



CENTER FOR  
**VETERINARY  
HEALTH SCIENCES**

# How Successful are You?

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# What I will cover today

- Media Relations
- Social Media
- Internal Communications
- Other Publications
- OState TV
- Hospital Outcomes
- Limited Resources
- The Numbers
- Fun Facts

- Media Relations

- On campus interviews
- Two TV stations posted written article on treating bobcat fever in cats
- Share photos and video footage with media outlets

Milo



- Social Media



## Instagram

- Increased followers from 834 in 2018 to 1,305 in 2019
- Animal posts do better – Turbo 146: Hiring Ad 81
- Top post – 256 Likes



- Social Media Cont'd

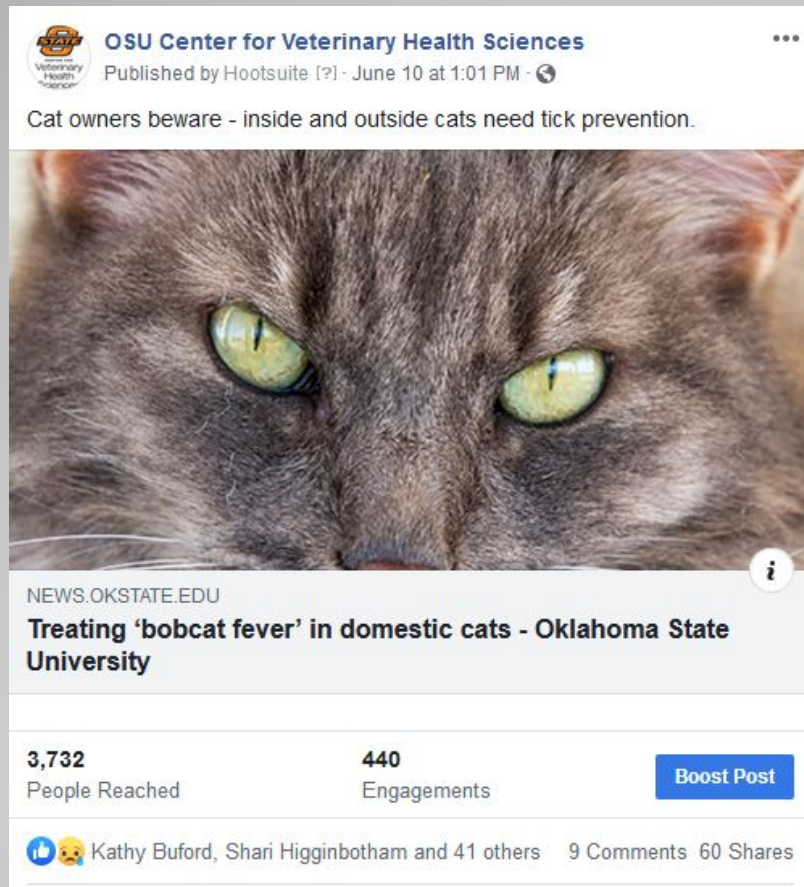


## Twitter

- 1,944 followers
- We Rate Dogs tag; 155,343 likes and 16,982 retweets; happened in February 2019 and I still get someone liking this tweet



- Social Media Cont'd



## Facebook

- Link to news stories/articles on our website about animal topics, alumni news, student and faculty successes, hospital cases, and thanking donors
- Pet appreciation week June 2 – 8 – show us your favorite pet; 235 engagements, 33 comments and 7 shares
- CVHS – 6,221 followers; Hospital – 9,343 followers; Ranch – 2,555 followers; OADDL – 575 followers

- Internal Communications

## Net Vet Weekly

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**Net Vet Weekly - April 15, 2019**



**Lacombe Elected to International Scientific Board**

Congratulations to **Dr. Veronique Lacombe** on being elected as a full member of the Board of the International Society for Heart and Vascular Metabolism! Lacombe leads the CVHS' Comparative Metabolism Laboratory. Read more at the [full story](#).



**SAVMA Selling Gift Baskets**

Need a pick-me-up for finals? Have a son or daughter transitioning to clinics? Want to thank a favorite faculty or staff member? Need a cool graduation gift for a veterinary student? Purchase a gift basket to help raise money for OSU CVHS students to attend SAVMA Symposium 2020 at Cornell University.

