Annual Report of the PR and Communications Committee 2016

Vision: The WSAVA becomes visible, relevant and makes a difference to members, the global veterinary community and the public

Milestones in 2016

• The website continued to perform strongly with the average ‘session increasing by almost 20% to 1 minute 59 seconds. This suggests that, once they are on the site, users are finding relevant and useful information. The Vaccination Guidelines are, by some margin, the most popular resource on the site.
• The media campaign continued to break new ground. We achieved coverage in more than 20 countries and achieved significant coverage in Latin America around World Congress. In the UK, coverage was achieved, for the first time on the website of a national newspaper – The Daily Telegraph
• Our social media campaign proved successful, showing an organic growth in followers of more than 50%. The Facebook live video feed was a big hit during Congress with 23 videos posted and an average of 270 views per video
• By the October issue, the WSAVA e-bulletin was reaching more than 33,000 readers (a 48% increase compared to 2015). The click-through rate (CTR) of 17% remains much higher than the industry benchmark - he Signup.to Benchmark report 2016.

The Website
Despite its age, the WSAVA performed well. The analytic charts in Appendix D confirm the key points which are:

- While our ‘sessions’ have declined slightly (by 1.9%), those who did visit the page stayed on it for longer increasing the average session duration and the number of page views per session – thereby reducing the bounce rate – which is when a user comes to the site and doesn’t visit more than one page before leaving. This shows that those who visit the site spend time on it, suggesting they find useful information on it. The bounce rate is very good.
- A quarter of users are now viewing the site via a mobile and this is a reminder that we need to have a website which is optimized for mobile viewing. The current site is not.
- The countries we get most views from are the US, UK and Spain with China, Colombia, Australia, Canada and Brazil also performing well.
- The most popular resource is the Vaccination Guidelines with 22,829 sessions and web activity also shows spikes of activity in January, March and August when the Vaccination Guidelines Group (VGG) made new announcements.

Priorities for 2017

- Redevelop the website then ensure it is kept up to date and is optimized for mobile viewing.

The Media Campaign and General PR Support

It was another positive year for media coverage. The following is a summary of some of the key media and general PR support activities undertaken during the year:

- The preparation of 22 press releases
- The creation of the ketamine online petition, on-going support of the petition and the creation of the ketamine infographic
- The management of our press briefing at BSAVA Congress and of (with support from Martin Soberano) the press briefing in Cartagena, together with Committee Forum
The preparation of four articles for BSAVA Companion – see Appendix B. The text of the articles was circulated to PR Committee members Vivian He, Daphne Westgeest, Martin Soberano, Anna Marti and Clinician’s Brief for potential translation and use in their regions.

The preparation of three articles for Veterinary Record: A profile of Gil Ben-Shlomo, a write up of the Rabies Summit in Cartagena and a profile of Walt Ingwersen.

A report for JAVMA on World Congress and the 2016 Award winners.

The coverage we have seen from our press releases is itemized in Appendix C. We have been much more active in 2016 so have achieved a commensurate increase in media coverage. It is important to note that we do not see all coverage – only that which we can identify online via a google alert or which is forwarded to us by committee members in the countries. However, we can be confident in saying that we have seen an improvement in both the volume of coverage achieved and in the quality of the coverage. Importantly, we have also started receiving more regular coverage in some countries where we haven’t achieved coverage previously or where we have only received it spasmodically – Germany and New Zealand are two examples.

Martín Soberano’s help in Latin America should be highlighted – both his use of WSAVA content in Vétébooks – and his support in helping to invite and support journalists from Latin America attending WSAVA World Congress. This undoubtedly helped us achieve more coverage.

Despite the good progress made in spreading the message about the WSAVA’s work through the global veterinary media, coverage is still UK-centric and there is more work to be done to reach a wider audience. For this reason, we are now subscribed to a global media database and this is already helping us to reach new media in new countries. It also enables us to see how many of those opening a press release actually click through to a link. We are still exploring the power of this database but it should undoubtedly make a positive difference to our media targeting during 2017.

