

# HOSPITAL COMMUNICATIONS HIGHLIGHTS

October – December, 2024



**UC DAVIS**  
VETERINARY MEDICINE



Welcome to the inaugural edition of the VMTH quarterly communications and marketing summary. For questions or ideas, please contact Rob Warren at [rjwarren@ucdavis.edu](mailto:rjwarren@ucdavis.edu)

## Oct-Dec 2024 Overview

In the 4th quarter of 2024, the communications team produced more than 100 VMTH-related items, including:

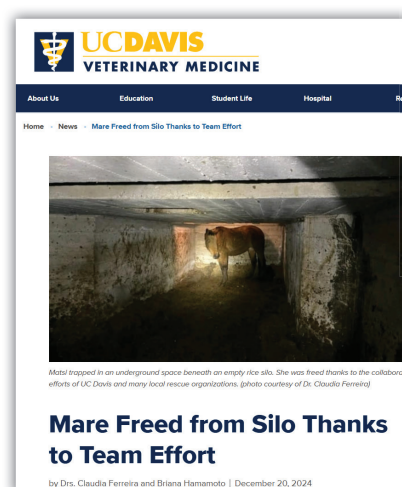
- 20 website articles
- 63 social media posts (28 to Facebook, 19 to X, 16 to Instagram)
- 7 newsletters (3 Voice, 2 LAC Roundup, 1 Heartbeat, 1 Hobbs)
- 20+ other projects or promotions



In addition, the team responded to more than 50 media inquiries and helped the NICU reach its crowd-funding goal. The popular “Minute with Mark” video series featured 3 episodes filmed at the VMTH, more than any other SVM center in the quarter.

## Hospital Articles

- French Bulldog Celebrated at Philanthropy Campaign Finale
- Shaping Veterinary Medicine Around the World
- Large Animal Clinic Optimizes Standard of Care
- Rescued Donkey Overcomes Muscular Disorder Brought on by Trace Mineral Deficiency
- Antiviral Discovered to Speed Recovery and Reduce Corneal Disease in Kittens with Herpesvirus
- A Half-Century Partnership
- UC Davis Opens Sports Medicine and Rehabilitation Service
- Dr. Amy Kapatkin Wins Career Achievement Award
- Dr. Joanne Paul-Murphy Wins Murray Fowler Lifetime Achievement Award
- UC Davis First to Produce Equine Embryos By In Vitro Fertilization with Frozen Sperm
- 2024 Faculty Awards
- 2024 Dean's Staff Awards
- Preventing Deadly FIP in Cats
- Stone Removal Now Safer, More Efficient
- Dogs Get Head and Neck Cancers, Too
- Emergency Surgery Saves Abandoned Kitten
- Purina Announces \$1.5M Donation to UC Davis to Advance Pet Health
- Equipment Upgrade Increases Ophthalmology Offerings
- UC Davis Veterinarians Lead a Long Journey Back to Health for Hemophilic Dog
- Mare Freed from Silo Thanks to Team Effort



