



AOVET Content Guidelines

for influencers (KOLs), partners, and other contributors

AOVET Community Development

Davos, Jan. 2018

Content guidelines

for influencers, partners and other contributors



When posting to the AOVET Facebook page, think about AOVET's core aims, and our audience:

CORE AIMS

- nurture and grow the AOVET community of veterinary orthopedic professionals
- raise awareness of upcoming AOVET educational courses and other activities
- Increase brand awareness

SECONDARY AIMS

- share news related to veterinary orthopedics

AOVET PRIMARY AUDIENCE

- experienced veterinary orthopedic surgeons,
- key Opinion Leaders (KOLs)
- students and up-and-coming veterinary orthopedic surgeons (the “next generation”)

OTHER AUDIENCE

- partners, sponsors & donors,
- the general public,
- media (specialized and general)



Why AOVET uses Facebook

Facebook is great for building communities, one of the core communications aims of AOVET.

Users expect content to be frequently refreshed, so make sure that there is always new content being added to the site in a coherent, structured way.

Facebook is set up to allow users to instantly share and comment, and page administrators must expect this, and be ready to react in a timely and appropriate manner. Posts should be moderated (after all, anyone can see the page), but comments should be encouraged rather than feared. The language used in the posts should elicit comment and discussion (see examples posts below).

The posts should reflect the expectations of the community, and consistently be written in a way that accurately reflects the “personality” of AOVET (this is the “tone of voice”, as explained below).

Types of AOVET posts



NEWS

- AOVET internal news (eg elections)
- updates from the community
- From partners, influencers and other external contributors

EVENT POSTS

- content from AOVET courses
- video interviews with distinguished community members/ KOLs

INFORMATION

- sponsorship/ donor opportunities
- fellowships & faculty development

TEASER POSTS (TO ENCOURAGE MEMBERSHIP SIGN UP)

- educational videos and webinars
- AO surgery reference



AOVET's “tone of voice”

AOVET has a specific “tone of voice”, which means that our written content portrays us as

- professional (elite, best in class, authoritative)
- collaborative (non-competitive, fraternal/sororal)
- caring (passionate about improving lives of animals through mobility)
- engaging (inspiring fellow professionals by sharing news of breakthroughs and new techniques)

The language used in posts on the AOVET Facebook page should therefore reflect and encapsulate this personality. Some example posts are included later in this document.



General posting guidelines

We recommend that content posted, or shared by, the AOVET Facebook Page, follows these principles:

- **headline/ topline** : the entire post should be summed up in 1 line. It should answer the question “why should I care?”
- **Text/ hashtags**: Think of the “AOVET personality” and the audience at all times. Try to keep jargon/ slang to a minimum. *Do* mention AOVET in copy with @aovetglobal and hashtags #AOVET, #myAOVET, #AOVET(insert event), etc.. *Do not* mention the company names of sponsors or partners in copy or hashtags
- **brevity**: keep the post short, ideally to 3 sentences.
- **images**: each post should include a visual element, either photo or video (see image guidelines)

#

Use **Hashtags** to identify a keyword or topic of interest and facilitate a search for it

@

Use **At** with a person’s name or AOVET to tag, link, and notify them



Visual identity

It is important that Facebook posts contain images that are relevant to the written content, and are consistent with AOVET's visual identity.

Some global brands embed their logo in all of their images used in facebook or even put it «on top». For lesser-known brands this can come across as pushy. Therefore we don't recommend showing the AO logo in every picture. If so, only in the background.

Example of a global player with logo



Example posts without logo

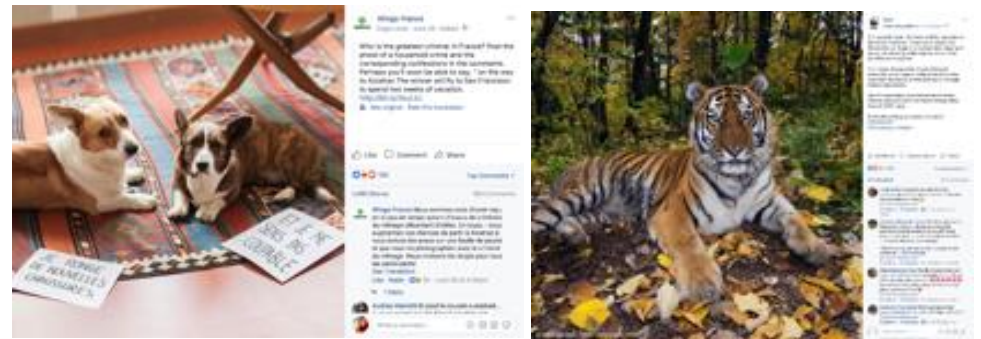


Image guidelines



For photos taken at AOVET courses, it is helpful if the image contains the following:

- a clear image of the course leader/speaker (this is probably a well-known, respected member of the community,
- the course leader in action (e.g. interaction with medical equipment),
- the AOVET logo in background,
- course leader interaction with audience

At relaxed, evening events it is preferable to try a range of shots:

- 2 people deep in conversation,
- group standing, looking at the camera,
- seated group,
- single shots (especially KOLs)





Publication of visual content

Contributors should always use original photographs in posts destined for the AOVET Facebook page.

Ensure that anyone featured in the image has given their permission for its publication on Facebook.

The same goes for any location that can be considered to be private or commercial property (this includes any laboratory, operating theatre or private offices)

Ideally, people featured in the image will be tagged, and a precise location for the photo included.



Promotion and cross-promotion

AOVET asks that partners and contributors promote the AOVET Facebook Page, in order to help us grow our global community. There are several ways to do this:

FACEBOOK HANDLE

Include the Facebook handle @aovetglobal in Facebook posts on your page or profile. This is the simplest way to link to the AOVET Facebook page

TWITTER & LINKEDIN

AOVET does not yet have a Twitter account. Until then, please use #AOVET and @AOFoundation

BLOG POSTS ON YOUR WEBSITES

Please include the URL <https://www.facebook.com/aovetglobal/> in your blog or article to link to the AOVET Facebook page



Commissioning process

If you are planning to post directly to the AOVET Facebook Page, or reference AOVET in a blog or article on an external site, please contact Elizabeth Rüedi-Murchison, Community Development manager at AOVET, as early as possible.

Elizabeth Rüedi-Murchison

AO Foundation

Clavadelerstrasse 8

7270 Davos, Switzerland

Phone +41 81 414 25 30

elizabeth.rueedi@aovet.org

Example posts

(all contain relevant images & link to Website)



CALL TO ACTION (ELECTIONS)

- Explain required action
- Outlines benefits of action



EVENT (WEBCAST)

- Simple, clear headline
- Event USP in 1st line (experts, bones)
- Product detail for core audience (experienced surgeons)





Example posts

(all contain relevant images & link to Website)

FELLOWSHIP OPPORTUNITY

- Headline as a question
- Professional, straightforward, but contains emotion



EDUCATION

- Simple, clear headline
- Show USP of event (experts, real bones)
- Product detail for core audience (experienced surgeons)

