**VACCINATIONS: SOCIAL MEDIA POSTINGS/SHORT MESSAGE FORMAT**

**Message 1**

Vaccines are readily available at farm supplies stores, online pharmacies and other retailers, but "cheaper" vaccines aren't the value they first appear to be. There are hidden risks and costs associated with vaccinating animals yourself.

Ask our practice about developing a customized vaccine program for your horse based on its environmental exposure and other factors. Coupled with other routine services and check-ups, veterinarian-administered vaccines are always safer, easier and a better value in the long run than doing it yourself.

**Message 2**

Did you know that many vaccines require special handling and storage? For instance, a particular vaccine may require protection from extremes of temperature or exposure to light to preserve its effectiveness. Rely on a licensed veterinarian to store and handle the vaccine properly. Veterinarians are keenly aware of the effective life of a given vaccine.

Ask Dr. \_\_\_\_\_\_ to develop a customized vaccine program for your horse based on its environmental exposure and other factors. Veterinarian-administered vaccines are always safer, easier and a better value in the long run than doing it yourself.

**Message 3**

Safe vaccine administration means a clean environment and injection site; otherwise you may be putting pathogens into your horse's system instead of protecting against them. It's also important to document vaccines and when they've been given. Some vaccines cannot be given at the same time as other medicines. It's a veterinarian's job to keep good records so these will not react with one another.

Contact our practice to develop a customized vaccine program for your horse based on its environmental exposure and other factors. Veterinarian-administered vaccines are always safer, easier and a better value in the long run than doing it yourself.

**Message 4**

Did you know that an injection could result in adverse effects? Maybe it's only mild swelling at the injection site. Or, it could be lethargy and a slight fever for one to two days. In some animals, it can be as severe as an immediate outbreak of hives or life-threatening anaphylaxis. If your veterinarian is administering the vaccine, he'll know what to do to counteract a reaction—and he'll have the medicine to do it. Contact Dr. \_\_\_\_\_\_ to develop a customized vaccine program for your horse based on its environmental exposure and other factors.