

“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 Instagram helps you share important information about pet diabetes in a fun and entertaining way. Now let's get started!

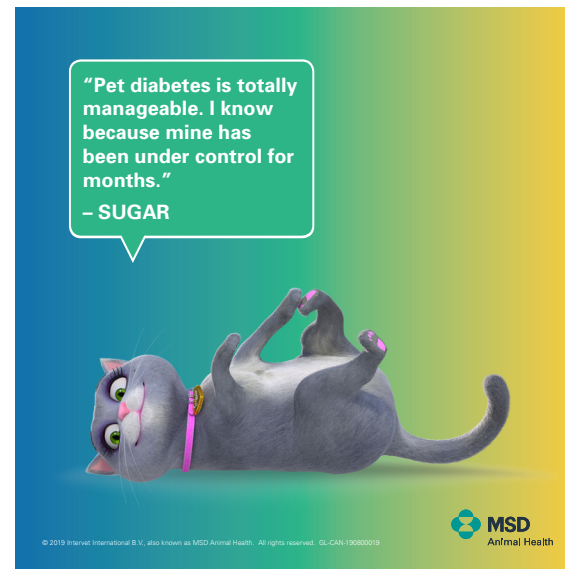
WEEK ONE

MESSAGE	INSTAGRAM POST TEXT
AWARENESS	<p>This month is all about Sugar & 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>
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>





WEEK TWO

MESSAGE	INSTAGRAM 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 logo</p>
MANAGEMENT	<p>You can manage your pet's diabetes with ease. Your vet will show you how.</p>  <p>MSD Animal Health logo</p>





WEEK THREE

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





WEEK FOUR

MESSAGE	INSTAGRAM POST TEXT
VISIT THE VET	<p>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.</p>  <p>The Instagram post for Sugar features a grey cat sitting on a blue and yellow gradient background. A speech bubble above the cat contains the text: "My vet figured out that I had diabetes before I even realized anything was wrong." - SUGAR. The MSD Animal Health logo is in the bottom right corner.</p>
MANAGEMENT	<p>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.</p> <p>Pet diabetes can be managed with ease.</p>  <p>The Instagram post for Spike features a golden retriever jumping on a blue and yellow gradient background. A speech bubble above the dog contains the text: "I wanted to run and hide when I learned that I had pet diabetes, but now I know it's nothing to fear. And I feel So. Much. Better." - SPIKE. The MSD Animal Health logo is in the bottom right corner.</p>





WEEK FIVE

MESSAGE	INSTAGRAM 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>The Instagram post for Spike features a light blue background with a yellow-to-green gradient at the bottom. It shows a 3D-rendered brown dog standing and looking to the left. A speech bubble contains the text: "You can set your watch to when I eat! Eating healthy meals on schedule is one of the keys to avoiding low blood sugar." - SPIKE. The MSD Animal Health logo is in the bottom right corner.</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>The Instagram post for Sugar features a light blue background with a yellow-to-green gradient at the bottom. It shows a 3D-rendered grey cat sitting and looking forward. A speech bubble contains the text: "I try to keep my exercise and cat-nap schedule consistent. It helps me manage my pet diabetes and my blood sugar." - SUGAR. The MSD Animal Health logo is in the bottom right corner.</p>





WEEK SIX

MESSAGE	INSTAGRAM POST TEXT
ROUTINE VET VISITS	Regular vet visits and proper treatment are key to managing pet diabetes. 
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. 





WEEK SEVEN

MESSAGE	INSTAGRAM 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	INSTAGRAM POST TEXT
INSULIN INJECTION OPTIONS	<p>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.</p> 
IMPROVING FOOD INTAKE	<p>If your diabetic dog or cat just isn't hungry anymore, talk to your vet. There are ways to improve eating habits.</p> 



WEEK NINE

MESSAGE	INSTAGRAM POST TEXT
REGULAR EXERCISE	<p>Regular exercise or play is one of the ways to help your pet manage pet diabetes.</p> <p>How difficult is that?</p> 
PET DIABETES TRACKER APP	<p>The Pet Diabetes Tracker App (from MSD Animal Health) is an easy way to monitor your pet's diabetes.</p> <p>Download the App and get started today.</p> 