(To edit, click ‘file’ > ‘make a copy’)

INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will remind pet owners of the dangers of obesity in pets, show them how to identify if their pet might be overweight, and encourage them to book a weight management consultation with your clinic!

Tips:

- ★ Be conscious of your tone. You want to educate pet owners without shaming them!
- ★ Always end on a high - remind them of the long and happy life your pet has ahead of them.
- ★ 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 an overweight dog or cat with them!
First caption: "Got a chonky pet?”
Talking points: ➔ Is your furry friend carrying a few extra pounds? ➔ Briefly explain some of the dangers of having an overweight pet
2ND SHOT: Identifying if your pet is carrying any extra weight
Footage: Show viewers how to check if their pet might be overweight using sight and touch.
Captions: “Here’s how to check if your pet might be carrying some extra weight”
Voiceover / Talking points:

- ➔ Tell pet owners how to identify if their pet might be overweight
    - Show viewers how to tell by looking at their pet
    - Show viewers how to tell by touching their pet
    - Share any other tips you have

3RD SHOT: Share your offer

Footage: Pet the animal and speak to the camera reassuringly

Voiceover / Talking points:

- ➔ Help your pet regain their pep and vitality by taking advantage of our FREE weight management consult.
- ➔ Why choose our weight management consult?
    - Personalized advice from experienced veterinarians
    - Tailored diet and exercise recommendations
    - A roadmap to a longer, happier life for your pet
- ➔ Our expert veterinarians are ready to guide you on a journey towards a happier and healthier companion.
- ➔ Offer available until **TIME/DATE**
- ➔ **Book your free consultation on our website, via the link in our bio, or call us on +44 1234 123 123**

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

Enjoy this? Subscribe to the Vetstoria Newsletter for more