Below is a screen shot showing the type of report we receive each time a release is issued.

We have also contacted the RMAs for their support in their regions though are still awaiting a response.

Priorities for 2017

- Take a more planned approach to media relations – and communications generally.
- Focus efforts on extending the range of countries in which we achieve regular media coverage.
- Ensure that we repurpose content generated for BSAVA Companion and other different purposes and countries to ensure maximum value.
- Explore the use of our database to ensure we get maximum value.
Social media

2016 was a successful year for our presence on social media.

- Our audience showed organic growth of more than 50%, organically – ie no funds were used to promote our content or increase our number of followers
- The rise in followership greatly attributed to the rise in interest and engagement in our posts/tweets. The consistently most popular posts and tweet were those on WSAVA/community topics - for instance, the ketamine campaign, the WSAVA leader spotlight series, World Veterinary Day, WSAVA news eg new Guidelines and Congress content.

The graphs below show some of the highlights from 2016. Additional information is provided in Appendix C.

Year in review: Best of Facebook

Year in review: Society-based and special interest content
Priorities for 2017

- Following WSAVA 2016, an Instagram account was created and is being run by Daphne Westgeest. We will look to develop our presence on this platform during 2017 while continuing to strengthen our presence on our existing platforms.

- The popularity of posts about the WSAVA and its content is clear so we will continue to focus strongly on this and be more selective about posting Congress news.

- We recommend holding a pre-Congress contest via social media to promote WSAVA 2017 hot topics focused on followers rather than on Congress and offering a prize of free entry to a social event. This could be, for instance, a photo contest or veterinary/WSAVA quiz.

- Videos have become the top-rated content shared on social media. We recommending posting interviews with speakers to attract delegates.

The e-bulletin

During the period January-October 2016, five issues of the e-bulletin were prepared and emailed to a list of recipients collated and provided by WSAVA to our Webpartner Emailer service, Vetstream. They were also posted on the WSAVA website and on the sites of some member...
associations. To maximise readership, two weeks after each issue was sent, it was resent to any recipients who did not open the original email, together with any additional contacts that had been added to the distribution list.

The e-bulletin is currently translated into Spanish and Simplified Chinese. Those who have requested the Japanese version are receiving the English version. By far, the majority of readers view the e-bulletin in either English or Spanish though a decrease in the open and click through rates for the October issue for Spanish and Chinese was noted. Possibly a content issue?

By the October issue, the e-bulletin was reaching more than 33,000 readers (a 48% increase compared to 2015) and the list continues to grow. The click-through rate (CTR) of 17% is much higher than the industry benchmark - the Signup.to Benchmark report 2016. The % of unsubscriptions remains low as do % spam complaints and are again much lower than the industry benchmark

Priorities for 2017

• Refresh the e-bulletin design and content based on feedback from the questionnaire
• Look again at translation and how this can most effectively be achieved. Russian is a priority for 2017
• Plan further ahead for some of the longer articles so that the translators can be given more time. Ensure also that we are covering topics required by the Hill’s KPIs.

