



Your TLC

**RECEIVE
15% OFF A
VETLEXICON
SERVICE OF
YOUR CHOICE**

See inside for details of this exclusive offer!
(Valid until 31st June)

"Summer has arrived and we've begun to enjoy some sunshine! Unsurprisingly we're theming our newsletter this quarter on the season and looking at how to give your business goals and marketing a good refresh for summer! We'll cover social media, the upcoming SSL certificate deadline and if you're in need of some motivation this season, we have a number of apps to help you out.

And don't forget to make the most of our 15% Vetlexicon discount that is great for any new subscribers!"

Dr Mark Johnston, Managing Director



Spruce up your social media



Summer is a happy and motivating time so dust off your uninspiring social media posts and start afresh with our top social media tips!

1. Align your social media goals with your business goals

Looking to improve awareness? Then focus on increasing your followers, encourage customers to mention you on their own social media and look at how to make your content shareable (stories with a happy ending and cute animal pictures tend to work!)

Have an impressive website full of information that you want to drive traffic to? Create social media content based around links directing to your site, and make sure to keep an eye on your analytics to check the click-through rate!

Haven't got the extra hours in the day to spend on social media? Here are some tips that will take you less than 5 minutes to put together!

"I've only got 2 minutes"

Take a quick snap of your team in action and post it. People love images, they are much more likely to be shared than text and it gives customers & future customers an insight into your practice!

"I only have 1 minute"

Reuse previous content – have a post about lice or summer hazards for pet health from over a year ago? This counts as 'evergreen' content (meaning popular advice that doesn't go out of date) and can be reposted quickly to get something out to your followers as a timely reminder!

Got longer than a minute?

Take some time at the beginning of each week to use the schedule option available on software such as Hootsuite to get ahead with content. This allows you to write & choose your posting time so you can get on with the busy job of running a practice whilst your social media stays updated!

2. Tell your Practice's story

Every vet practice is different and you have your own unique story to tell; from each of your staff members, to your furry clients, to your extensive pet health knowledge!

People engage with emotion so if you have a staff member doing something great for charity, let your followers know! Have you recently had a huge success story of a loved pet making a great recovery from a horrible illness? Tell your followers the story! This will create a closeness to your followers and likely improve engagement.

3. Don't be afraid to ask for advice

Why don't you include some of your customers; ask reception to mention that you're on social media and ask what they might like to see? Also show a friend (preferably a pet owner) that isn't involved in your profession to look at your feeds as a customer would and ask them to point out what they might like to see.

Follow us on our social media channels

 [@VetstreamLtd](https://www.facebook.com/VetstreamLtd)

 [@Vetstream](https://twitter.com/Vetstream)

 [/Vetstream-Ltd](https://www.linkedin.com/company/Vetstream-Ltd)

 [/Vetstream](https://www.youtube.com/Vetstream)

And now, our **NEW** Instagram page  [@vetstream_ltd](https://www.instagram.com/vetstream_ltd)



Revisit your resolutions

You may remember that we laid out some new year resolutions in last season's newsletter. Did you complete any? Or set any of your own?

We touched on our new [Microlearn](#) modules in the last edition of TLC which are a great addition to our already comprehensive list of training topics available from [Vetacademy](#).

Why MicroLearn?

1. They are **cost-effective** – at only £12 per module, they are an affordable way to brush up on key skills necessary for those within the veterinary profession. They also offer bundles of modules according to their topic for a 20% discount from the list price.

2. They are **only 15 minutes** – however tight your busy schedule is, it should be possible to fit in 15 minutes of study time. Especially as the benefits of doing so will continue long after the module has finished!

3. Wide **range of topics** – from dealing with personal issues your staff may be facing to recruiting new staff, the modules cover a huge range of helpful guides to improve your knowledge and management skills.

Visit www.vetacademy.org to find all our training modules available ordered by suitability to different job professions, specialisms and providers!

Looking to improve your time management skills going into the rest of the year?

TIME MANAGEMENT



This module looks at the sources of time-based problems. Many things can make demands on your time and as those demands build, so too will the pressure you're under, therefore it's important to not only manage your time but also to set clear goals and prioritise your workload.

Recently made some changes within your practice and need some support?

SEEING CHANGE THROUGH



Once the decision has been made you must see the change through. Change is a complicated process that can often encounter obstacles along the way.

This module explores the roadblocks to change and how to overcome them.

Positive thinking can be the key to change your outlook and transform your practice.

POSITIVE THINKING



Positivity is not about having your heads in the cloud, it's about recognising the negative aspects of a situation and choosing to focus on the opportunities instead. As a positive workforce is a more productive workforce, this module explores the power of positivity in the workplace and how it can be improved.

We also have a number of other providers we have hand selected to ensure the very best training is available to you.

Our web developers have been working hard on our [Vetacademy](#) website to make it even more user-friendly to ensure you find the right training course for you straight away.



