

**“We’re here to help your pet owners with Pet Diabetes!”**





## **Sugar & Spike Social Media Guide**

Sugar & Spike are here to help your clients. Through a number of informative social posts, they can help your pet owners become aware of pet diabetes and show them how to manage it.



We hope this guide of curated social posts for Facebook helps you share important information about pet diabetes in a fun and entertaining way. Now let’s get started!

WEEK ONE

MESSAGE	FACEBOOK POST TEXT	
AWARENESS	<p>This month is all about Sugar &amp; Spike, and we're not just talking about our cute friends, we're talking about something that's on the rise: pet diabetes. The more you know, the faster you can respond and the sooner your dog or cat can start feeling better again.</p>	 <p>"I'm as sweet as my name: Sugar!" - SUGAR</p> <p>"And I can fetch a tennis ball in mid-air... sometimes." - SPIKE</p> <p>MSD Animal Health</p>
SIGNS: INCREASED THIRST AND URINATION	<p>Increased thirst and urination are signs of pet diabetes. Talk to your vet if you think your pet might be showing these signs.</p>	 <p>"I was always at my water bowl. I never left it to play. I didn't know why I was so thirsty." - SPIKE</p> <p>MSD Animal Health</p>





WEEK TWO

MESSAGE	FACEBOOK POST TEXT
SIGNS: WEIGHT LOSS WITH OR WITHOUT INCREASED APPETITE	<p>Some of the signs of pet diabetes are subtle at first. Is your pet eating more but not gaining weight?</p>  <p>MSD Animal Health</p>
MANAGEMENT	<p>You can manage your pet's diabetes with ease. Your vet will show you how.</p>  <p>MSD Animal Health</p>



WEEK THREE

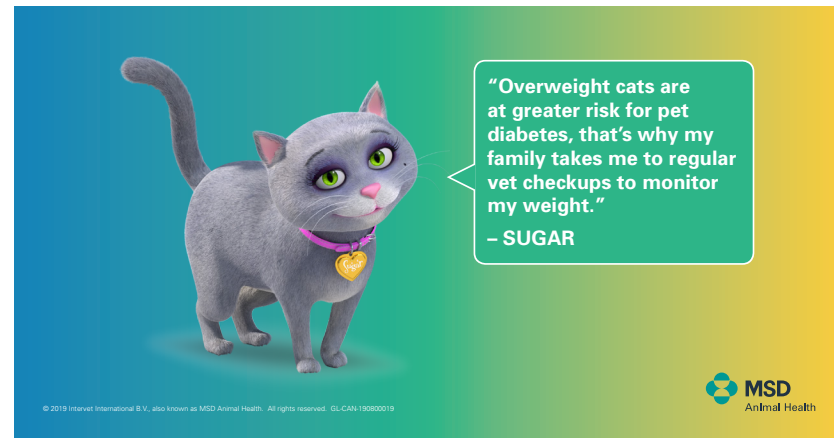
MESSAGE	FACEBOOK POST TEXT
RISK FACTORS	<p>Middle age and older pets are at greater risk for pet diabetes.</p> 
RISK FACTORS	<p>Obesity is a risk factor for pet diabetes, especially in cats.</p> <p>A suitable diet and routine vet checkups are key to keeping your pet healthy.</p> 



"I've heard humans complain about middle age, but I didn't realize that I would be at greater risk for diabetes when I reached it, too!"  
- SPIKE


"Oh Spike! You can age gracefully and manage your pet diabetes! Just look at me!"  
- SUGAR

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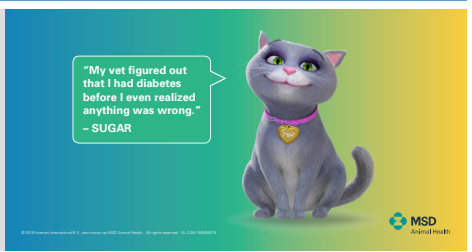
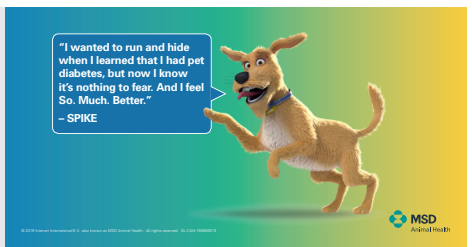