Appendix A

Press releases

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Committee/initiative</th>
</tr>
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<tbody>
<tr>
<td>6.1.16</td>
<td>World Small Animal Veterinary Association Launches Updated Vaccination Guidelines</td>
<td>VGG</td>
</tr>
<tr>
<td>5.2.16</td>
<td>Updated Vaccination Guidelines Launched for Breeders and Owners</td>
<td>VGG</td>
</tr>
<tr>
<td>17.4.16</td>
<td>WSAVA Calls for Veterinary Volunteers for Outreach Work in Colombia</td>
<td>GO</td>
</tr>
<tr>
<td>1.4.16</td>
<td>WSAVA urges veterinarians to support campaign to secure ketamine</td>
<td>GPC</td>
</tr>
<tr>
<td>25.4.16</td>
<td>WSAVA and CDC to Host Ground-breaking Symposium on Preventing Obesity in People and Their Pets</td>
<td>OHC</td>
</tr>
<tr>
<td>4.5.16</td>
<td>New Online WSAVA Welfare Modules Aim to Help Veterinarians Advocate for Animals</td>
<td>AWWC</td>
</tr>
<tr>
<td>11.5.16</td>
<td>Vetstream appointed Global Educational Partner of the World Small Animal Veterinary Association (WSAVA)</td>
<td>-</td>
</tr>
<tr>
<td>1.8.16</td>
<td>Dutch Professor Announced as Recipient of WSAVA Award for Scientific Achievement (Benelux media)</td>
<td>Awards</td>
</tr>
<tr>
<td>10.8.16</td>
<td>Professor Marian Horzinek – a statement</td>
<td>OHC</td>
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<tr>
<td>19.8.16</td>
<td>WSAVA Launches Phase V Vaccination Guidelines Group Project in Latin America</td>
<td>VGG</td>
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</table>
23.8.16  WSAVA Online Petition to Secure Access to Ketamine Targets Next Milestone  GPC

25.8.16  Founder of Mission Rabies Announced as Recipient of WSAVA’s Global One Health Award (UK and European media)  Awards (OHC)

29.8.16  New Jersey Veterinarian to Receive the WSAVA’s Meritorious Service Award  Awards

16.9.16  WSAVA, Hill’s Announce 2016 ‘Next Generation’ Veterinary Award Winner  Awards (Hill’s)

16.10.16  First Canadian Elected to WSAVA Presidency

20.10.16  New WSAVA Guidelines Aim to Set Standards for Veterinary Dentistry Worldwide  DGC

25.10.16  Animal Wellness and Welfare Guidelines to be Launched by the WSAVA  AWWC

4.12.16  Human and Veterinary Healthcare Professionals Call for a ‘One Health’ Approach to Policy Discussions on Obesity  OHC

7.12.16  New Chair for WSAVA Continuing Education Committee  CE

**Releases written and pending issue**

WSAVA Global Nutrition Committee Reports Growing Interest in The Importance of Diet from Veterinarians Globally  GNC

WSAVA Thanks Hill’s for Ten Years of Support for Small Animal Veterinarians  Hill’s

One Care

In addition, a release was written for the Henry Schein Award but it was issued by Henry Schein so it not recorded here.

**Appendix B**

The following articles were prepared for BSAVA Companion magazine during 2016:

<table>
<thead>
<tr>
<th>Month</th>
<th>Title</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Showing leadership on vaccination</td>
<td>VGG</td>
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<tr>
<td>June</td>
<td>Raising global standards of veterinary care</td>
<td>One Care</td>
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<tr>
<td>October</td>
<td>AFSCAN update</td>
<td>Foundation</td>
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<tr>
<td>December</td>
<td>Colombia delivers world-class congress</td>
<td>World Congress + Awards</td>
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**Appendix C**

Additional social media analytics:
Facebook Engagement: 2015 vs 2016

The blue bar represents 2016, the grey bar represents 2015

Twitter Engagement: 2015 vs 2016

The blue bar represents 2016, the grey bar represents 2015
Year in review: Best of Twitter

#WSAVA2015 vs. #WSAVA2016 on Twitter: Great improvement!
WSAVA 2016 On-Site Social Media: Popular Products

- **Twitter Wall**: showcased the buzz shared on social media outlets by all participants, sharing their experience during the Congress.

- **Photo Booth**: participants captured the essence of the Congress in a fun way and shared it immediately on their personal social media accounts – over 250 photos were taken at the booth.

- **Live Facebook Video Streaming and Tweets**: Shared with our followers the live, must-see moments of the Congress; reached out to those who couldn’t join us, encouraging them to attend the next Congress. There were a total of 23 videos with an average of 270 views per video.
Year in review: Best of LinkedIn

Appendix D (separate document)
Website analytics

Appendix E (separate document)
e-bulletin analytics