Digital and social media communication for Veterinary Services

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Colombo, Sri Lanka
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Organisation mondiale de la santé animale
Organización Mundial de Sanidad Animal

In 30 minutes

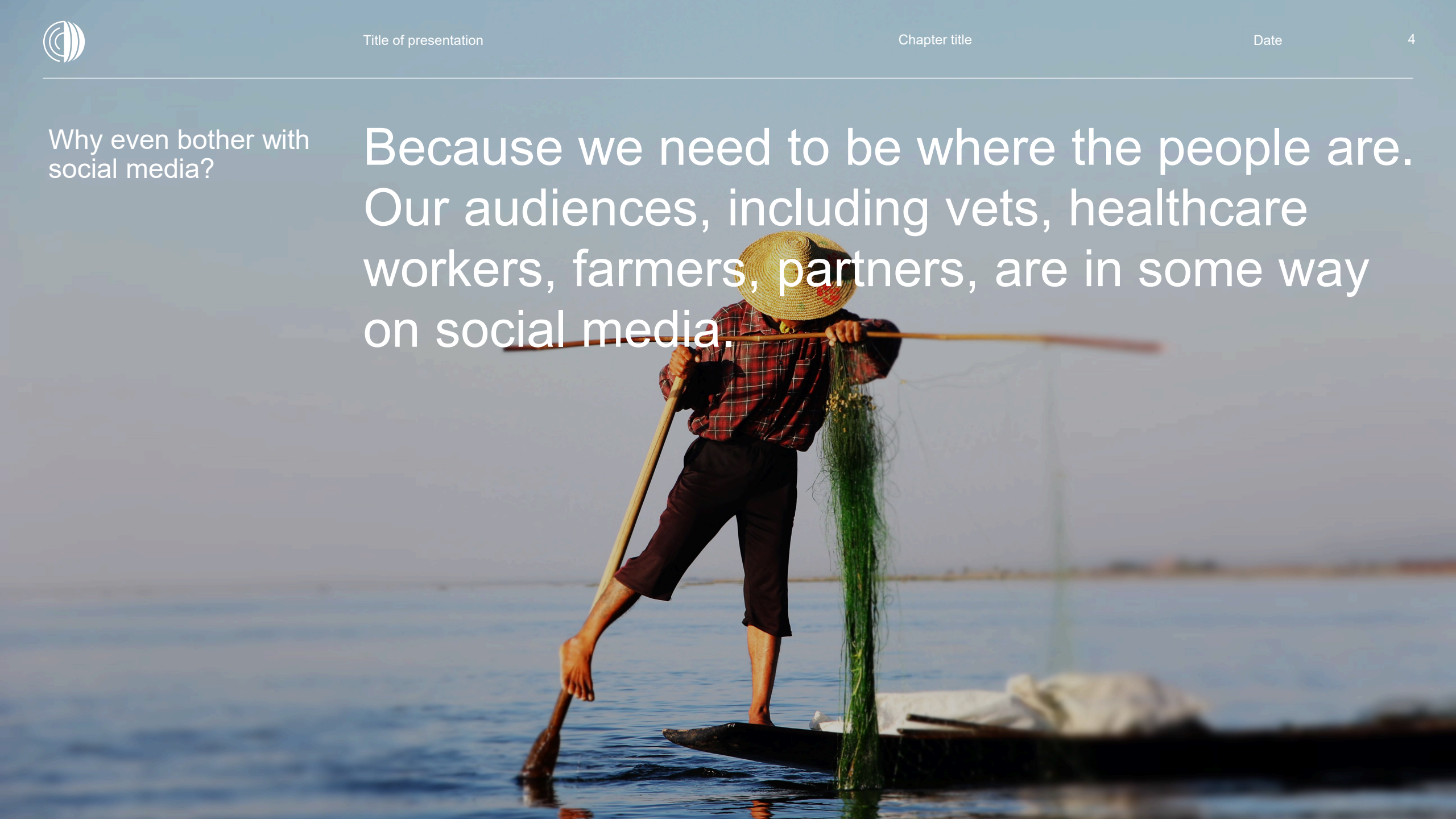
1. Why bother with social media?
2. What works
3. Your sphere of influence

Why bother with social media?

Is it worth communicating with audiences on social media?

Why even bother with social media?

Because we need to be where the people are. Our audiences, including vets, healthcare workers, farmers, partners, are in some way on social media.



Does it work?

- It’s quick
- You can reach substantial audiences, maintain communication with stakeholders and support institutional activities
- You can simplify complex messages
- … if you’re creative
- You can generate awareness
- And can bring about behavioural change



This section addresses general guidelines and attempts to explain how to create successful content

What works

Once you start, answer these questions

- Who am I talking to?
- Do I have media to share?
- Do I have an angle?
- How much time and money do I have?
- Which format can I use and why?
- Which platform should I post on?

Unfortunately, there are no rules



Be visually appealing Try using images and videos. You don't need to be a photographer or a videographer



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Social media platforms are really gunning to be the next big video platform



React fast The fastest way to build an audience is if you can react to news, trends and rumours/disinformation



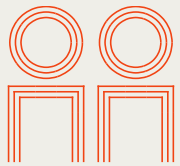
Stay scientific, stay credible
Building trust is a long-term exercise. Bring a unique point of view that is credible.