Each basket costs \$25 and will include a campfire mug and specific items geared toward the type of basket you select. Gifts will be delivered in time for your specific event. Orders must be placed by Sunday, April 21, 2019, at midnight. Order and pay online at [SAVMA Gift](#)

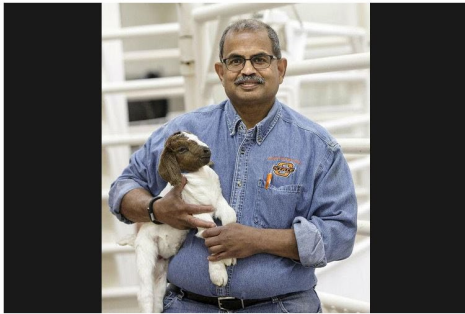
**Dr. d'Offay Retirement Seminar**

- Weekly electronic newsletter
- 2,900 email addresses plus OVMA listserv
- 22% to 24% open rate

## • Other Publications

### VETERINARY VIEWPOINTS: Protecting moms during lambing and kidding season

Lionel J. Dawson, BVSc, MS, DACT Apr 19, 2019

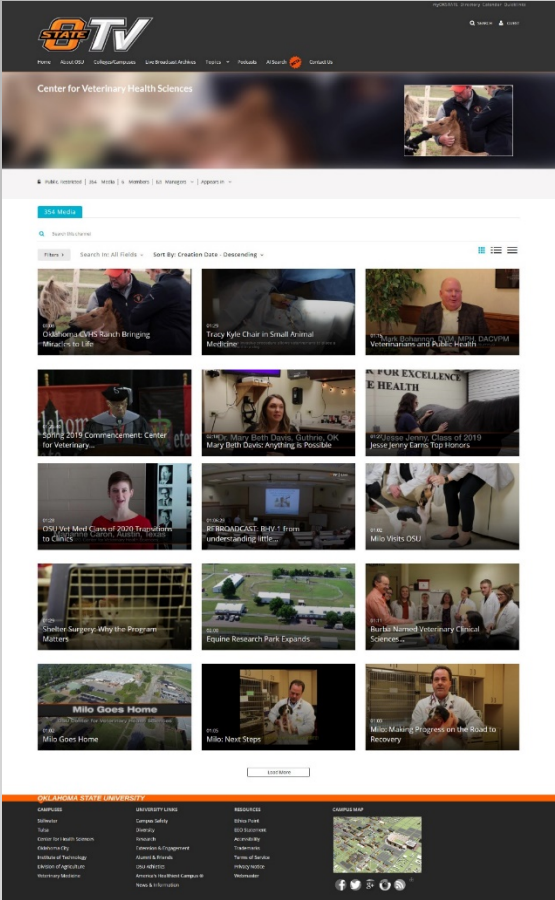


Dr. Lionel J. Dawson cuddles a healthy baby goat. He is a professor and small ruminant specialist at OSU's Center for Veterinary Health Sciences and an extension veterinarian at Langston University.  
Gary Lawson



- Veterinary Viewpoints – bimonthly newspaper column; estimated value \$144,000 with 15,000 readers and 10,000 online readers daily
- Oklahoma Cattlewomen E-Newsletter – monthly article
- Vet Cetera – annual magazine; 4,800 copies; \$2.25/per magazine; 214 self-subscribe to electronic version





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- Hospital Outcomes



- Revenue is up 9.2%
- Caseload is up about 8.3%
- Other clients recognized Milo when he was in for rechecks or rehab
- One comment on FB was "after seeing what they did for Milo, I believe your horse is in good hands"

- When you have Limited Resources



- Most bang for my time invested
- Milo – wanted to control the story; show the level of care available; show this condition is treatable; keep interest going
- Only interviewed Dr. Clary once; reused portions of original video; captioned video updates
- Less than 3 weeks I did 5 stories with videos; coordinated 12 interviews for Dr. Clary

- Why these numbers?

- They show engagement, connectivity with audiences
- Compliment our mission and vision

- What do we do with them?

- Share with alumni, Dean's Development Associates, my boss
- Look at what works best and try to emulate that

- Fun Facts

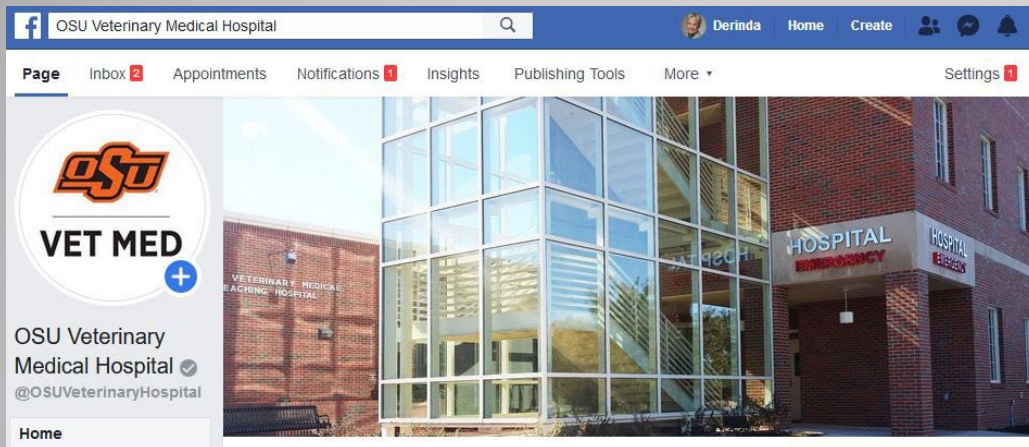


## The Science of Social Media

- May 2019 worldwide population is 7.7 billion
- Internet has 4.4 billion users
- 3.5 billion active social media users
- 57% of the population is on the Internet
- 45% is on social media



