



Ready-Made Social Media Posts



The Savvy Dog Owner's Guide to Nutrition on the Internet
bit.ly/2YfnI3f



The Savvy Cat Owner's Guide to Nutrition on the Internet
bit.ly/3B6614t

Suggested text for the above social posts: *With access to so much pet food information online, it can be a challenge to know what's accurate and what's not. Our friends from the Small World Animal Veterinary Association created this resource to help you assess the quality of the information and sources you find online.*



Guidelines on Selecting Pet Foods
bit.ly/3mfhKrK

Suggested text for this social post:

How much do you know about who makes your pets' food? Ask these five questions to learn more:

- 1. Does the pet food brand employ a nutritionist on staff (not just a consultant)?*
- 2. Who formulates the diet? And what are their qualifications?*
- 3. Is nutrient data — not just guaranteed analysis — available for the food?*
- 4. What kind of research has been conducted to support claims?*
- 5. What is the quality control process for ingredients and finished products?*