Measure your performance
Experimenting is great. But measurable results are even better. Figure out what's important to you



Partner up
Do you have partners and collaborators who you don't know what to do with? Collaborate with them.



Wear the crown of the expert
You're in a unique position, use it to your best.



Be consistent and regular
Post regularly, algorithms and people both have short-term memories. Create repeatable formats.

The algorithm is as reliable as a snake charmer

Social media can be studied. It can be played with, experimented with until you find your voice and your audience.

Stay up to date with how the algorithm is evolving, what platforms are prioritising (money vs audience)

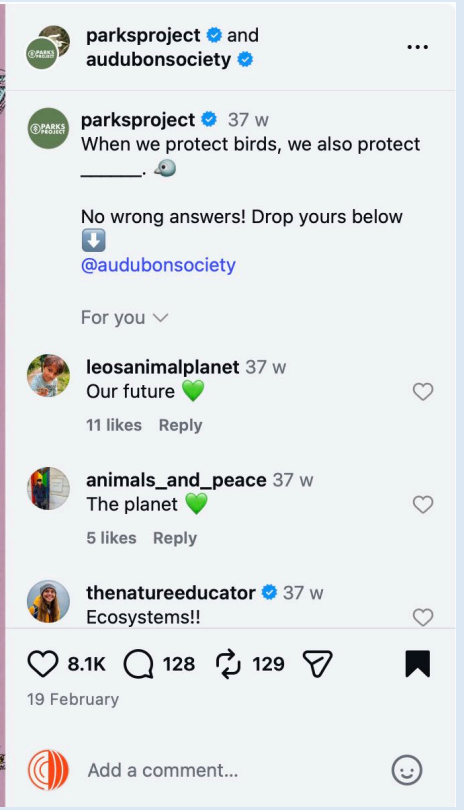


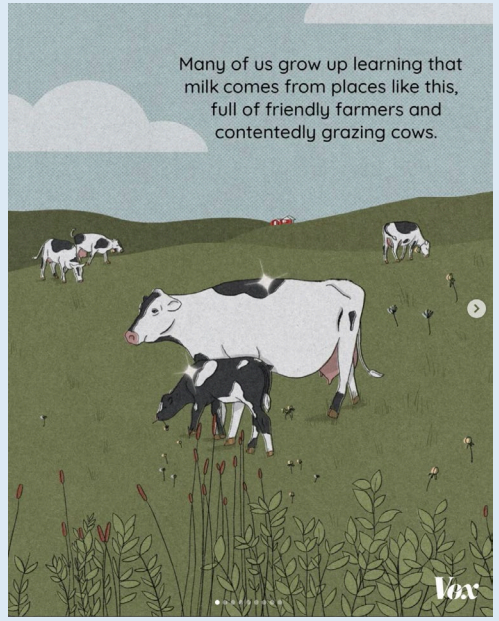


