy a happy and healthy life! By enrolling your pet in one of our PAW Plans, you’re taking an important step in maintaining your beloved pet’s well-being.*  *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn about the best PAW (Pet Annual Wellness) Plan for your fur baby.*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-09.png* |
| **Post 3:** Generic post version 3 | *Have you heard about our PAW (Pet Annual Wellness) Plans? Our Plans were tailored to provide the recommended preventive healthcare for your pet with the flexibility to spread the cost of care in 12 convenient payments. Select plans may include* ***[UNLIMITED EXAMS/ # EXAMS]****,**vaccinations, fecal test, blood work, and more!*  *Schedule an appointment online at [WWW.URL.COM] or call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-11.png* |
| **Post 4:** Plans promoting UNLIMITED EXAMS | *Never let the cost of an office visit deter you from taking your pet to the vet. Enroll in a PAW (Pet Annual Wellness) Plan which offers UNLIMITED wellness exam for the entire plan year, select vaccinations, parasite tests, bloodwork, and much more! Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post unlimited.png* |
| **Post #5:** Adult packages with dentistry | *Does your pet suffer from bad breath? More than 70% of pets over the age of 3 exhibit signs of periodontal disease! We offer PAW (Pet Annual Wellness) Plans which include a dental cleaning! You can even spread the cost of preventive care services in 12 convenient monthly payments! Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\DOG ONLY FB POSTS\Paw Plan Covid_Fb post dentist dog.png* |
| **Post #6:** Puppy/kitten packages | *Is there a new puppy or kitten in your family? We offer PAW (Pet Annual Wellness) Plans which include* ***[UNLIMITED/recommended]*** *exams, spaying/neutering, vaccinations, fecal test, blood work, and more! Spread the cost for your pet care in 12 convenient monthly payments. Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\Paw Plan Covid_Fb post cat dog.png* |
| **Post #7:** Comprehensive Plus Care packages | *As pets age, they require more veterinary care to identify and treat possible health conditions. We offer PAW (Pet Annual Wellness) Plans for every life stage, including mature pets who may need thyroid test, blood work screenings, dental cleaning, and more! Spread the cost for your pet care in 12 convenient monthly payments. Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\DOG ONLY FB POSTS\Paw Plan Covid_Fb post dog-07.png |
| **Post 8:** Paw Plan Benefits | *Help your pet live their best life with a PAW (Pet Annual Wellness) Plan. Select plans may include:*   * *Discounted preventive care services with savings up to* ***x%*** * *Plans include* ***[UNLIMITED EXAMS/ # EXAMS],*** *vaccinations, fecal test, blood work, and more!* * *Flexibility to spread the cost of care in 12 convenient payments* * *Additional discounts on non-plan professional services*   *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\DOG ONLY FB POSTS\Paw Plan Covid_Fb post dog-13.png* |
| **Post 9:** Membership fee waived | *Imagine a time when your pet’s wellness care is budgeted for you Avoid the stress of upfront costs for your pet's wellness care and receive* ***[UNLIMITED EXAMS/# EXAMS]*** *with every plan! No membership fee ($49.95 value!) for plans purchased through* ***[XX/XX/2020].*** *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  [*Click here*](https://portal.mypropago.com/login/nva) *to customize post with your hospital’s logo and details.* |
| **Post 10:** Plan inclusions and benefits | *Have you heard?* ***[HOSPITAL NAME]*** *offers PAW (Pet Annual Wellness)Plans with great benefits:*   * ***[UNLIMITED EXAMS/# EXAMS]*** *with every plan!* * *Discounted preventive care services with savings up to* ***x%*** * *Flexibility to spread the cost of care in 12 convenient payments* * *Plans suitable for every stage of life*   *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post unlimited.png* |

1. **POSTS FOR LAUNCH**

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| **Post** | **Post Copy** |
| **Post #1:**  Introducing PAW (Pet Annual Wellness) Plans | *We are pleased to offer PAW (Pet Annual Wellness) Plans for your pet’s preventive care services at every stage of life! This includes puppies, kittens, and mature pets. All for one convenient monthly payment starting at* ***$****X per month. Plans include* ***[UNLIMITED EXAMS/# EXAMS]****, vaccines, fecal tests, and more! Give your pet the gift of wellness today! Call* ***[HOSPITAL TEL NUMBER]*** *to learn more!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\DOG ONLY FB POSTS\Paw Plan Covid_Fb post dog-13.png* |
| **Post #2:**  Introducing plans with % discount off additional services | *Did you know that* ***[CLINIC NAME]*** *offers PAW (Pet Annual Wellness) Plans with savings on your preventive care needs and up to* ***xx%*** *off additional professional services? Call* ***[HOSPITAL TEL NUMBER]*** *today to learn about the best PAW plan for your fur baby!*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-11.png* |
| **Post #3:** Intro plans with additional % saving | ***[CLINIC NAME]*** *is offering PAW (Pet Annual Wellness) Plans! Not only will your pet thank you for keeping them happy and healthy, but you will save up to* ***X%*** *off recommended preventive care services! Schedule an appointment to learn about the best PAW plan for your fur baby.*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-11.png* |
| **Post #4:** Introducing plans with 12 payments | *Introducing PAW (Pet Annual Wellness) Plans! You can spread the cost of your pet’s care into 12 convenient monthly payments. Plans include* ***recommended exams, vaccinations, fecal test, blood work, and much more****! Schedule an appointment to learn about the best PAW plan for your fur baby.*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\CAT AND DOG FB POSTS\Paw Plan Covid_Fb post dog cat-11.png* |
| **Post # 5:**  Plans mentioning puppy/kitten and senior pets | *No matter the life stage of your pet, we have you covered with a plan option suited for your needs. Ask your veterinarian today about the best PAW plan option for your beloved pet.*  *C:\Users\Elena.Popovici\Desktop\Work Projects\Paw Plan\2002\SOCIAL MEDIA\CREATIVE\DOG ONLY FB POSTS\Paw Plan Covid_Fb post dog-07.png* |

