

# Stop Dog Flu Campaign Social Media Assets

## How to use these materials on your clinic's social media pages:

Step 1: Download the desired image from the zip folder and save to your desktop.

Step 2: Copy the text from the desired post below and add your clinic's phone number in highlighted areas.

Step 3: From your clinic's Facebook, Instagram, or Twitter page, select the desired image and paste the accompanying text to your clinic's social media page.

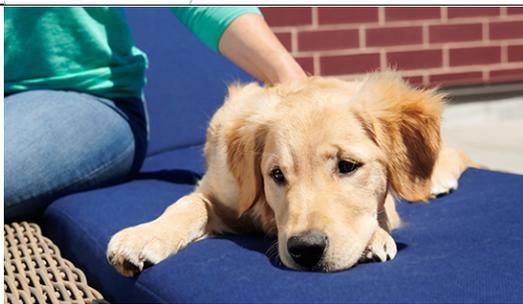
Step 4: Once the image and text are joined, publish the post.

Step 5: Now that your post is live, be sure to keep an eye on it for any pet owner feedback or questions.

|  | Copy  | Image  |
|--|---|--|
| Facebook & Instagram Post 1<br>Photo 1 | Cases of dog flu are on the rise nationwide, and social dogs are at risk for kennel cough. Make an appointment at <b>Enter clinic telephone</b> for these essential vaccines. For more info on how to Pair Up for Protection, visit <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu |  <p>Nobivac<br/>Protection starts in.</p> <p>MERCK<br/>Animal Health</p> |

|  |  |   |
|--|--|---|
| <p>Facebook &amp; Instagram<br/>Post 2<br/>Photo 2</p> | <p>Dogs that visit doggie day cares, kennels, and dog parks are at more risk for infectious diseases like dog flu and kennel cough. Call us at <a href="#">Enter clinic telephone</a> for a vaccination appointment to Pair Up for Protection. For more information, visit <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu</p>   |  <p>The image shows two dogs, a black and white dog and a white dog, looking towards the camera. A circular graphic with the text "It's time to: Pair Up for Protection" is overlaid on the image. The Nobivac logo is in the bottom right corner.</p> |
| <p>Facebook &amp; Instagram<br/>Post 3<br/>Photo 3</p> | <p>Dogs that have close contact with other dogs—at day care, kennels, or parks—are at a higher risk for infectious diseases like dog flu or kennel cough. Pair Up for Protection against <i>Bordetella</i> and canine influenza virus. Call us today for these essential vaccines at <a href="#">Enter clinic telephone</a>. For more information, visit <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu</p> |  <p>The image shows a person's hands holding a small, light-colored dog. The Nobivac logo is in the bottom left corner, and the Merck Animal Health logo is in the bottom right corner.</p>  |

|  |      |       |
|--|------|-------|
|  | Copy | Image |
|--|------|-------|

|                                       |   |   |
|---------------------------------------|---|---|
| <p>Twitter<br/>Post 4<br/>Photo 4</p> | <p>Dog flu is on the rise nationwide, and kennel cough is a common canine infection. Call us today for vaccines that protect against both. <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu</p>  |  <p>Nobivac<br/>Protection unites us.</p> <p>MERCK<br/>Animal Health</p>                             |
| <p>Twitter<br/>Post 5<br/>Photo 5</p> | <p>Two strains of dog flu have been found in 46 states, and kennel cough is a common infection. Protect your dog against all three. Contact us about vaccinations and Pair Up for Protection. <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu</p>                     |  <p>It's time to:<br/><b>Pair Up</b><br/>for Protection</p> <p>Nobivac<br/>Protection unites us.</p> |
| <p>Twitter<br/>Post 6<br/>Photo 6</p> | <p>Dogs infected with H3N8 flu strain stay contagious for 10 days; dogs infected with H3N2 stay contagious for more than 3 weeks. Pair Up for Protection. Contact us about dog flu and kennel cough vaccinations. <a href="http://bit.ly/doginfluenza">http://bit.ly/doginfluenza</a> #StopDogFlu</p> |  <p>Nobivac<br/>Protection unites us.</p> <p>MERCK<br/>Animal Health</p>                            |

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