

## “Using Social Media to Promote Veterinary Services And to Maintain Client Relationships”

Ms Nicole Grialou from CVMA



**Nicole Grialou** is the Marketing and Social Media Coordinator at the California Veterinary Medical Association. Ms Grialou maintains nine social media pages for the CVMA on Facebook, Twitter, Google+ and LinkedIn while contributing writing and graphic designs for marketing material such as email blasts, brochures, websites and more. Ms Grialou graduated from Cal State-Sacramento with a BA in Communications. She has a versatile background working in sports marketing, the home-building industry and even a non-profit.

Social media and other web-based communications are essential to the success of a practice’s ability to increase traffic.

The discussion will include an overview of what various services (like Facebook, Twitter and Pinterest) are, and also some samples of how they are being utilized by a variety of veterinary practices.



[www.PeninsulaVMA.com](http://www.PeninsulaVMA.com)

Tuesday May 15, 2012

The March meeting will be held at **The Vans Restaurant** in Belmont which is located at **815 Belmont Avenue**, west off El Camino Real, up the hill. There is parking adjacent and also across the street to the west.

6:30pm for adult beverages, 7:00pm for dinner and program

PVMA members free; \$60 for non-members; \$25 for Life Members

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## Epidemiology Corner

Charlene Edinboro, DVM, PhD

The AVMA has an FAQ for your clients regarding veterinary prescriptions: [http://www.avma.org/issues/prescribing/default.asp?utm\\_source=smartbrief&utm\\_medium=email](http://www.avma.org/issues/prescribing/default.asp?utm_source=smartbrief&utm_medium=email).

There are also booklets with information about including pets in disaster planning: <https://ebusiness.avma.org/EBusiness50/ProductCatalog/product.aspx?ID=140>.

With recalls in the news, including some chicken jerky treats, here is a video by the FDA with some information about pet food labels: <http://www.fda.gov/AnimalVeterinary/ResourcesforYou/AnimalHealthLiteracy/ucm295056.htm>.

As reported by the AVMA Animal Smart HealthBrief, we may all be busier due to the warm spring weather we enjoyed: <http://www.click2houston.com/news/Mild-winter-brings-early-parasite-arrival-for-pets/-/1735978/10375842/-/hysl8ez/-/>.

Here are the top five toxins for cats according to the Pet Poison Helpline: <http://hosted.verticalresponse.com/684160/99f42c7766/281669625/c342656af4/>.

Many more questions will be raised by this report about an association between *Bartonella spp* and rheumatoid arthritis in a Lyme-disease area: <http://www.sciencedaily.com/releases/2012/04/120423131848.htm>. Follow the link within for the full paper in *Emerging Infectious Diseases*.

Did you know: National Hairball Awareness Day is the last Friday of April? Here is a CATalyst Council podcast hosted by the AVMA with information for you and your clients: [http://www.avmamedia.org/display.asp?sid=443&NAME=Hairballs: The Podcast?utm\\_source=smartbrief&utm\\_medium=email](http://www.avmamedia.org/display.asp?sid=443&NAME=Hairballs: The Podcast?utm_source=smartbrief&utm_medium=email).

Remember, "Age is not a disease"! Rabies vaccination exemption requests must include a medically valid reason with all the details on your hospital letterhead, along with the microchip number and the new owner form.

## **PVMA Leaders for 2012**

President: Dr. Cristine Mincheff

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Newsletter Editor: Dr Nancy Lerner

Program Chairman: *Position open*

Webmaster: *Position open*

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### Attention PVMA Members

PVMA is seeking a new **Webmaster**  
and a new **Program Chairman**  
for 2012 and beyond.

If you have the interest and skill to take over one of these positions for PVMA, scroll to Page 9 herein and then please contact:

Dr. Cristine Mincheff at [novacris@earthlink.net](mailto:novacris@earthlink.net)

### PVMA Meeting Minutes

Minutes for the latest PVMA meeting will be posted on the website. Look for the title on the home page.

Better yet, BE THERE for the meetings!

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**Marcia Medrano, D.V.M.**  
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*..... Mark Twain*

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**2011-12 INTERNS**

Elyse Hammer, DVM  
Heidi Holley, DVM  
Sarah Hughes, DVM  
Samantha Keat, DVM  
Allison Ong, DVM  
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**Relief or Service ads of 1 or 2 lines are free to  
PVMA members**

**Non-members: \$5 per issue For all other  
advertising rates, contact the Editor**

## **Newsletter Editor Notes**

email address is:

[PVMAeditor@Comcast.net](mailto:PVMAeditor@Comcast.net)

We welcome submission of  
brief articles, news items or  
suggestions for topics.

All submissions must be received by  
the 25th of the month  
preceding publication

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## Non-Hodgkin Lymphoma

Living longer and having it be a good quality of life is a dual goal of cancer treatment in both pets and people. Collaborative research being conducted at Texas A&M College of Veterinary Medicine and at the University of Texas Children's Cancer Hospital has shown that a new immunotherapy treatment for dogs with advanced stage Non-Hodgkin lymphoma leads to a longer and also better life for the canine patients. The dogs experienced fewer side-effects from their chemotherapy treatments. Clinical trials in humans are now anticipated. For more info, contact Angela Clendenin at (979) 862-2675 or <aclendenin@cvm.tamu.edu>.

## Top Five Pet Toxins

The ASPCA Animal Poison Control Center in Urbana, Illinois fielded more than 165,000 phone calls in 2011 regarding exposures of pets to potentially poisonous substances. The top five toxins that prompted calls were:

1. Prescription human medications—25,000 calls of which heart medications led the list.
2. Insecticides—11% of calls with primarily lawn products the most frequent concern
3. Over-the-counter human medications—Almost 18,000 calls for products like Ibuprofen.
4. People foods—Over 7,600 calls concerned primarily chocolate and Xylitol.
5. Household items—Nearly 12,000 calls for products such as paint, fire logs and drain openers.

The center's **24-hour hotline is (888) 426-4436**



# PRESIDENT'S PAGE . . . .

During the week of April 23-27th, we had a visiting Korean Veterinarian at our clinic. Hearing about Korean culture, especially the veterinary working culture, was interesting and thought-provoking. In the past, we have hosted Western University of Health Sciences Veterinary School seniors as well for an externship and that has been a wonderful experience. Not only do we have young, eager veterinarians to meet and work with, but we also get to see how the unique curriculum and learning environment of Western University is working. And I can tell you it is working excellently. Our externs, and I think we have had four now, have been engaged, resourceful, and incredibly knowledgeable. I feel that our clients were also pleased to think anything their pet can offer in the way of training is going to make our veterinary graduates more caring and observant.

If you would like to host externs from Davis or Western, please contact the schools and give them your information. [www.vetmed.ucdavis.edu](http://www.vetmed.ucdavis.edu) and [www.western.edu/veterinary](http://www.western.edu/veterinary)

See you May 15th!

*Cristine*



**3.) Visit the dentist regularly.**