

Annual report of the PR and Communications Committee 2014



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

A broad summary of our achievements in the past year:

- The WSAVA Global Veterinary website at <http://www.wsava.org> has a steady increase in new viewers every month (73.9%). The past year we had 273,832 page views compared to 213,658 in 2013. Most visited pages and audience breakdown is detailed below.
- We have produced six e-bulletins. It is now available in four languages and receives an overwhelmingly positive response. When we moved to the new format in 2012, the first was sent to 4,000 subscribers. The most recent one went to 18,000 and the list continues to grow.
- The audience for our social media campaign on facebook and twitter grew by 190% during the period. We now have facebook fans in more than 45 countries - Brazil, South Africa and the USA lead the way. We have more than 600 followers on twitter. Our most popular post on facebook (concerning ebola and dogs) reached more than 36,500 people and was shared 227 times
- Our press releases are now being picked up in counties including UK, USA, China, Australia, Latin America and Africa. These are just the ones we know about - we expect that they are being picked up more widely but don't have access to the publications
- We have organised 2 successful press briefings at the BSAVA and WSAVA World Congress in Cape town. It resulted in UK coverage, including full page articles on Global Outreach and POA in Veterinary Record, together with some international media coverage
- The “WSAVA Global Oath Banner” was signed in Cape Town and became the most engaged and reached post on WSAVA FB community
- We have provided additional ad hoc or 'rapid turnaround' support during the year eg around the Cape Town press briefing

Website: since the WSAVA website was launched in September 2012 it has undergone many facelifts and continues to be improved with the most recent additions to the homepage, committee tabs and various menus that showcase the WSAVA work. Annual report shows that we have increased viewers with an average monthly 14,000 visits and 73.9% are new visitors. Audience overview is provided at [WSAVA website audience overview](#). Breakdown of areas most visited are:

Page	Page views 2014	Page views 2013	Average increase
News/articles	50,053	17,279	189%
Guidelines <ul style="list-style-type: none"> • #1 Vaccination guidelines • #2 Global Pain council • #3 Global Nutrition 	47,322	29,557	60.1%
Global Nutrition toolkit	17,286	12,331	40%
Association pages	13,511	9,432	43.2%
Events/congress/meeting calendar	11,865	8,122	46.08%

*In the Guidelines pages :Vaccination Guidelines continue to be the most downloaded guidelines followed by the Global Pain Council’s Guidelines for the Recognition, assessment and treatment of pain which was launched only 4 months ago. Global Nutrition toolkit is second to VGG for most downloaded resource.

**News and articles that appear on the e-bulletin become most visible and all member associations that have been featured in a news article on the e-bulletin also have the most association pages visited.

E-bulletin: now translated into Spanish, Chinese and Japanese the bi-monthly e-bulletin reaches over 18,000 readers and growing. Its open rate of up to 35% is an impressive number and we are looking at the analytics to improve readership – see [WSAVA e-bulletin analytics](#).

In summary:

- The recipient list is growing steadily.
- % clicks: Those subscribers who clicked on a link within the e-Bulletin clearly exceeds the average click through rates, indicating a high level of recipient engagement with the WSAVA e-Bulletin content
- % un-subscriptions remains low, as does % spam complaints.
- E-bulletin content brings audience to the news article, associations/groups featured in the news and all WSAVA committee activities in a significant way

During the year, six issues were issued and emailed to a list of recipients collated and provided by WSAVA to our Webpartner Emailer service, Vetstream. A link to a web-based version is also provided to the WSAVA for use on its website and on the sites of member associations. Two weeks after each issue is sent, to maximise readership, Vetstream resends the e-bulletin to any recipients who did not open the original email (and any additional contacts that have been added to the distribution list). We can clearly see that the page views on the website is directly linked to our news items featured in the ebulletins. For instance the more associations or groups actively share their news and activities on the ebulletin, the more their pages and websites are viewed.

Exciting new steps for the e-bulletin in 2015!

- The Webpartner Emailer service enables segmentation of recipients for more targeted email campaigns by e.g. location or interest and in this case we will launch according to language. The ebulletin will now have the main language of English, Spanish, Chinese and Japanese as a full issue. This way our readers in each demographic will receive automatically the language of their origin or choice.

Social Media campaigns: WSAVA is now hip and savvy! Our growth comes close to 200% and is getting more active and engaging every month. A summary of the social media campaign is detailed in 2 files;

- [The WSAVA Social media report 2013-2014](#)
- [The WSAVA social media report post congress.](#)

The most popular and shared post on FB was “Ebola and Dogs” whilst the most engaged and reached post on WSAVA FB community was the “WSAVA Veterinary Oath” campaign.



