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INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will focus on the making of a Pet First Aid Kit, and a call to action that encourages pet owners to purchase or make their own.

Tips:

- ★ Keep it short and simple! Grab attention early and focus on the most important information.
- ★ Use engaging visuals to illustrate your points and make the video more interesting to watch.
- ★ Don't forget to smile and be friendly!

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

1ST SHOT: Hooking the viewer!

Footage: A clip of a pet laying on their back. The camera shakes, as a person pulls the first aid kit into shot from offscreen.

First caption: "In an emergency - don't panic!"

Highlight the captions and use the text-to-voice feature, or simply record yourself saying them when filming this clip.

2ND SHOT: Write these things down...

Footage: A person packing their first aid kit documents into a plastic bag and speaking to the camera.

Talking points:

- Make sure that contact information for help is at-hand in an emergency. Save your vet's phone number, and that of the nearest emergency clinic, on your phone.
- Write down the following information and keep it with your first aid kit! You can use our [First Aid flyer here](#), just pick one up in the clinic.
 - ◆ Your vet's phone number
 - ◆ Number and address of the nearest emergency vet clinic
 - ◆ List of nearby pet-friendly shelters, in case of an evacuation

- ◆ List of cat/dog normal values (heart rate, respiration, etc.)
- ◆ Your pet's microchip number
- Keep your pet's vaccine records - especially proof of rabies vaccination - somewhere easy to find. We recommend keeping it in your first aid kit!
- It's also good practice to have a pen and some extra paper, to take notes when calling your vet!

3RD SHOT: First Aid supplies

Footage: Someone showing each supply to the camera, as captions pop up describing each one.

Talking points:

- These are the things you'll need to pack!
 - ◆ A big old blanket or towel - to help move an injured pet, to warm them up, or to protect yourself if they get aggressive.
 - ◆ Instant ice pack - and a towel to wrap it with
 - ◆ Blunt ended scissors - safer around your pet than pointed scissors
 - ◆ Tweezers and Tick Tweezers - you might need the leverage
 - ◆ Pet-safe wound disinfectant - for small cuts and scrapes
 - ◆ Cotton wool pads, wound dressings and bandages
 - ◆ Sterile saline solution - to clean wounds and eyes
 - ◆ Vegetable oil and dish soap - to remove sticky substances
 - ◆ Ear-cleaning solution

4TH SHOT: Packed!

Footage: A shot of a person packing all the previous supplies into the First Aid Kit, then placing it where they took it from at the beginning of the video.

- Remember, hurt and sick pets may become aggressive. Be careful, but don't take it personally.
- Never give your pet human medications and never administer medication for pets without your veterinarian's say so.
- Stay calm. If you're panicking, your pet will become agitated too.
- Always keep your first aid kit somewhere easy to find and reach. You'll need quick access in an emergency.

5TH SHOT: Final call to action

Footage: A person petting the belly of the pet

Caption: "Always be prepared"

Talking points:

- Having a first aid kit ready will give you peace of mind, and help you react quicker in an emergency.
- Don't want to make your own? You can purchase a pre-made first aid pack in our clinic.
- **Always call your vet in an emergency.**
- If you enjoyed this video, like and follow us for more!

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