- Fun Facts cont'd



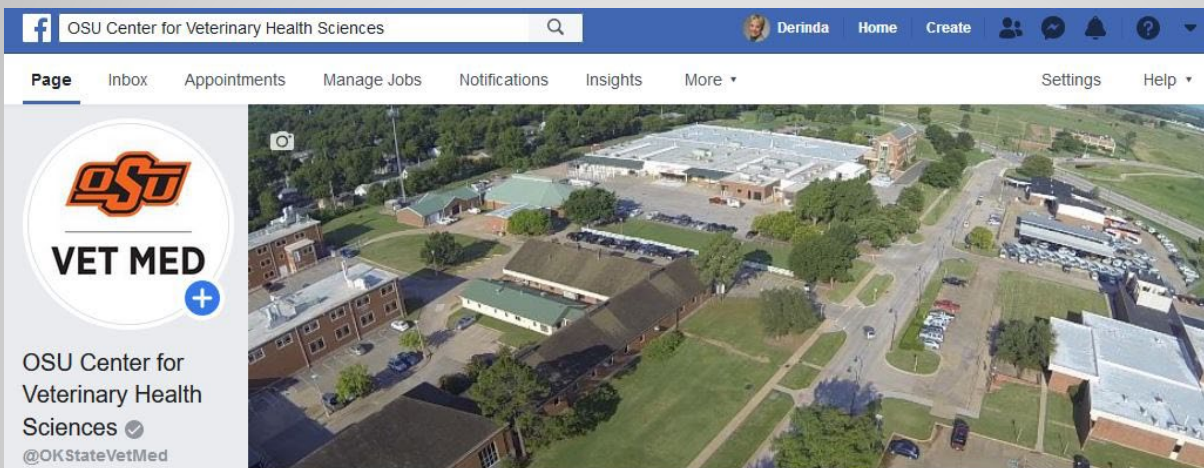
## Most popular social networks

- Facebook – 2.4 billion
- YouTube – 1.9 billion
- WhatsApp – 1.6 billion
- Instagram/We Chat – tied at 1 billion each
- TikTok – 800 million
- LinkedIn – 610 million
- Reddit – 542 million
- Twitter – 330 million
- Pinterest – 265 million

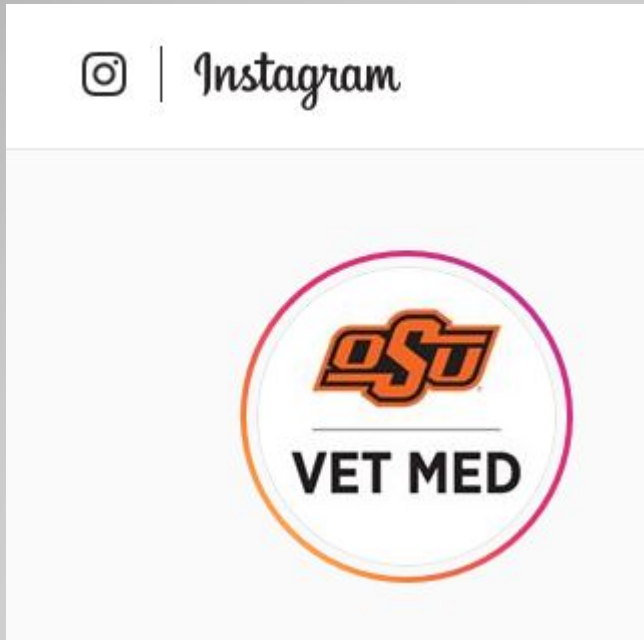
- Fun Facts cont'd

## Facebook Demographics

- 54% women; 46% men
- 81% of 18 to 29 years old use FB  
78% of 30 to 49 years old use FB  
65% of 50 to 64 years old use FB  
51% of 13 to 17 years old use FB



- Fun Facts cont'd



## Instagram Demographics

- Biggest group is males between 18 and 24 years old
- 65% of 18 to 29 years old  
40% of 30 to 49 years old  
21% of 50 to 64 years old
- U.S. is the top country; Brazil is second and India is third
- Both Brazil and India have more than 60 million users

- Fun Facts cont'd



## Twitter Demographics

- 40% of 18 to 29 years old use Twitter
- 32% of 13 to 17 years old use Twitter
- 27% of 30 to 49 years old use Twitter
- 19% of 50 to 64 years old use Twitter

- Fun Facts cont'd



## Surprise Statistics

- U.S. adults spend an average of 1 hour and 16 minutes each day watching video on digital devices
- 78% watch online videos every week
- 55% watch online videos every day