

SOCIAL MEDIA SUPPORT

Facebook

Photos inspire reaction and interaction. Encourage your clients to post pictures of their pets on your Facebook, letting followers/fans know which doctor they saw that day and reasons they come to your clinic for their pet's care.

Post news articles that can have an impact on people's lives (and if it ties to ovarian cancer, that's a great way to introduce why and how your office is helping raise awareness about the silent symptoms of this killer disease).

EXPL:

Cancer-Sniffing Dogs Could Save Lives Of Women, Researchers Say

<http://chicago.cbslocal.com/2012/12/06/cancer-sniffing-dogs-could-save-lives-researchers-say/>

We're dedicated to sharing the silent symptoms of ovarian cancer through our partnership with OCSA. If you missed ABC7's segment on ovarian cancer, check it out. OCSA Board Member, Dr. Julian Schink, makes an appearance!

<http://abclocal.go.com/wls/video?id=8911760&pid=8911721>

Twitter Post Suggestions

(These posts can help your audience learn about what your clinic is doing to raise awareness about the silent symptoms of ovarian cancer.)

TIP:

Provide a shortened link (tinyurl) to your blog or newsletter at the end of your Twitter post to ensure you're building website traffic and visibility.

Twitter Post Suggestions (140 characters or less)

At launch of @ocsachicagoorg Veterinary Outreach Program. #GatewayAnimalClinic. Raising awareness 4 #ovariancancer silent symptoms @avmavets (YOU ATTACH A PHOTO OF THE EVENT)

@(YOUR TWITTER HANDLE) announces new awareness program 4 silent symptoms of #ovariancancer with @ocaschicagoorg. (LINK TO YOUR NEWS/BLOG)

We're (WILL SHOW AS YOUR TWITTER HANDLE) is dedicated to saving lives. Yours and your pets'. Ask about our new awareness program 4 #ovarianccancer silent symptoms. (LINK TO YOUR NEWS/BLOG)

Did you know 15K US women die from #ovariancancer yearly? U take care of your pet. Take care of yourself. @ocsachicagoorg raising awareness.

When U R in, ask how we're helping save human lives with animal passion through @ocsachicagoorg Veterinary Outreach Prog. #ovariancancer.

FOR AN EVENT

Join our clinic @ocsachicagoorg awareness walk for #ovarian cancer in CITY. 9/8/13. 9 am. Dog-friendly. Info: <http://tinyurl.com/aw5sks2>

Don't ignore the silent symptoms of **#ovariancancer**. Bloating, pelvic pain, difficulty eating, freq/urgent [urination.Visit@oscachicagoorg](#)

Quips and Quotes

A dog is the only thing on earth that loves you more than you love yourself. ~Josh Billings

Animals are such agreeable friends - they ask no questions; they pass no criticisms. ~George Eliot

I wish I could write as mysterious as a cat. ~Edgar Allan Poe

The better I get to know men, the more I find myself loving dogs. ~Charles de Gaulle

Time spent with cats is never wasted. ~Sigmund Freud

Cats have it all - admiration, an endless sleep, and company only when they want it. ~Rod McKuen

A dog teaches a boy fidelity, perseverance, and to turn around three times before lying down. ~Robert Benchley

Don't accept your dog's admiration as conclusive evidence that you are wonderful. ~Ann Landers

Money can buy you a fine dog, but only love can make him wag his tail. ~Kinky Friedman

We've begun to long for the pitter-patter of little feet - so we bought a dog. Well, it's cheaper, and you get more feet. ~Rita Rudner

The trees in Siberia are miles apart, that is why the dogs are so fast. ~Bob Hope