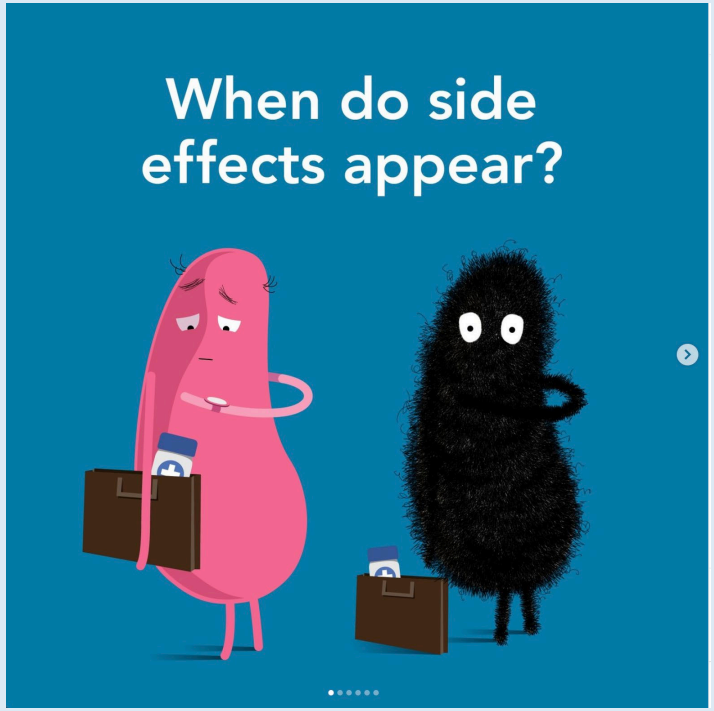
A checklist for your content











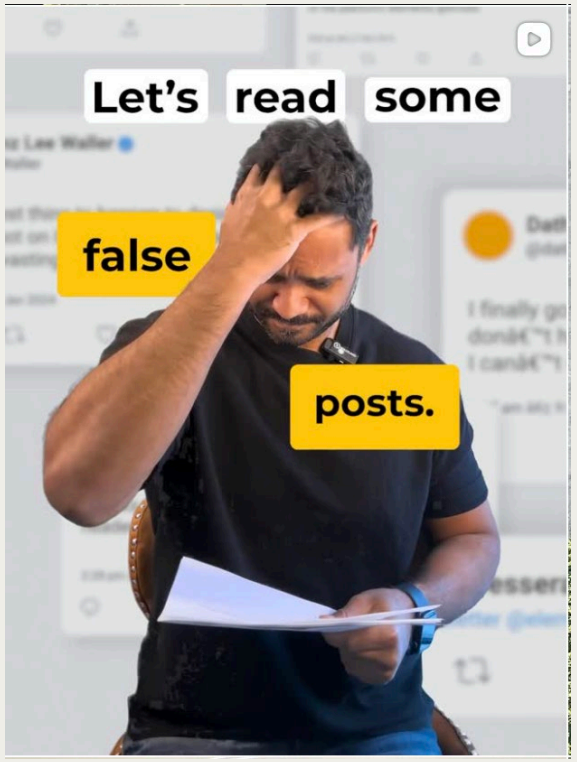
Are you visually interesting?

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A checklist for your content













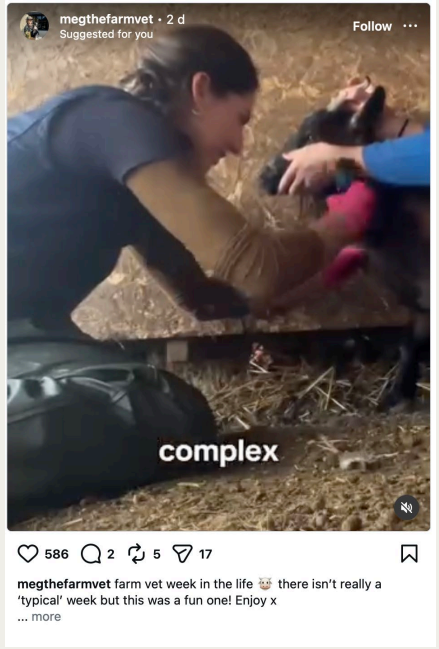
Are you sharing a perspective that hasn't been shared yet?

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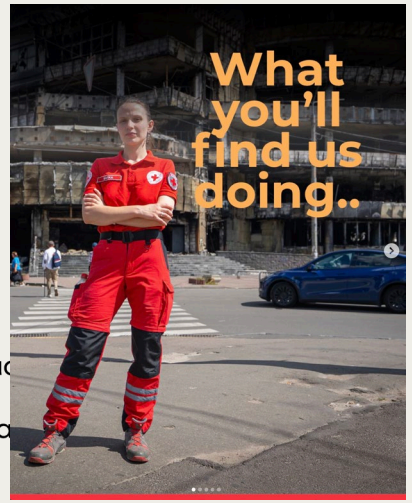
A checklist for your content



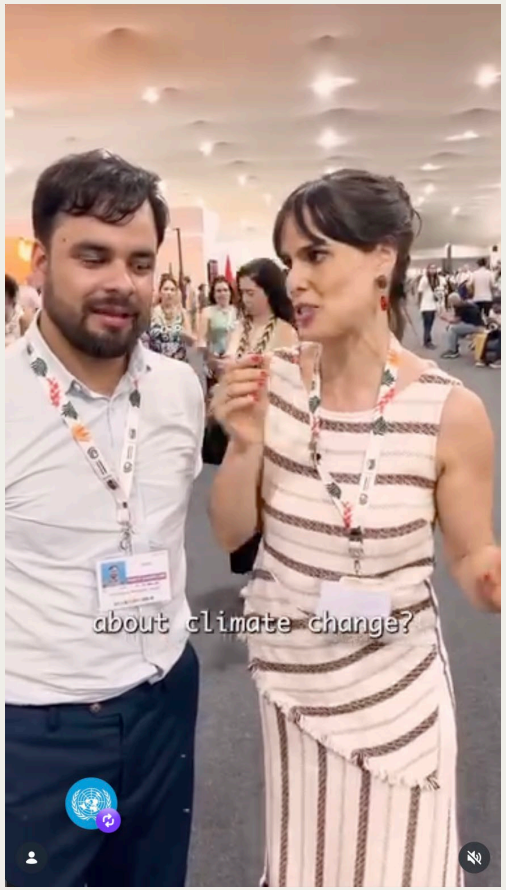




Are you being authentic?







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A checklist for your content





Are you entertaining?



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But you don’t have enough time and resources?

