

5 Types of Facebook Posts *that pet owners love*



*Proven post types you can wow clients with
over and over!*





1. ENGAGING PATIENT PHOTOS OR VIDEOS

The more you ask for engagement, the more you'll get it! This type of post works over and over again.

TIPS TO REALLY ROCK IT:

- Include a great photo, close in on the pet's face
- Get consent for the photo, and tell the owner when and where you'll be posting
- Schedule to post at the best time
- Ask for engagement (ie: COMMENTS) to help organic reach
- Put your engagement call-to-action on the graphic AND in the caption about
- Use colors/fonts consistent with your branding
- Tip: Phonto app or Canva.com



2. COMMUNITY-BUILDING STORIES

The best way to build a supportive community around your practice is to share stories that make clients feel bonded to your clinic.

These can be stories about your team, patients, or charity work you're doing within the local area.

TIPS TO REALLY ROCK IT:

- Include a great photo/video, plus a “call to action” on the graphic itself.
- Ask for engagement, like in post type 1, but with phrases such as: “Wish (name) luck!”, “Send positive vibes for (name) in the comments!”, “Congratulate (name) in the comments!”



3. ENGAGING, ENTERTAINING EDUCATION

When was the last time you logged into Facebook really hoping to *learn* something? Not typical, right? So when it comes to educational posts, make 'em as fun as possible.

TIPS TO REALLY ROCK IT:

- Ask questions that are SIMPLE to answer, such as “True or False?”
- Include an image that will get attention, either with bold graphics or a familiar team member.
- Drive traffic to your website! Link to a blog or service page related to the topic.
- Include a giveaway that relates to your practice. Products or \$10-20 gift certificates to the clinic work really well



4. BEHIND-THE-SCENES

Pull back the curtain! Be transparent by showing what happens “in the back” of the hospital. Go even further by sharing more about who your team is outside of work.

This is a simple way to build rapport, educate casually about services/offerings, and provide social proof.

TIPS TO REALLY ROCK IT:

- Highlighting a team member? Two truths and a lie posts get engagement going, then link to their bio on your website or where clients can book with them.
- Highlighting a service? Link to where someone can learn more or book.

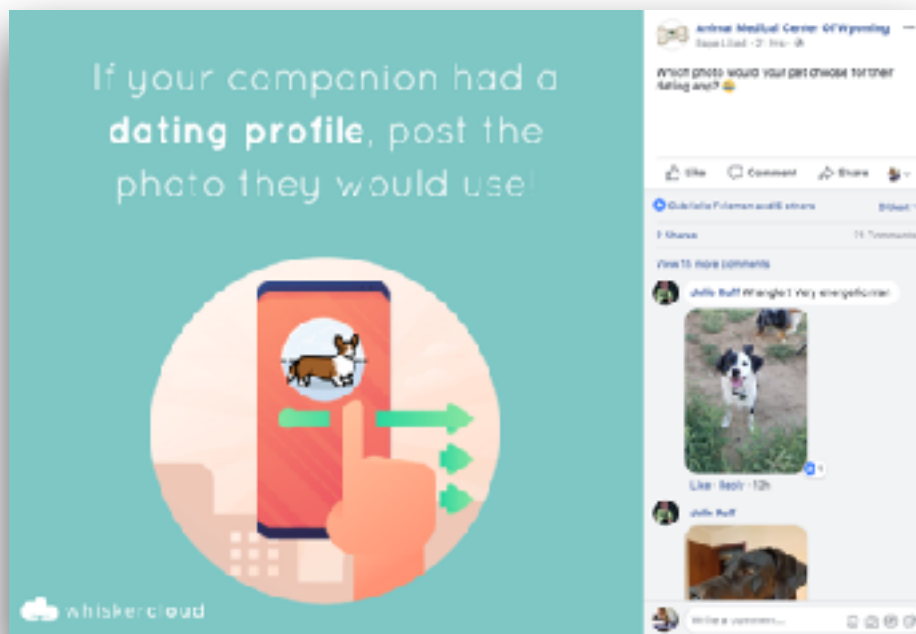
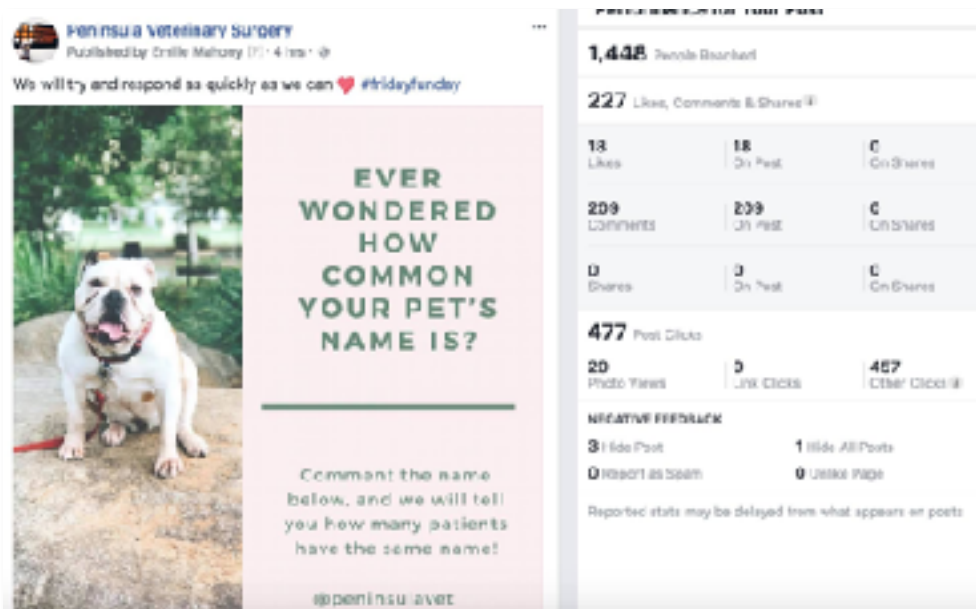


5. "ALL ABOUT ME" ENGAGEMENT

Humans like to show off their pet and their own sense of humor. Give them an outlet to entertain themselves with these engaging posts.

TIPS TO REALLY ROCK IT:

- Make it clear how you want them to engage. Include directions on the graphic and in the caption. Give deadlines in situations where you're promising to respond. (Eg: Comment by noon on Friday to find out!)
- Link to where they can do business with you. Might as well while you're getting great engagement!



BONUS TIPS!

Favorite phrase for getting engagement:

- Guess my name!
- Guess my breed!
- Guess my age!
- What would you name me?
- Which would you choose?
- Two truths and a lie...
- True or false?
- Say “congrats” to (name)!
- Wish (name) luck!
- Send good vibes to (name)!

Great calls-to-action to drive traffic to your website

- Does your furry friend need a visit? Book now: (*Link*)
- Want to learn more about (service)? Get the details here: (*Link*)
- Find out more about (name) on our website! (*Link*)
- Need a refill? Click here: (*Link*)