Bring Your Dog to Work Day



The majority of you will work with dogs day in, day out... but have you considered

bringing your own furry friend into work with you?

This year's Bring Your Dog to Work Day falls on Friday 20th June this year – and there are more ways to get involved if your dog can't physically join you at work including making a donation, purchasing official merchandise and entering their competition.

At Vetstream, we do this all year round with the office having at least one dog (but usually more) in every day.

Many scientific studies have found the presence of pets can substantially reduce a person's stress level in the workplace. Other reported benefits include increased job satisfaction, team co-operation and morale.

You can find all the information on www.bringyourdogtoworkday.co.uk. We are also getting involved and have recently launched our own Instagram account where we will be introducing all our office dogs over time – make sure to follow us [@vetstream_ltd!](#)

CLINICAL UPDATE



Teeth: incisor malocclusion 01

Focus on Dental Malocclusion/Overgrowth in Rabbits

Rabbit incisors grow 1.5-2 mm per week and depend on many hours per day of constant attrition on tough fibrous vegetation to maintain their normal working length. When fed on concentrates, attrition is minimal because the food is too soft and the calorific value so high that they only need to chew for a short time to satisfy their calorific needs (not their nutritional needs).

Dental malocclusion/overgrowth is the most common underlying cause of many seemingly unrelated clinical entities. It is easy to prevent, but difficult to treat once clinical signs are evident. Diet must always be discussed and corrected for all rabbits presented at consultation.

Dental malocclusion/overgrowth on Vetlexicon Lapis has recently been updated by Vicki Baldrey BVSc BSc DZooMed(Avian) MRCVS, an Exotics Clinician at the Royal Veterinary College.

SSL Certificates – are you up to speed?

Just as the GDPR deadline passed and everyone breathed a sigh of relief, it would appear there is further data security criteria from Google - with a deadline of this July!

If you are a Webpartner customer, you will have received an email from us explaining it all and providing package options to purchase this for your website. It is important that you respond to this email with your package choice to ensure your website is marked as secure ready for Google's changes next month!

In the instance that you haven't received that email and think you should have, please email Sally on webpartner@vetstream.com.

Reptiles – coming ssssoon!

Keep your eye out because a new class is joining [Vetlexicon Exotis](#) – we're very pleased to be introducing reptiles later this year!

This NEW reptile clinical content will cover chelonia, lizards and snakes and will have a wealth of information from their common conditions to treatments and surgical techniques!



RECEIVE 15% OFF A VETLEXICON SERVICE OF YOUR CHOICE

Exclusive to readers of Your TLC.

To receive this discount simply like and follow us on Facebook (search Vetstream Ltd) and comment on any of our posts clearly stating your practice name and using the hashtag **#TLCtime**. We will then message you directly on Facebook with more information.

Find us on Facebook at www.facebook.com/VetstreamLtd to take part. This offer is only valid until July 31st 2018, and can only be applied to one Vetlexicon service covering Canis, Felis, Lapis, Exotis or Equis.

We are also on Twitter - @Vetstream and LinkedIn & Instagram – search for 'Vetstream Ltd'.



@HandyApps

We're all feeling very motivated by the summer sunshine here at Vetstream and have some great apps to get you feeling fit and motivated!



One You Couch to 5K

Mark says: My wife and I have been using this app in preparation for a 5km run in July and it is really good for those new to running!



Map My Walk

Sally says: I am currently training for the Three Peaks Challenge and use this app all the time – it has been so helpful for me.



Nike

Ashleigh says: This has multiple training programmes depending on your ability and it's really motivating being able to view your progress.

All of these apps are available to download via:



Meet the team:

Rebecca Denning
Internal Account Manager
Vetstream Ltd



What does your role involve?

I keep in contact with customers that subscribe to Vetlexicon to make sure they are happy with the services and to help with any issues they may have. I also follow up with prospective customers that have showed interest in Vetlexicon.

What do you most enjoy about it?

I most enjoy attending the trade shows to represent Vetstream, they can be long days but you get to meet lots of different people and tell them about how great Vetlexicon is.

What did you do before joining Vetstream?

I worked as an Office Manager for manufacturing company for 10 years

before joining Vetstream. It was a great place to work but I felt that I wanted to work with a product that I am more interested in.

Do you have animals?

I have had many pets over the years, right now the family only has 2 fabulous dogs. Hugo, a Boston terrier, and Harvey, a Labrador.

Describe your perfect day off

My perfect day off would be taking the dogs for a really long walk over the fields, followed by some lunch at a country pub. Then having a water fight on a hot day in the garden with my children and then a family film on the sofa with popcorn and snacks.

What we're watching...

We have been enjoying watching YouTube clips of cows being released onto grass for the warmer weather – just search '[Happy dancing cows](#)' if you need to bring a smile to your day!

Bovis is coming very soon to Vetlexicon – for more information and to make your pre-order, email Lauren at subscriptions@vetstream.com!



[Finally the cows go outside. April 2018 TheFunkyFarmer](#)

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