- 1successful page > 5 different accounts
- Simple doesn’t mean it’s bad
- Overtly produced isn’t always great

You don’t need to be a digital genius

LESS IS MORE

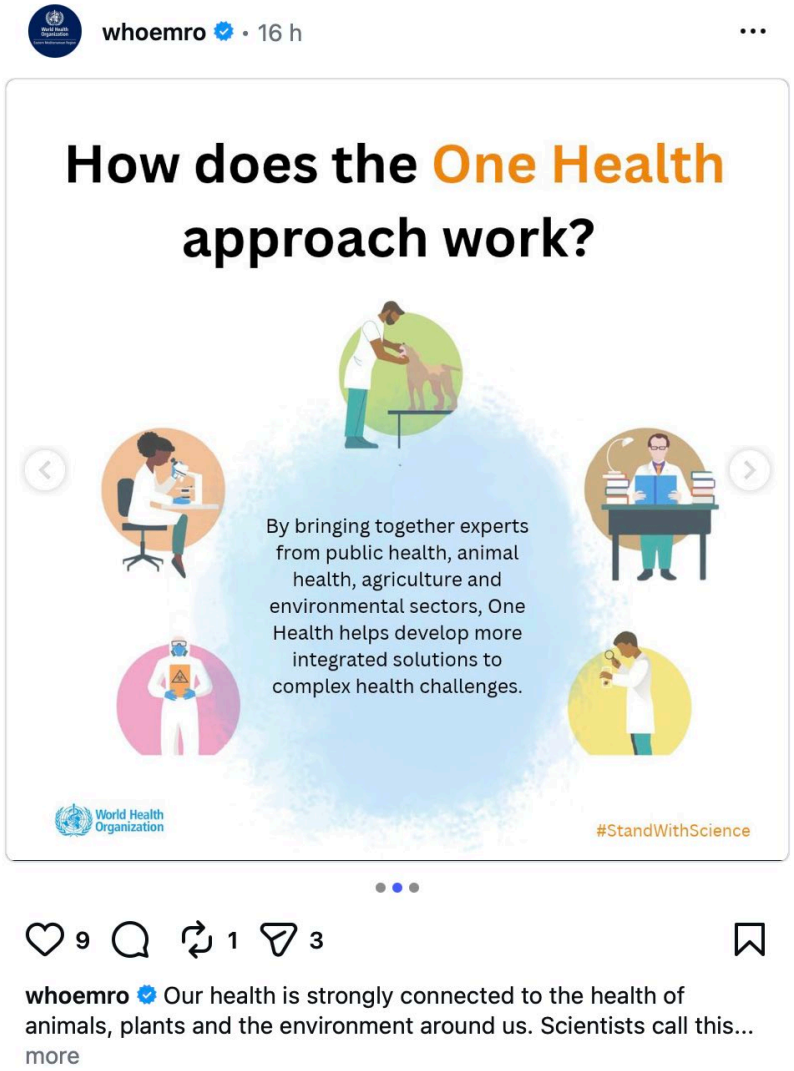




