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## INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will remind pet owners of some Christmas dangers to be aware of this December period - from decorations to food!

### Tips:

- ★ Be conscious of your tone. You want to educate pet owners without scaring them too much!
- ★ Always end on a high - don't forget to wish them a Happy Christmas from you and your team.
- ★ Add music to the background of your video to make it more engaging.
- ★ Remember to get permission from any pet owners before taking and sharing footage of pets.

We love to see your video reels, so don't forget to tag us on Instagram at **@vetstoriahq**

### 1ST SHOT: Hooking the viewer!

**Footage:** Veterinarian talking to the camera - ideally with a Christmas hat on, holding a pet!

**First caption:** "An important reminder in the lead up to Christmas!"

#### Talking points:

- It's that time of year again, and you know what that means—decorating for Christmas! But wait, we've got some furry friends to think about too...
- Let's make sure our decorations this year are pet-safe and that we're conscious of what our pets can and can't eat.

### 2ND SHOT: Vet holding decorations

**Footage:** Show footage of decorations laid out on the table, or use the green screen feature with a picture of a Christmas tree behind you while you speak

**Captions:** "Starting with decorations!"

**Voiceover / Talking points:**

- Starting with decorations!
- **Holding pine needles:** These might look harmless, but they're sharp! They can cause mouth injuries or even worse for our pets. Vacuum those pine needles often! 
- **Holding tinsel:** Ah, the shiny, sparkly tinsel. But guess what? It's dangerous if our dogs or cats decide to nibble on it. Opt for pet-friendly alternatives or keep it out of reach. 
- **Holding glass baubles:** Yep, you guessed it—fragile ornaments can break and hurt our pets. Switch to plastic alternatives, especially with young animals. 
- **Holding salt dough ornament:** These can contain toxic salt levels. Keep them out of your pets' reach or consider safer options. 
- **Holding fairy lights:** Oh, the joy of chewing through wires... not! Secure those loose wires and use safety extension cords. Safety first! 
- **Showing a decorated tree with a heavy base:** Cats love to knock things over, but we don't want a tree catastrophe. Make sure your tree has a sturdy base! 

**3RD SHOT: Dangerous christmas foods**

**Footage:** Use the green screen feature to show images of the below items behind you while you speak

**Caption:** "Beware of these christmas foods!"

**Voiceover / Talking points:**

- Beware of these christmas foods!
- Christmas pudding and mince pies: Delicious for us, but grapes and raisins inside can be deadly for our dogs. Keep them out of paw's reach and dispose of leftovers safely! 
- Macadamia nuts: These nuts can spell trouble for our furry friends. They're toxic! Avoid giving them foods containing macadamia nuts. 
- Alcohol is a big no-no for pets. Even small amounts can make them sick. Clean up spills and keep those cups out of their reach. 
- Cooked bones: Cooked bones can splinter and cause serious harm. Don't be tempted to throw them a bone! 
- Chocolate bar: Chocolate might be sweet for us, but it's a no-go for pets. Even a little can lead to trouble. Keep it far away, especially from stockings! 

### 3RD SHOT: What to do in an emergency

**Footage:** Talk to the camera

**Voiceover / Talking points:**

- There you have it! Let's keep our pets safe, happy, and healthy this holiday season. Share this to spread the word! 🎉
- If your pet has eaten something they shouldn't, call us for advice - even if they seem fine!
- Common poisoning symptoms include: vomiting, drooling, incoordination, swelling of the mouth, abnormal body temperature, twitches and tremors, breathing difficulty, seizures, and passing out.
- In an emergency, always call your vet.
- We hope you and your family have a happy, safe Christmas!
- Follow us for more helpful content and we'll see you next time!

We love to see your video reels, so don't forget to tag us on Instagram at @vetstoriahq

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