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## INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will remind pet owners of the dangers of chocolate and hot cross buns to their pets this Easter, and educate them on the responsibility involved with owning a rabbit; urging them to think long and hard before considering adopting a rabbit for Easter!

### 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 Easter 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 holding a rabbit!

**First caption:** "3 things to keep in mind this Easter"

#### Talking points:

→ Here are 3 important things to keep in mind this Easter!

### 2ND SHOT: Rabbit Awareness

**Footage:** Show footage of the rabbit hopping around in the footage as you speak to the camera.

#### Captions:

"Thinking of adopting an easter bunny?"

#### Voiceover / Talking points:

- Were you thinking of adopting a bunny this Easter? Before you do, there are a few things you should keep in mind.
  - ◆ Domestic rabbits can live up to 12 years of age.
  - ◆ Rabbits are exotic pets, meaning that not all vets can care for them, and specialist care is often more expensive.
  - ◆ Rabbits are very sensitive to noise, and need to be handled with care. Children should not be in charge of taking care of them.

Additionally, rabbits require a lot more care than you may expect...

- ◆ They need a big space (minimum of 3x3x1m), and should, if possible, be kept free inside your home.
  - ◆ Bunnies should be potty-trained - just like cats and dogs.
  - ◆ You need to clean their hutch every day, including disinfecting their water and food bottles with rabbit-safe products.
  - ◆ They require frequent nail trims and dental check-ups, requiring help from your vet.
  - ◆ Rabbits need to be let out of their cage daily to play and exercise.
  - ◆ Bunnies love playing with their toys and digging around in their enclosure. Ensure you provide adequate entertainment.
  - ◆ They need their hair brushed daily to avoid mats.
  - ◆ They need to eat plenty of fresh veg and hay, in addition to their feed. "All-in-one" solutions are not conducive to a healthy bun.
  - ◆ Bunnies are companion animals, so ideally should be kept as a pair.
- Before you adopt a pet, guarantee that you are able to love and care for them! It is not a choice to be made on impulse.
  - Rabbits are for life - not just Easter.

### 3RD SHOT: Chocolate & Hot Cross Bun Awareness

**Footage:** Hold up some easter eggs while you talk to the camera

**Caption:** "Beware of chocolate... and hot cross buns too!"

#### Voiceover / Talking points:

- Doing an Easter egg hunt? Chocolate is toxic to your pets!
  - ◆ Keep pets safely away during the Easter egg hunt.

- ◆ If you can, hide the chocolate out of your pet's reach.
- ◆ At the end, always remember to clear away any eggs that weren't found.

- Many people are aware of the dangers of chocolate to pets - but Hot Cross Buns are a little less known!
- Hot cross buns containing dried fruit such as currents, sultanas and raisins, are all toxic to dogs. Even if your pet eats a small quantity of these dried fruits they can suggest severe kidney failure which may be fatal.
- It's important to always be aware of what your pet can and cannot eat.

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

**Footage:** Talk to the camera

**Caption:** "What to do if your pet has been poisoned"

#### **Voiceover / Talking points:**

- 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 Easter!
- Follow us for more helpful content and we'll see you next time!

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