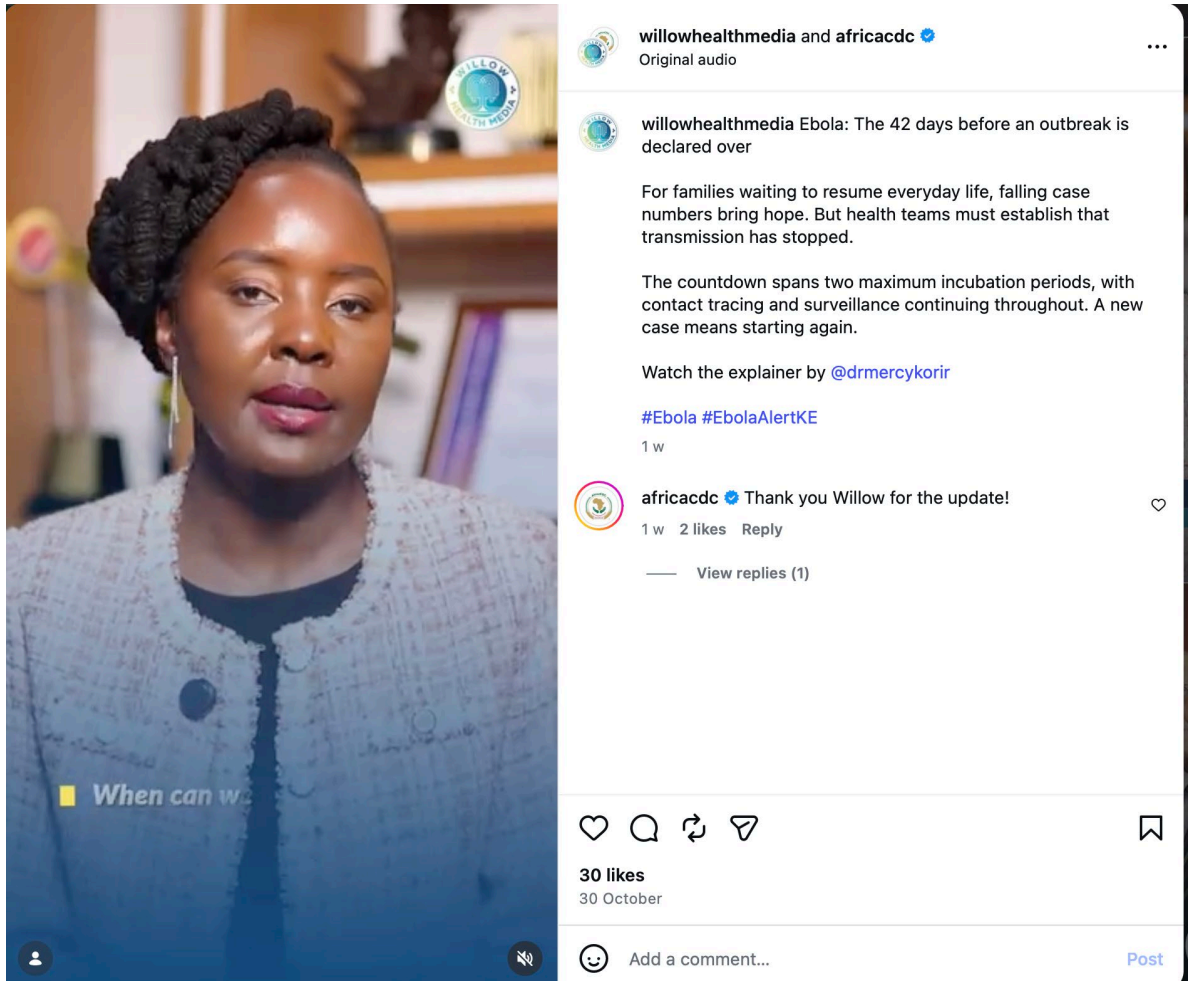
Healthy Canadians



What do you think?



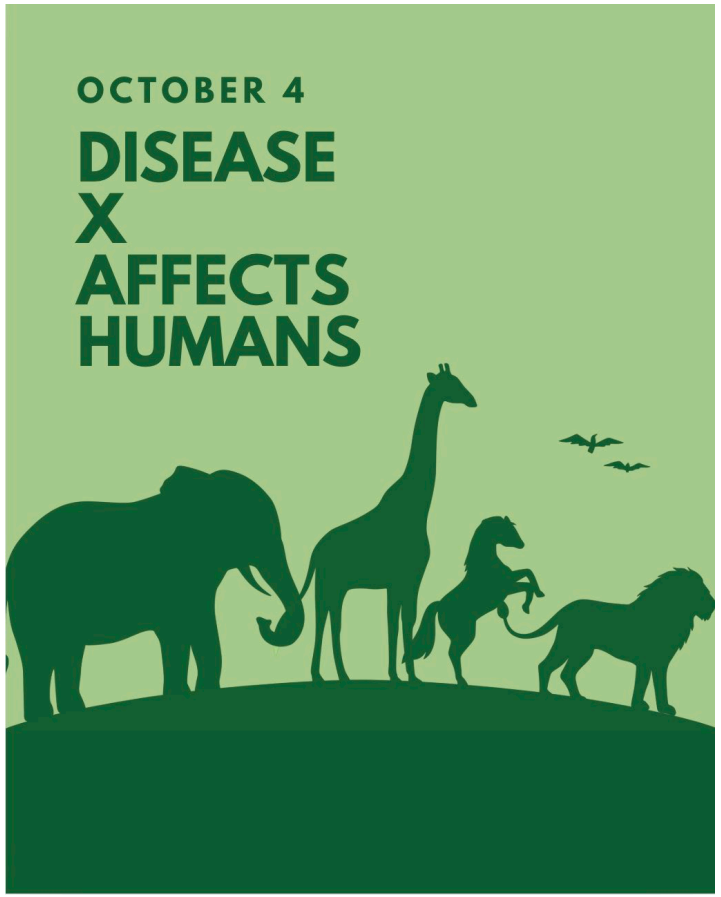
What do you think?



What do you think?



What do you think?

