



## Guidance for using TikTok during Itchy Pet Awareness Month

### KEY TALKING POINTS

**Start your video by sharing that August is Itchy Pet Awareness Month, emphasizing that summer is itchy pet season and explaining why skin wellness is important**  
Choose the most relevant content for your video from the suggestions below



#### **Educate viewers about the common signs of allergic itch:**

- Frequent licking, chewing, biting or scratching
- Excessive rolling, rubbing or scooting
- Recurrent ear problems
- Hair loss
- Body odor
- Rash, redness, greasy skin or scabs



#### **Talk about the statistics of allergic itch:**

- Over 1.8 million pruritus patients were given a prescription during August 2021<sup>1\*</sup>
- Skin allergies are the #1 reason pet owners take their dogs to the vet<sup>2</sup>
- 20 million households in the US have a dog who suffers from allergic itch<sup>3</sup>
- 45% of pet owners do not bring their dogs in for allergic itch treatment<sup>3</sup>
- 40% more itchy dogs were treated by a veterinarian over the past 5 years<sup>1</sup>



#### **Share ideas on how to celebrate and raise awareness:**

- Check out [ItchyPetAwarenessMonth.com](https://itchypetawarenessmonth.com) for tips, resources and creative ways to spread the word about allergic itch

**End the video by encouraging viewers to book a skin health check for their pets and provide your contact information**

\*As determined by Zoetis tracking of Veststreet data.



## 10 TIPS FOR POSTING

1

### Create an eye-catching profile.

Your username, picture, and bio all leave a lasting impression. Choose a username that is short and catchy and represents your practice

2

Record your video in the TikTok app to **add a custom background or sound**

3

Position yourself in front of **good lighting**—natural light is best

4

Film in a **quiet setting**, free from any external noise, and clear your background of any clutter or distracting items

5

**Keep your videos short:** Under 1 minute is best!

6

**Pick a trending sound** on TikTok to go with your video. Trending sounds will generate more viewership

7

**Add a caption with hashtags** so your video will be found by the right audiences. Limit your hashtags to about 5 per post, and don't forget to use **#ItchyPetAwarenessMonth**

8

**Regularly post videos** to boost your presence and achieve increased engagement with your followers

9

**Share your videos** on your other social media platforms for more views

10

**Respond to your viewers in the comments.** This will help increase viewership and engagement

**References:** 1. Data on file, Vetstreet/Covetrus Pruritus Projection Trend Report, 2021, Zoetis Inc. 2. Nationwide\*. Skin allergies, ear infections among most common conditions that prompt veterinary visits. March 28, 2022. Accessed April 11, 2022. <https://news.nationwide.com/common-pet-conditions-that-prompt-veterinary-visits/>. 3. Data on file, Pruritus Market Opportunity Study, 2015, Zoetis Inc.

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