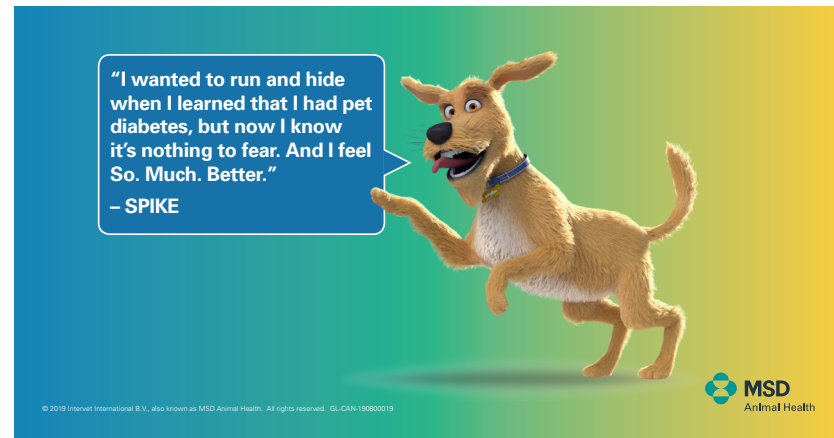
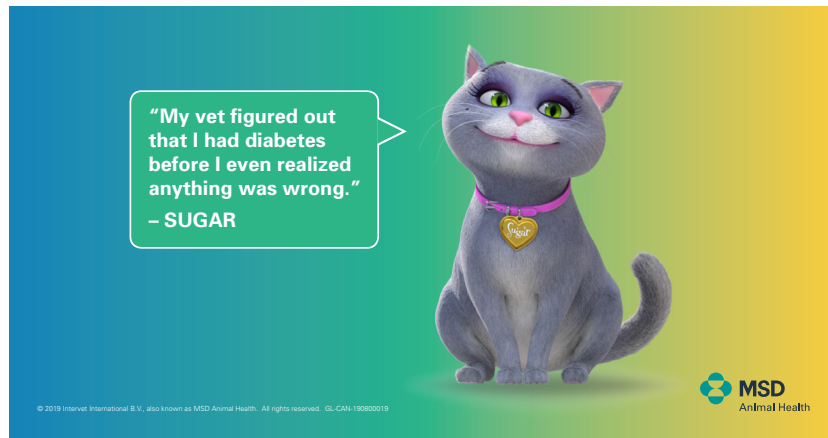
"Overweight cats are at greater risk for pet diabetes, that's why my family takes me to regular vet checkups to monitor my weight."  
- SUGAR

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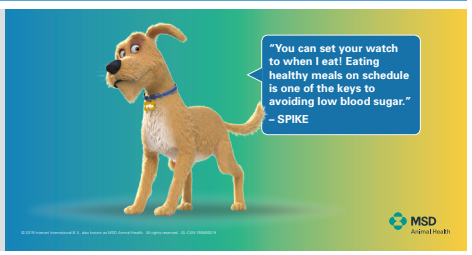



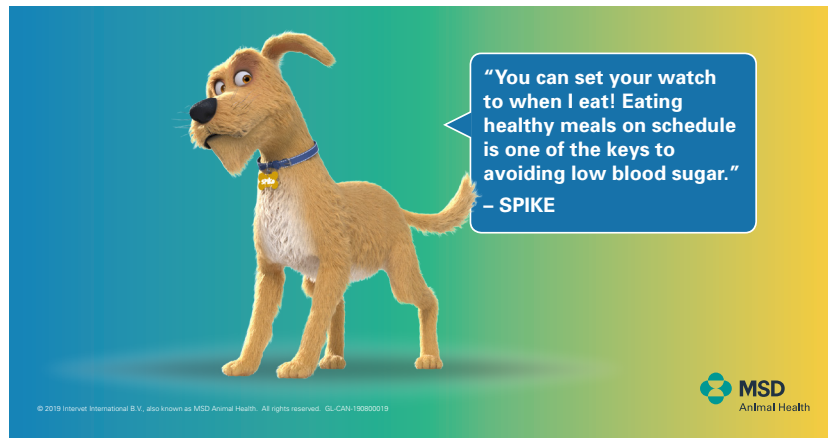
WEEK FOUR

MESSAGE	FACEBOOK POST TEXT	
VISIT THE VET	When it comes to pet diabetes, your vet knows what to look for. Start the conversation today so that you can help your pet regain health and happiness.	
MANAGEMENT	It may feel scary to learn that your pet has diabetes, but after talking to your vet you'll see that there's nothing to be afraid of.  Pet diabetes can be managed with ease.	