## > Cases of the Month

**October:** Rescued Donkey  
“Champ” Overcomes Muscular  
Disorder Brought on by Trace  
Mineral Deficiency



**Facebook:**

**Views:** 7,570

**Likes, comments, and shares:** 64

**Instagram:**

**Impressions:** 15,123

**Likes, comments, and shares:** 1,256

**November:** Emergency  
Surgery Saves Abandoned  
Kitten Named Tuna Sandwich



**Facebook:**

**Views:** 27,293

**Likes, comments, and shares:** 566

**Instagram:**

**Impressions:** 20,012

**Likes, comments, and shares:** 1,623

**December:** Otis the  
Hemophilic Rescue Pug



**Facebook:**

**Views:** 3,063

**Likes, comments, and shares:** 38

## > Top Hospital Social Posts

### Top Facebook Posts:



**Views:** 45,779



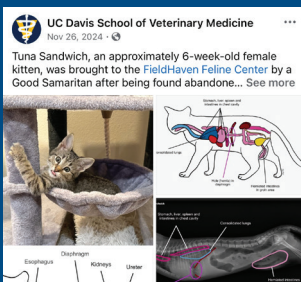
**Likes, comments, and shares:** 690



**Views:** 25,861



**Likes, comments, and shares:** 2,110

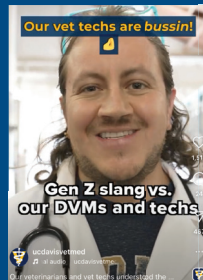


**Views:** 27,293



**Likes, comments, and shares:** 566

### Top Instagram Posts:



**Views:** 44,000



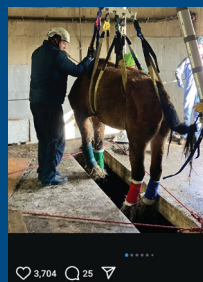
**Likes, comments, and shares:** 2,098



**Views:** 29,414



**Likes, comments, and shares:** 2,694



**Views:** 56,558



**Likes, comments, and shares:** 4,140

Note: Some services maintain their own social media accounts.  
To see a list of those, please visit: <https://www.vetmed.ucdavis.edu/news/social>



## > Additional Promotions

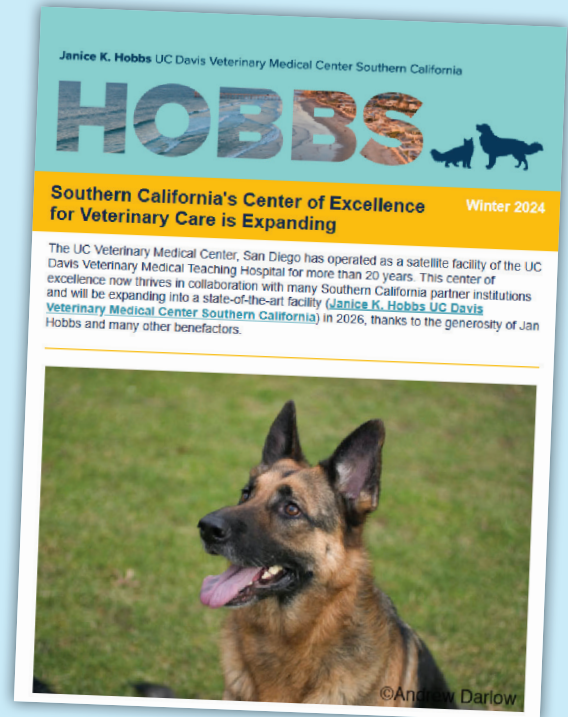
### Nov/Dec LAC Roundup

Approximately 17,213 recipients  
(rDVMs and clients)



### Hobbs UC Davis newsletter

December, 2024, 8,852 recipients



### NICU Crowdfund Campaign

\$4,050 donated - 101% of \$4,000

Actions: social posts, client mailing,  
rDVM mailing, DLC mailing



### Sports Medicine Service promotion

November, 66,606 recipients

### Equine Placentitis Screening Email

November, 16,759 recipients

### November News Brief - Featured Success Stories

French Bulldog  
Celebrated at  
Philanthropy  
Campaign Finale



Rescued Donkey  
Overcomes  
Muscular Disorder

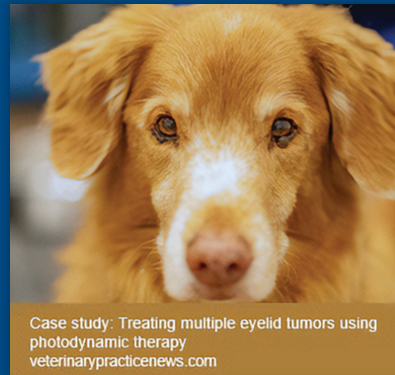


Interested in helping the school with media relations? Contact Rob at [rjwarren@ucdavis.edu](mailto:rjwarren@ucdavis.edu)

## > In the News

### Washington Post

Wondering if Your Pet Is Happy? They're Already Telling You. — Melissa Bain



### Veterinary Practice News

Case Study: Treating Multiple Eyelid Tumors Using Photodynamic Therapy – Lauren Charnock

### DVM360

Antiviral Medication for Feline Herpes Accelerates Recovery in Kittens with Upper Respiratory Disease – Karen Vernau

### Paulick Report

'Extraordinary Collaboration' Puts Focus On Safety And Integrity At Breeders' Cup – Mathieu Spriet

## > Internal Communications

### VMTH Voice

October, November & December  
972 recipients  
Open rate average: 62%



To learn more about school communications, visit "Communications Resources" under the "News" dropdown on the main menu of the school website at [www.vetmed.ucdavis.edu](http://www.vetmed.ucdavis.edu)

## > Philanthropy and Alumni Communications

### Alumni Newsletter Fall 2024 Edition



### Alumni Class Campaigns

