



**Thank you for downloading this RUMA Companion Animal and Equine (RUMA CA&E) Social Media Toolkit, created and hosted by IVC Evidensia.**

The responsible use of veterinary medicines and the ongoing efforts to highlight the threat of Antimicrobial Resistance (AMR), are subject matters that are of vital importance to the veterinary profession.

We are therefore delighted that IVC Evidensia have teamed up with RUMA CA&E and produced this social media toolkit that is now available to the entire profession to use, to help educate the public on antibiotic usage specific to companion animals.

Spreading the word about AMR and the safe disposal of antibiotics is an important topic that affects both the medical and agricultural sectors globally. We believe that the more informed animal owners are on these issues, the more it will lead us to better compliance and assist veterinary professionals to meet targets for responsible and, where appropriate, reduced prescribing.

You can find out more about [IVC Evidensia's Positive Pawprint strategy here.](#)

### **Who is this Social Media Toolkit for?**

This Social Media Toolkit is for all veterinary professionals to use to help educate and inform clients about AMR, whether it is via personal social media accounts, or via an account representing a veterinary practice.

It can serve as a reminder about what AMR is, why it matters, how owners can play a role in tackling AMR, best practice when it comes to the safe disposal of antibiotics and the dangers that we face if we ignore it.

By using these social media assets, you will contribute to the campaign and directly help RUMA CA&E in making sure that the topic is getting the necessary coverage and attention it needs amongst pet owners and veterinary professionals across the UK.

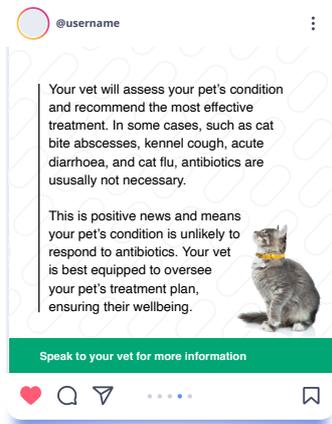
You can find out more [about RUMA CA&E here.](#)



## What is included?

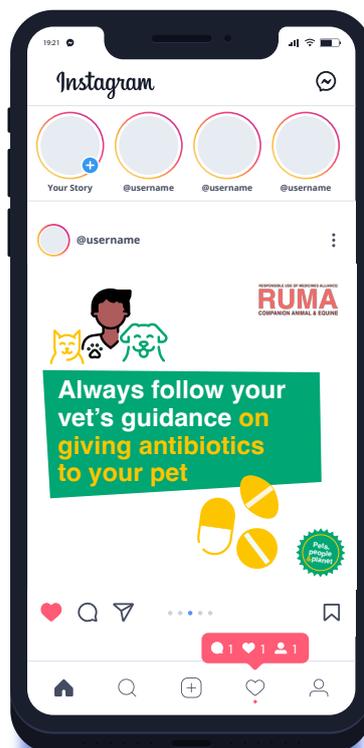
Included in this Social Media Toolkit are the following assets, which are free to use at your discretion on your own channels:

- Visual Assets – these include single images and carousels for use on Instagram and other social media platforms. These come in two different design concepts for you to use, or take inspiration from, when posting about the topic on social media
- Captions – alongside the visual assets we have written a selection of captions that you can use as they are written, or use as inspiration when it comes to writing your own captions.



## More questions?

If you have any further questions about AMR or the safe disposal of antibiotics, [you can get in touch with RUMA CA&E here.](#)





### **About RUMA CA&E**

- RUMA CA&E is a voluntary cross sectoral alliance of stakeholder organisations from across the CA&E sectors – from regulatory to consulting room
- It provides leadership to the UK CA&E sectors, encouraging innovative and proactive efforts to improve the responsible use of medicines whilst optimising and protecting animal health and welfare, as well as human and environmental health and welfare
- RUMA CA&E uses evidence-based information to promote the responsible use of medicines in the CA&E sectors
- It has a current focus on antimicrobial stewardship and resistance (AMR) and is committed to supporting a One Health strategy to address the risk.



### **About IVC Evidensia**

- IVC Evidensia is one of the world's leading veterinary care providers, serving millions of pets and their owners across Europe and Canada
- IVC Evidensia's strategy is based on three key promises – a people promise to be a great place to work; a customer promise of world-class veterinary care, delivered locally; and a sustainability promise to be a force for good
- They believe the best veterinary practices are those led by local teams, which is why we invest in the continuous professional development of our staff whilst offering clinical independence to allow them to deliver the highest quality pet care possible.

