

Veterinary care from your kind of vets



We know how much effort and commitment it took your practice to become **RCVS-accredited**.

We also understand that **practice clients don't necessarily know** what accreditation means.

That's why we're launching a digital marketing campaign to **raise awareness of the Practice Standards Scheme** amongst animal owners – what it is and why they should care about it.

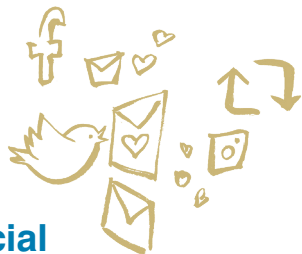
The digital campaign will focus on the stories of RCVS-accredited

practice staff who are also pet owners. We want animal owners to know that their pet is getting veterinary care from practice teams who are committed to promoting the highest standards; **delivering the kind of veterinary care they would want for their own pets.**

Veterinary Surgeon Ann
and her Labradoodle, **Luka**

We'd love you to get involved.

Here are 3 simple steps:



1 | Your social media channels

We're posting lots of video stories and campaign pictures on all our social media channels for you to share on yours. By following us **@theRCVS** and then reposting these, you can help spread the word that you are an RCVS-accredited practice.

Using the hashtag **#YourKindOfVets** means we'll be able to identify your posts, allowing us to like and share them too.

We've created a campaign website where you will find lots more information – **rcvs.org.uk/yourkindofvets**



2 | Your stories

It's your stories and experiences as both veterinary team members and pet owners that will help bring this campaign to life, so please share them on social media.

Do you have a funny or moving tale about your own pet? How do you feel when your own pet needs veterinary care? What sort of animal owner are you?

Post your story with a selfie, or a simple video of you and your pet, and share it using the hashtag **#YourKindOfVets**.

Pop out the logo hearts in this pack and include them in your posts too.

You can find lots of story inspiration on our campaign website, **rcvs.org.uk/yourkindofvets**.



Veterinary Nurse
Scout and her
rescue Staffy Cross,
Roo-Bear

3 | Your clients



To help your clients appreciate that you're an RCVS-accredited practice, please use the enclosed posters in your waiting room. We've also created a range of campaign resources for you to download and use in your practice, as well as on your website and social media channels. You can find these at **rcvs.org.uk/campaignresources** - they're a great way to promote the fact your practice is RCVS-accredited.

Please encourage your clients to get involved too! While they are in your practice, consider asking them to take a selfie with their pet and one of the logo hearts enclosed, so they can share their own story about their experience in your practice on social media. Please ask them to use the hashtag **#YourKindOfVets**.



Find out more

We will continue to post new content on the campaign website and our social media channels over the coming weeks, so please check back regularly!

rcvs.org.uk/yourkindofvets

