

Social Media as a Means to Educate Your Clients on Preventive Pet Healthcare  
*Your Guide to Becoming a Practice Champion*

Course Schedule: Social Media

**Course Objective:** This Workgroup focuses on the third section of the [Preventive Pet Healthcare workbook](#)---Social Media. Veterinary professionals interested in becoming Practice Champions will find the course indispensable on their journey. The steps outlined in the workbook are addressed in detail. The workgroup concludes with a discussion of Section 8 of the workbook which identifies strategies for continuing to successfully utilize social media to educate your clients on preventive pet healthcare.

**Final outcome:** Attendees will document a team-shared philosophy for social media, create a written protocol and identify a consistent message for team members to communicate with clients regarding the importance of preventive pet healthcare.

**Attendance:** Weekly one-hour conference calls are scheduled, although many sessions may be less than one hour. Discussions will focus on accomplishments, areas needing further attention, and tips and strategies for moving forward.

Although attendance is not mandatory, reserving time to meet and discuss issues and progress with participants is an effective way to ensure that attendees remain focused and accountable while making progress.

**Assignments:** Assignments are available in advance and the facilitator recommends that attendees attempt to complete the assignment before the scheduled conference call.

**Discussions:** The schedule identifies discussion ideas for each meeting but the topics will be modified if students require assistance with specific issues.

**Accountability:** Attendees receive a checklist for their personal use to assist in fulfilling their commitment to becoming Practice Champions.

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Attendees are free to contact the facilitator with questions, issues or to chat.

Week	Topic	Assignment	Discussion	Accountability (for Practice Champion to complete)
1	Practice Champion Time Management/ Current Social Media Presence	<p>Read Section 7 of workbook pgs. 71- 80</p> <p>Watch video covering social media (32:52 to 39.05) found at <a href="http://vhma.org">vhma.org</a>.</p> <p>At <a href="http://Partnersforhealthypets.org">Partnersforhealthypets.org</a> watch introduction video, module #1 video and view course plan</p>	Current Social Media Presence What you like and wish list for more content	<input type="checkbox"/> Fill out page 72 in workbook regarding current social media presence <input type="checkbox"/> Check out the PHP Facebook page called “Pet Wellness Pulse. “ <i>Like</i> “the page so you will have ready to use posts for your social media page. There is no need to reinvent the wheel.
2	Webpage	View Module 2a (Websites: A client attracting machine) and 2b (Websites: Effective Design 101)at <a href="http://partnersforhealthypets.org">partnersforhealthypets.org</a> for social media	Website discussion This will give you an opportunity to review what you may already know but have not	<input type="checkbox"/> Analyze your hospital’s website and decide if changes are needed <input type="checkbox"/> List of changes for website and assignment of tasks to committee member

			always taken the time to update/ how to involve your practice leadership committee	
3	Webpage design and google analytics	View Module 3a (Get on the Map) and 3c (Search Engine Visibility) on petpartnersforhealthperts.org also view the webinar from VHMA (Get on Goggles first page and double your clients) at <a href="http://www.prolibrarie.com/vhma/?select=session&amp;sessionID=72">http://www.prolibrarie.com/vhma/?select=session&amp;sessionID=72</a>	Continuation of website discussion and google analytics	<input type="checkbox"/> Search your clinics visibility with google analytics <input type="checkbox"/> Be thinking about what you can change to increase your visibility

4	Blogs	View Module 3 b (Content is King) on petpartnersforhealthypets.org	Organizing staff to assist with blogging	<input type="checkbox"/> Get commitment from staff members to assist with blogs <input type="checkbox"/> Design a schedule with staff member assignments for blogging topics
5	Baseline Knowledge	Visit the Social Media 101 posts from the Partners for Healthy Pet <a href="http://bit.ly/10tc9oq">http://bit.ly/10tc9oq</a>	Sources you are currently utilizing for fresh content on your social media page and discussion of pages listed in workbook	<input type="checkbox"/> Like suggested Facebook pages listed in workbook Pet Wellness Pulse (this one should have been done in week one) AVMA AAHA VHMA NAVTA
6	The Social Media Plan	Partners for Healthy Pets website and view Module videos 4A, 4B, and Module 5 <a href="http://www.partnersforhealthypets.org/internal_marketing.aspx">http://www.partnersforhealthypets.org/internal_marketing.aspx</a> Sample template for social media plan on pg. 76 in workbook	Putting together your clinic's future plan for social media	<input type="checkbox"/> written social media plan incorporating as many areas as desired for social media platform  <input type="checkbox"/> Set up meeting with your employer to discuss social media plan

7	Reviewing the plan with the employer	Workbook pg. 77	Key points to cover with owner regarding the new social media plan	<input type="checkbox"/> Have meeting with owner to discuss the importance of a social media plan, what you have learned, and how you intend to keep the plan in action <input type="checkbox"/> Set up staff meeting
8	Presenting to the team	Workbook pg. 77	Keeping the team up to date on social media goals and how it ties in to the entire preventive pet healthcare	<input type="checkbox"/> Staff meeting presentation and a call to the entire staff for volunteer opportunities to keep the plan moving forward
9	Follow-up	Looking Ahead Workbook pg. 79-80	Review what if anything we are missing and Keeping the plan	<input type="checkbox"/> reflect on accomplishments: see celebration checklist pg. 79 <input type="checkbox"/> Checklist for future routine pg. 80