WEEK FIVE

MESSAGE	FACEBOOK POST TEXT	
AVOIDING HYPOGLYCEMIA	<p>Low blood sugar can occur when you give too much insulin, miss or delay meals or change your pets diet in any way.</p> <p>It's important to know how to keep pet diabetes in check.</p>	 <p>MSD Animal Health</p>
AVOIDING HYPOGLYCEMIA	<p>Daily exercise is an important part of regulating blood sugar levels in pets with diabetes, but too much or too little exercise may lead to low blood sugar.</p> <p>Stay consistent.</p>	 <p>MSD Animal Health</p>



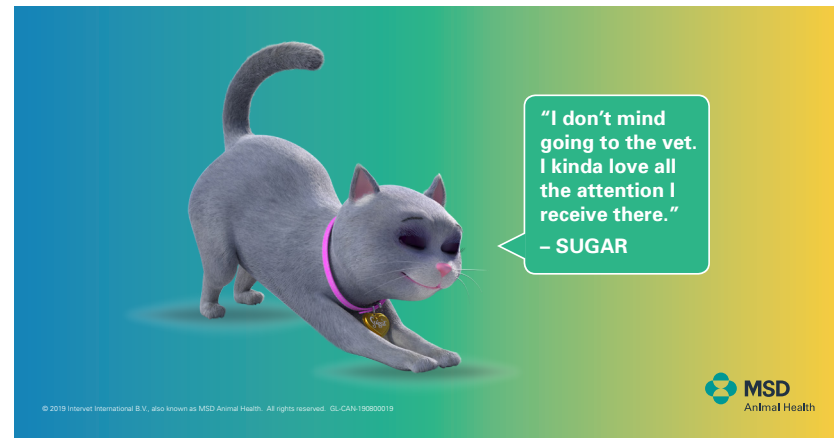
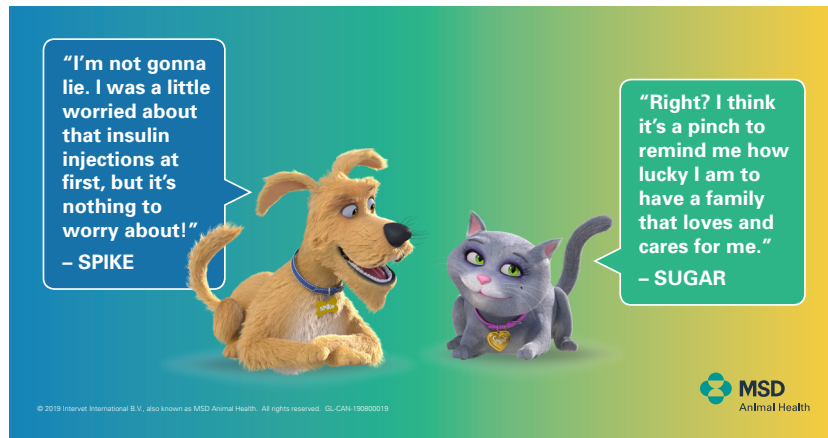
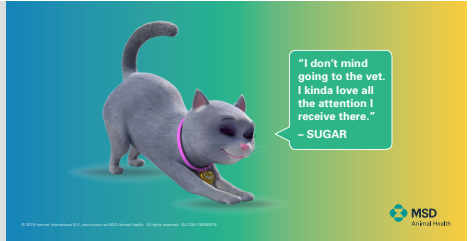
WEEK SIX

MESSAGE	FACEBOOK POST TEXT	
ROUTINE VET VISITS	Regular vet visits and proper treatment are key to managing pet diabetes.	 <p>"The best part of visiting the vet is the ride in the car!" - SPIKE</p> <p>"Spoken like a true dog." - SUGAR</p> <p>MSD Animal Health</p>
HAPPY OUTCOMES	Once you know how to manage pet diabetes you and your pet can get back to enjoying a happy and healthy future together.	 <p>"I've noticed that you seem a lot happier now that you're managing your diabetes, Spike" - SUGAR</p> <p>"The minute my owner started to help me feel better, I did!" - SPIKE</p> <p>MSD Animal Health</p>




