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## INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will...

### Tips:

- ★ Keep it short and simple! Grab attention early and focus on the most important information.
- ★ Use engaging visuals: Video is a great way to show examples of what toxic algae blooms look like and how they can harm your pets. Use engaging visuals to help illustrate your points and make the video more interesting to watch.
- ★ Don't forget to smile and be friendly. We want to support pet owners by giving them the information they need to look out for their pets, without scaring them too much in the process!

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### 1ST SHOT: Hooking the viewer!

**Footage:** Use the green-screen feature on TikTok/Instagram and show an image of toxic algae blooms behind you while you speak to the camera

**First caption:** "Keep your pets safe from toxic algae blooms this summer"

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

### 2ND SHOT: What pet owners need to know

**Footage:** Flick through a different picture of blue-green algae behind you as you cover the following points. Consider showing images of different places that blue-green algae can be found - such as parks, lakes and the sea.

### Talking points:

- Hi, I'm [Your Name], a veterinarian, and today I want to talk about toxic algae blooms and how they can harm your pets.

- What are toxic algae blooms? Toxic algae blooms are a type of harmful algae that can produce toxins that are harmful to humans and animals.
- What are the signs of toxic algae blooms? Toxic algae blooms can look like foam, scum, mats, or paint on the surface of the water. If you notice that the water is murky or foaming, or if it looks like paint, stay away.
- How can toxic algae blooms harm your pets? If your pet swims in, swallows or inhales water that contains toxic algae, they can become sick. Symptoms of blue-green algae poisoning can include diarrhea, vomiting, drooling, difficulty breathing, disorientation or confusion, and convulsions or seizures.
- How to keep your pets safe from toxic algae blooms? Keep your dogs away from ponds that are cordoned off and avoid letting them swim in water that looks murky or foamy like paint. If you think your pet may have swum or drank from affected water, contact your veterinarian immediately.

#### 6TH SHOT: Final call to action

**Footage:** A picture of a dog playing in the water

**Caption:** "Let's keep our pets safe!"

#### Talking points:

- Let's keep our pets safe! If you have any questions or concerns, please don't hesitate to contact your veterinarian.
- Wishing you and your family a safe and happy Summer!

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