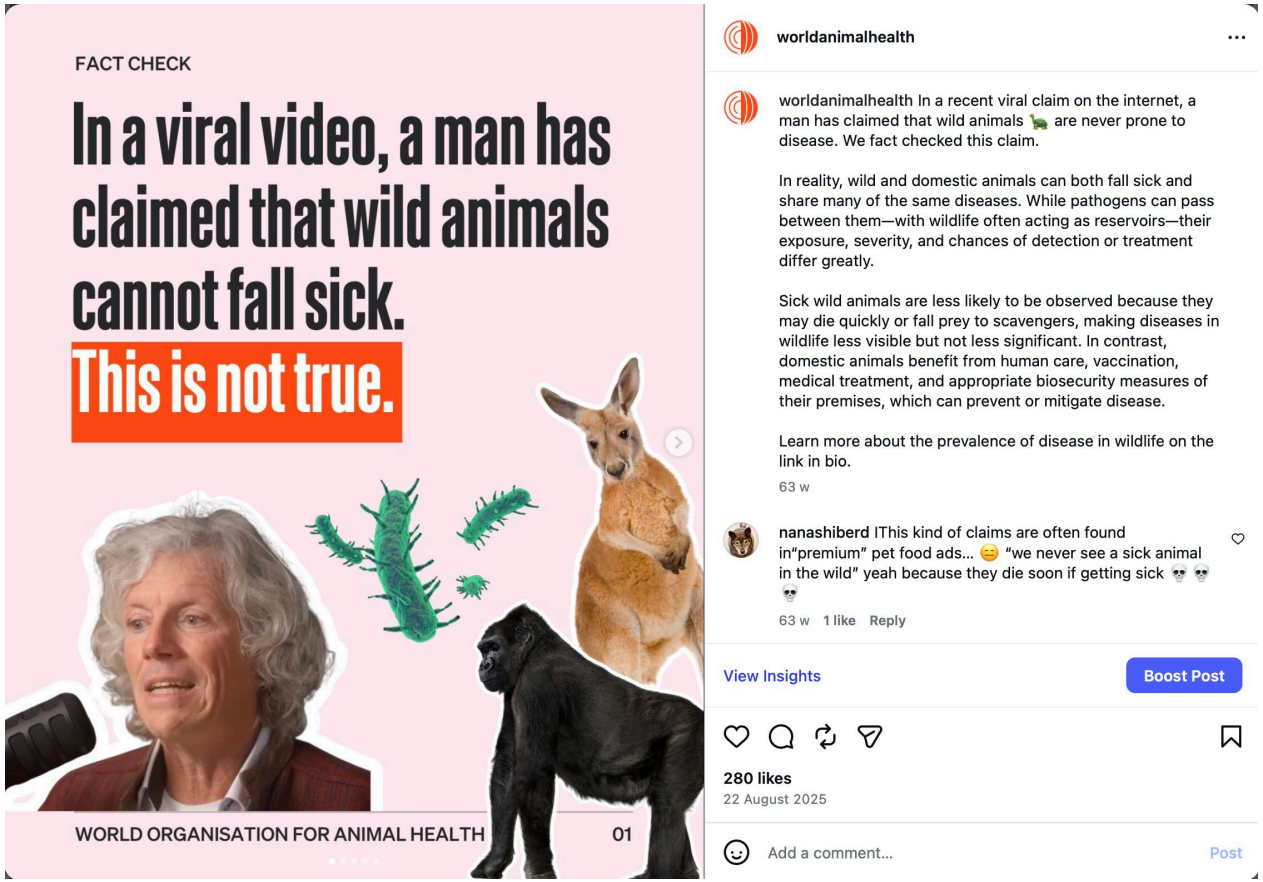


Slide 1

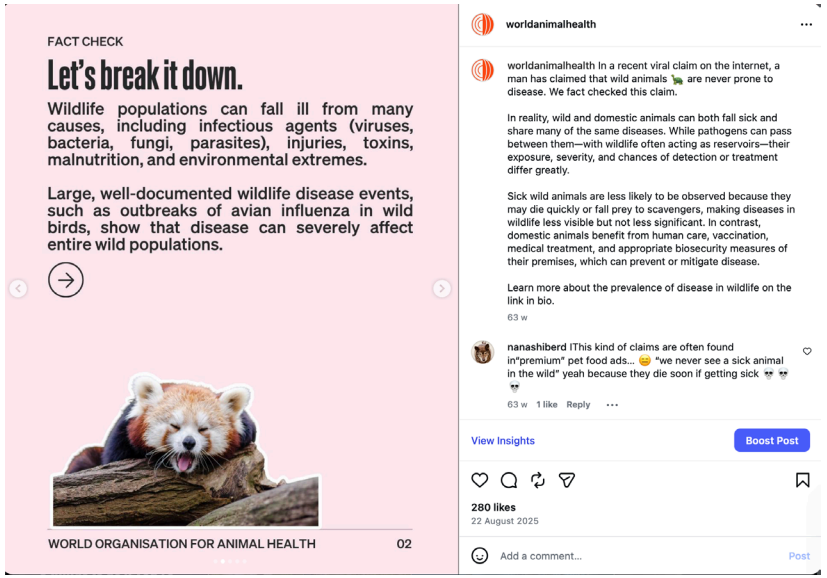


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What do you think?