WSAVA in the news:



Our press releases, highlighting the work of our key committees and working groups, our awards and our educational partnerships, were picked up by media outlets in countries including the UK, USA, China, Australia, Latin America and Africa. The latest WSAVA Global Outreach program was announced at BSAVA Congress in April and was followed up by a press conference covering the work of the AWWC in Cape Town. The WSAVA Global Oath Banner was unveiled during this press

conference and received widespread attention. Our latest frontier, Latin America is now fully engaged and taken on the role of promoting the WSAVA and its committee work in many media outlets (see below)



Press releases: Eight press releases were written and issued by our publicist Rebecca George:

- World Veterinary Day - joint release with BSAVA
- 'Vets go Wild': WSAVA launches 'WSAVA Global Outreach' to enhance veterinary care worldwide (BSAVA press briefing)
- WSAVA and Timeless Veterinary Systems Inc. Announce Education Partnership Agreement
- WSAVA One Health Committee Launches Phase II Project
- VGG Report offers advice on vaccination practice in Asia
- WSAVA targets animal welfare at 2014 World Congress (WSAVA World Congress)
- WSAVA Announces 2014 Awards
- WSAVA and World Animal Protection sign Memorandum of Understanding

The coverage we have actually seen is detailed on the separate table - see [WSAVA media coverage 2014](#). It lists the name of the publication or website, the date the coverage appeared, the type of story (and gives the circulation of the publication (or unique users in the case of online coverage).

Working on the basis of just those publications or news feeds where circulation figures are readily available, we achieved a total 'Opportunity to See' of 456,000. In reality it will have been much higher as we have not yet been able to check the circulations of the US, Australian and other media. We also evaluate coverage on the basis of quality on a scale of 1-4 where 4 is high. We review each piece of coverage based on its size; how well it delivers WSAVA messaging and the importance of the publication it appears in and attach a score on this basis. Our average quality rating in 2014 was 2, reflecting the fact that we achieved a number of significant sized articles.

This year has seen more progress in achieving coverage outside the UK, notably in the US, Canada, Australia and South Africa. We have also made useful contacts with Latin American journalists to publish our articles as well as Vivien He, Chinese member of the PR Committee, has agreed to translate releases for the key publication in Beijing.

Press conferences: WSAVA holds an annual press conference at each World Congress on the day preceding the opening ceremony. In 2014 the press conference in Cape Town was attended by over 120 participants and 15 media representatives. Press releases were issued to both attending and

non- attending journalists. The topic of 2014 was “The WSAVA Global Animal Welfare Initiatives” and the Animal Wellness and Welfare Committee was our key committee focus. The press conference reception was hosted by our educational partner ‘Global Edition of Clinician’s Brief’.

Monthly letters to assembly: the most direct form of contact between the WSAVA board and assembly members are our letters to assembly representatives. The Honorary secretary and secretariat office have designed to time these letters on a monthly basis and have also posted the letters on the website page under “Assembly member – call to action”. These letters are archived and can be revisited if needed at <http://www.wsava.org/about/assembly-members/call-action> .

Outreach to member associations: in many places nothing takes place of a good face to face meeting and conversation. The current executive board has been diligently frugal in expenses and has delegated board members closest to each member association event to represent the WSAVA. In addition to the Executive board we have had many assembly members and committee groups/ members waving the WSAVA flag in various countries as well as acting as mentors for newly formed groups to join the WSAVA community. In 2014 the WSAVA was represented in Asia/Oceania (China, Japan, the Philippines, Malaysia, Indonesia, Myanmar, Vietnam, Sri Lanka, India, Iran, Thailand, NZ and Australia), Latin America (Argentina, Brazil, Cuba, Peru, Ecuador, Colombia, Venezuela, Paraguay, Uruguay, Chile, Panama, Costa Rica, Dominican Republic), Africa (Mozambique, Kenya, Tanzania, Zambia, Swaziland. Botswana), Europe (France, Israel, Austria, Belgium, Ireland, Spain, Turkey, Georgia, Serbia, Ukraine, Latvia, Bosnia, Romania, Bulgaria, Albania) and North America (Canada, AVMA, AAHA, NAVC).

Partnerships: our educational partnerships help us to make continuing education accessible and affordable. In 2014 the Global edition of Clinician’s brief reported 6400 subscriptions and is looking to create translated versions of the digital edition. JSAP has also kept WSAVA members abreast with the free access for members to important scientific articles and information. Timeless Drug Formulary App continues to offer free as well as markedly reduced subscriptions to WSAVA members in various categories though pick up from our members are still slow. And lastly our new partner in 2014, Vetfolio, will be providing resources free of charge to our members through channels that will be made known through our ebulletin and website.

Looking ahead to 2015:

1. The 2015 Press conference will be held on May 14 at the WSAVA World Congress in Bangkok, Thailand. We will focus on the Global Pain Council work under the title “**Standing together to end animal pain: The WSAVA GPC solidarity**” with the following highlights:
 - Endorsement of the GPC Guidelines on Recognition, Assessment and Treatment of Pain
 - Call to action – all member associations will be invited to sign endorsement documents in an act of solidarity on May 14, 2014
 - Introducing the GPC protocols for management of pain
2. Start production and publish E-bulletin language specific issues
3. Continue on key objectives identified
 - Increase and expand member benefits with partnering organizations

- Create more member engagement and relevance
- Explore and expand new channels such as live social media or online forums and member's only networking channel
- Make known WSAVA member benefits
- Make known results of the WSAVA committee and projects that improve and unify standards of care for companion animals worldwide