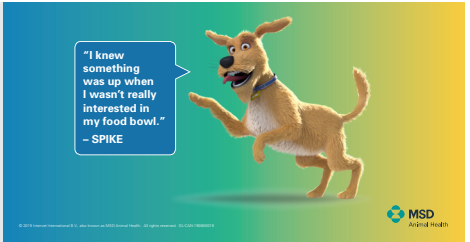
WEEK SEVEN

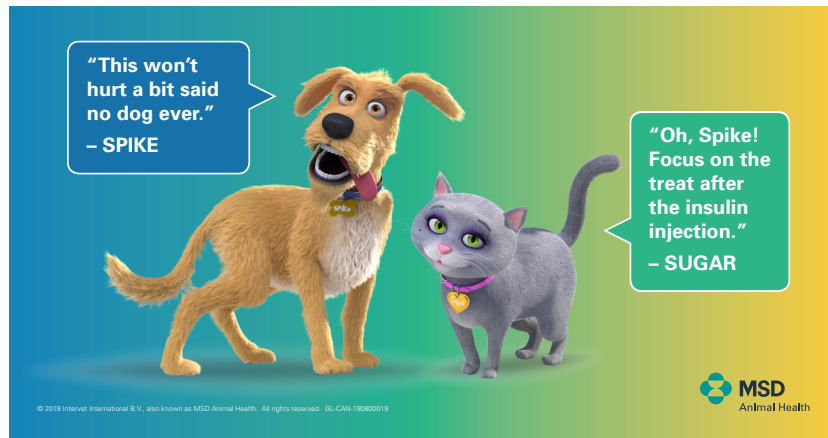
MESSAGE	FACEBOOK POST TEXT
DAILY ROUTINE	<p>Insulin injections are just one key part of a pet diabetes care plan.</p> <p>Suitable diet, regular meal times, regular exercise and monitoring progress are the keys to managing pet diabetes.</p>
ROUTINE VET VISITS	<p>Visiting your vet regularly helps you manage your pet's diabetes with ease.</p>







WEEK EIGHT

MESSAGE	FACEBOOK POST TEXT	
INSULIN INJECTION OPTIONS	There are two ways you can give your dog or cat their insulin, either with a U40 insulin syringe or an insulin pen – ask your vet about options and suitable treats to make the whole experience a little bit easier.	 An illustration of a brown dog and a grey cat. The dog has a speech bubble that says "This won't hurt a bit said no dog ever." - SPIKE. The cat has a speech bubble that says "Oh, Spike! Focus on the treat after the insulin injection." - SUGAR. The background is a gradient from blue to yellow. The MSD Animal Health logo is in the bottom right corner. <p>© 2019 Intervet International B.V., also known as MSD Animal Health. All rights reserved. GL-CAN-19080019</p>
IMPROVING FOOD INTAKE	If your diabetic dog or cat just isn't hungry anymore, talk to your vet. There are ways to improve eating habits.	 An illustration of a brown dog jumping. It has a speech bubble that says "I knew something was up when I wasn't really interested in my food bowl." - SPIKE. The background is a gradient from blue to yellow. The MSD Animal Health logo is in the bottom right corner. <p>© 2019 Intervet International B.V., also known as MSD Animal Health. All rights reserved. GL-CAN-19080019</p>



WEEK NINE

MESSAGE	FACEBOOK POST TEXT	
REGULAR EXERCISE	Regular exercise or play is one of the ways to help your pet manage pet diabetes.  How difficult is that?	 <p>"Who knew that playing fetch would help me stay so healthy?" - SPIKE</p> <p>MSD Animal Health</p>
PET DIABETES TRACKER APP	The Pet Diabetes Tracker App (from MSD Animal Health) is an easy way to monitor your pet's diabetes.  Download the App and get started today.	 <p>"Hey Sugar, did you know that when it comes to managing your diabetes there's a free app for that?" - SPIKE</p> <p>"Spike, did you forget that I'm the one who told you about that app?" - SUGAR</p> <p>MSD Animal Health</p>