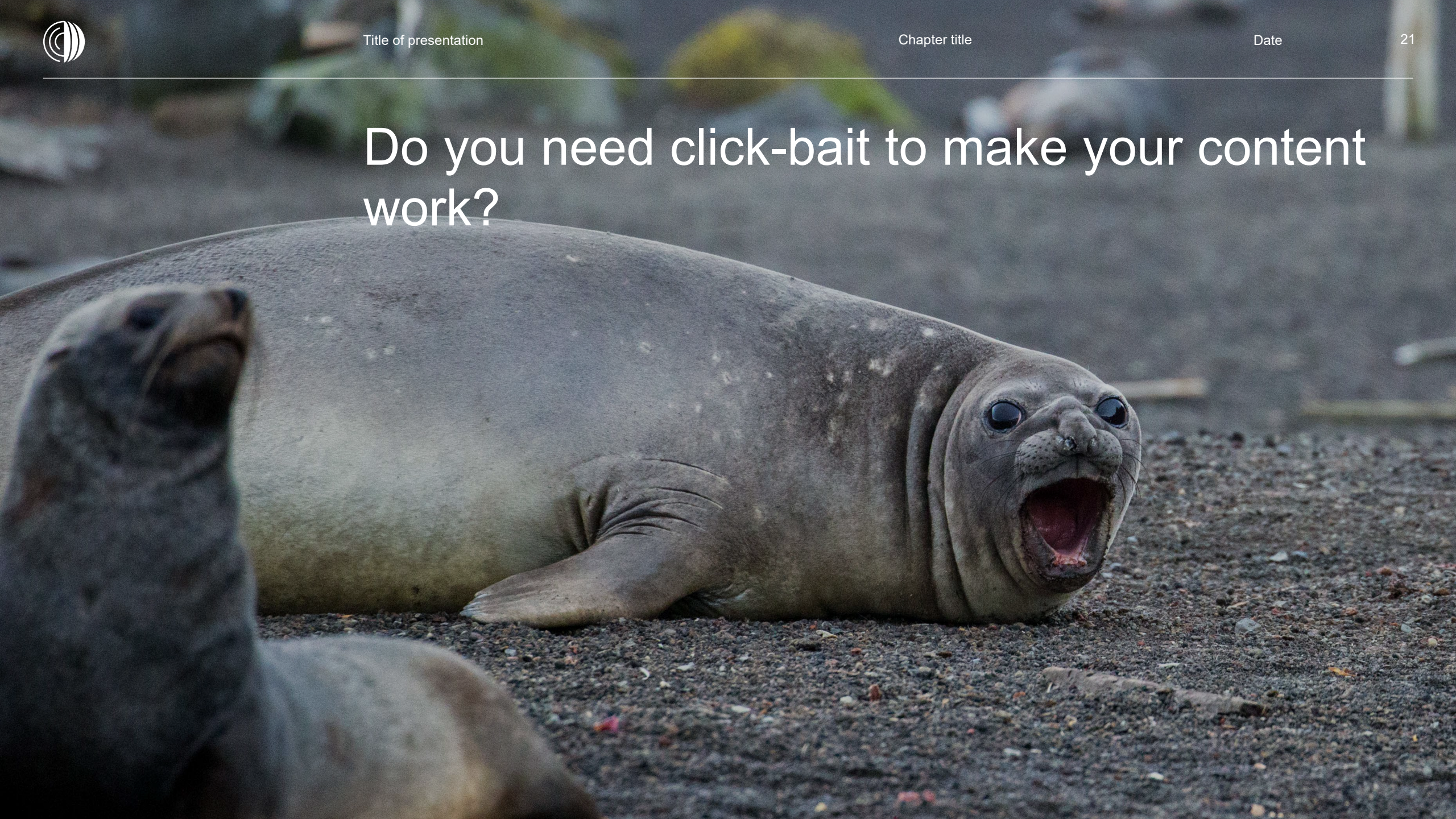


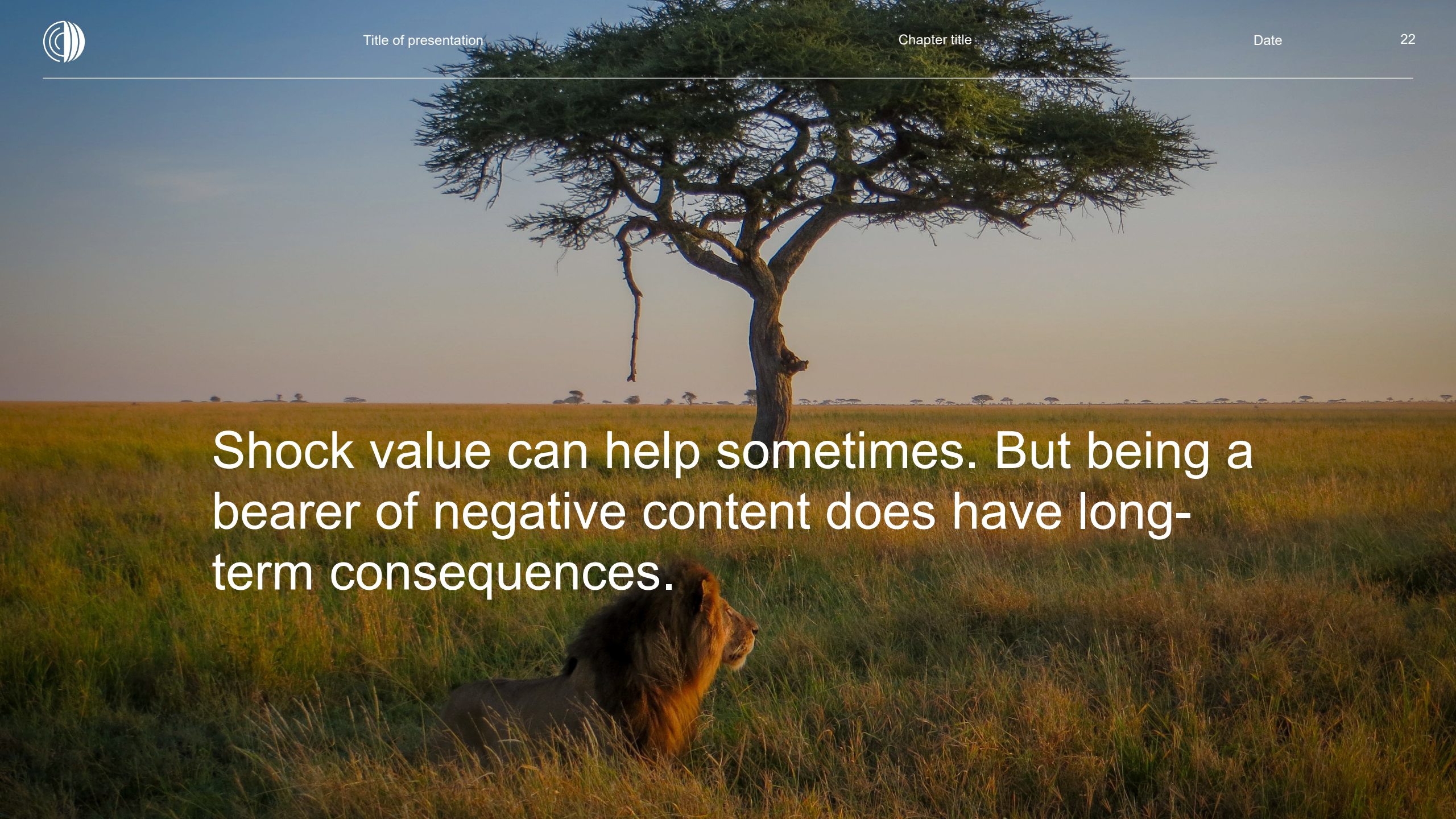
Slide 1



Slide 2

Do you need click-bait to make your content work?

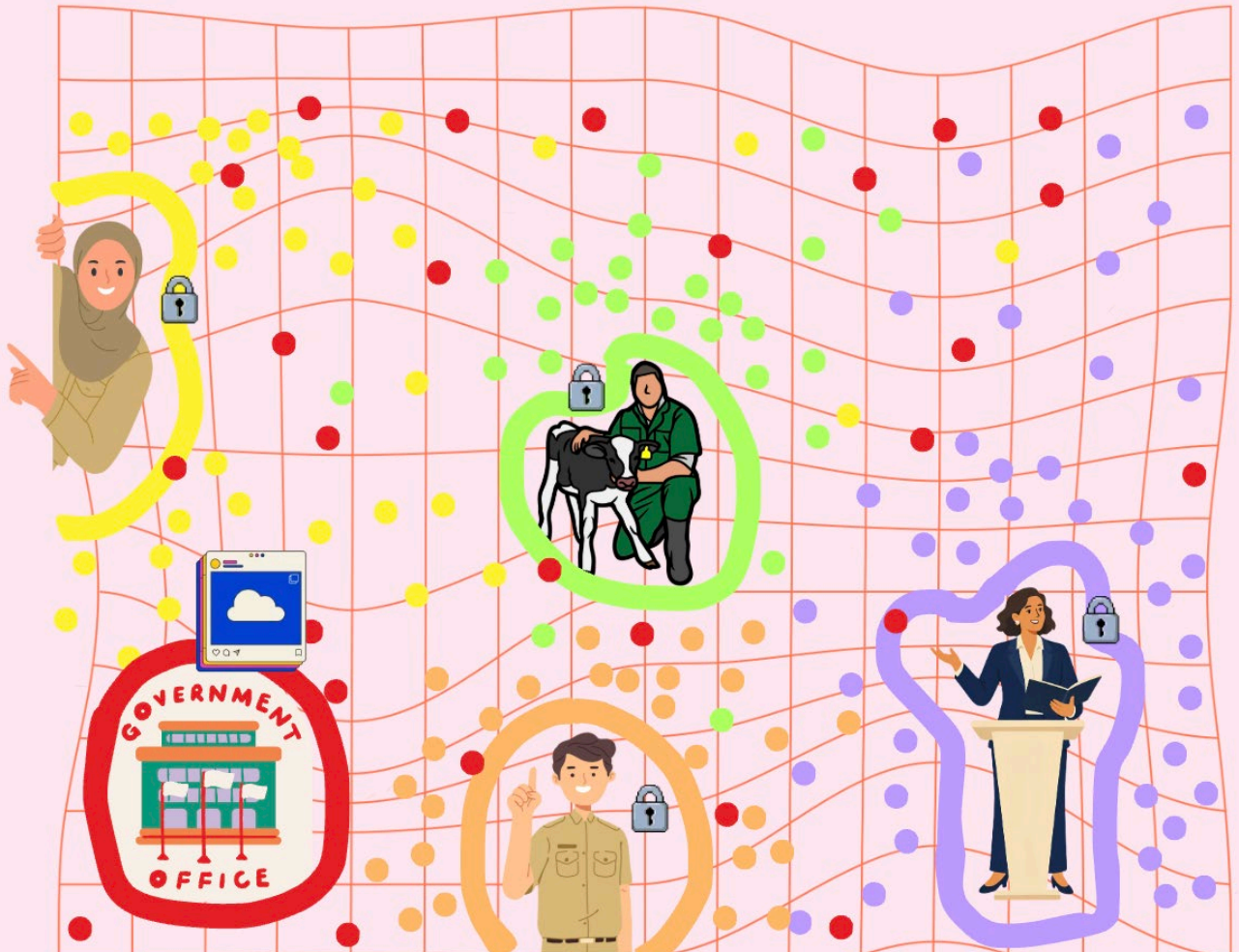




Shock value can help sometimes. But being a bearer of negative content does have long-term consequences.

Your sphere of influence is larger than you think but you're not using it

Your digital sphere of influence goes beyond your social media accounts and the people who follow you. But it remains unexploited



Questions and problems?

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