1. **CLIENT ENGAGEMENT POSTS**

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| **Post** | **Post Copy** |
| **Post #1:** Introducing new PAW Plan members (version 1) | *Meet the newest PAW Plan member,* ***[Pet Name]****!* ***He/She*** *is already a fan favorite at* ***[Hospital Name]*** *and we’re excited to help* ***[PET NAME]*** *stay healthy and happy for the years to come.*  *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more about our PAW (Pet Annual Wellness) plans!*  ***[Include pet photo]*** |
| **Post #2:** Introducing new PAW Plan member (version 2) | *Meet* ***[Pet Name]****, today’s #wellnesswednesday new PAW (Pet Annual Wellness) Plan member!* ***[HE/SHE]*** *was so cute and received lots of cuddles from our veterinary staff.* ***[PET NAME]’****s owner signed up for a PAW (Pet Annual Wellness) Plan for a low and convenient monthly payments and many benefits:*   * ***[UNLIMITED/XX]*** *wellness exams* * ***[Include components of your plan]*** *and more!*   *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more about our PAW (Pet Annual Wellness) Plans!*  ***[Include pet photo]*** |
| **Post #3:** Promote PAW Plan members/regular visit | *Hi everyone and #wellnesswednesday. Today* ***[PET NAME]*** *came in to see* ***[DOCTOR NAME]*** *for a semi-annual wellness exam and vaccinations. [PET NAME] is part of our PAW (Pet Annual Wellness) Plan community and everything was included in the plan for today’s visit.* ***[Mom/Dad]*** *said it was a breeze to sign up and is so thankful these plans help* ***[HIM/HER]*** *make preventive care more affordable! Call* ***[HOSPITAL TEL NUMBER]*** *today to inquire about our PAW (Pet Annual Wellness) Plans! There are multiple options available for both cats and dogs*  ***[Include pet photo]*** |
| **Post #4:** Promote kitten/puppy packages | *Meet* ***[PET NAME]! [HE/SHE]*** *is our superstar for #wellnesswednesday [HER/HIS] mom signed* ***[PET NAME]*** *up for* ***[PUPPY/KITTEN]*** *PAW (Pet Annual Wellness) Plan at our clinic.* ***[PET NAME]*** *now receives all [HER/HIS] appointments, vaccinations, and [****SPAY/NEUTER]*** *for a small monthly fee of* ***$XX.XX****. In these challenging economic times PAW (Pet Annual Wellness) Plans help make the cost of your care more affordable with 12 convenient monthly payments starting at $****X.XX.*** *Call* ***[HOSPITAL TEL NUMBER]*** *today to learn more!*  ***[Include pet photo]*** |
| **Post #5:** Promote plans with dentistry | ***Today is #WellnessWednesday featuring [PET NAME]. [HE/SHE] is one of our friendliest patients who came in today for [HIS/HER] dental cleaning with [DOCTOR NAME]. Luckily [PET NAME]’s PAW (Pet Annual Wellness) Plan includes a dental cleaning and X-rays [DELETE IF NOT INCLUDED] so there’s no need to worry about the cost of the procedure.***  *Does your pet need a dental cleaning? Call* ***[HOSPITAL TEL NUMBER]*** *today to learn how you can save money on your pet’s next dental cleaning and spread the cost in 12 convenient monthly payments!* |
| **Post #6:** Share pet photo | *Is your pet on our PAW (Pet Annual Wellness) Plan? Post a photo of your pet and let us know why you love our PAW Plans!*  ***[Include pet photo]*** |
| **Post #7:** We love PAW Plans because… | ***[PET NAME]*** *enrolled in a PAW (Pet Annual Wellness) Plan because* ***[ENTER REASONS HERE…]****.**Tell us why YOU love PAW Plans?* |
| **Post #8:** Mention pets enrolled for the week | *This week [ENTER A FEW ENROLLED PETS] signed up for PAW (Pet Annual Wellness)Plans at our clinic.Our plans include:*   * *Discounted preventive care services with savings up to* ***x%*** * *Plans include* ***[UNLIMITED EXAMS/ # EXAMS],*** *vaccinations, fecal test, blood work, and more!* * *Flexibility to spread the cost of care in 12 convenient payments* * *Additional discounts on non-plan professional services*   *Call* ***[HOSPITAL TEL NUMBER]*** *to learn more!*  *IMG_1247****[Include photo containing collage of pets or a picture of the hospital board showing enrolled pets, as shown below]*** |