

HOSPITAL COMMUNICATIONS HIGHLIGHTS

January – March 2025



UC DAVIS
VETERINARY MEDICINE



Enjoy these quarterly highlights of marketing/communications initiatives at the VMTH. For questions or ideas, please contact Rob Warren at rjwarren@ucdavis.edu

Jan-Mar 2025 Overview

In the 1st quarter of 2025, the communications team produced approximately 150 VMTH-related items, including:

- 73 social media posts (42 to Facebook, 16 to Instagram, 15 to X)
- 19 website articles
- 6 newsletters (3 Voice, 1 LAC Roundup, 1 Heartbeat, 1 Hobbs)
- 2 mini marketing campaigns for Ophthalmology and Neurology (each including 10+ projects)
- 40+ other projects or promotions

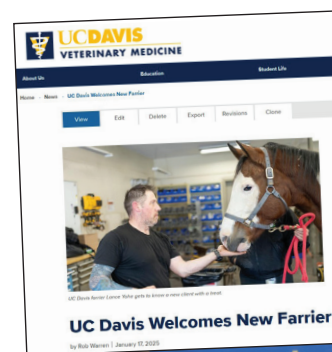
In addition, the team responded to more than 50 media inquiries, and 5 episodes of the popular “Minute with Mark” video series were filmed at the VMTH (more than any other SVM center in the quarter), including Poop Week videos featuring

Drs. Lauren Camp, Sarah Depenbrock, and Catherine Renaudin. **The biggest highlight of the quarter was the March “Case of the Month” reaching 1.3 million views on Facebook!**



> Hospital Articles

- Continued Philanthropic Support Helps UC Davis Provide Highest Quality Cancer Care
- Among the Academies: Transforming Lives Before Birth
- UC Davis Welcomes Dr. Sandra Valdez as New Equine Surgeon
- Dog’s Close Call with Salmon Poisoning Disease Shocks Owners but Raises Awareness
- UC Davis Welcomes Dr. Carter Judy as New Equine Surgeon
- Celebrating Veterinary Technician Careers
- Hospital Hosts 2025 Veterinary Intern and Resident Research Symposium
- Bilingual Education and a Sense of Community at the 2025 UC Davis Equine Health Symposium
- Is Your Cat at Risk of Contracting Bird Flu?
- Dentistry/Oral Surgery Team Presents at Leading National Scientific Conference
- The Essential Guide to Pet Emergencies with Dr. Karl Jandrey
- Pet Health Advocate: The Revolutionary Work of Dr. Boaz Arzi
- Neurosurgery Discovers Cause of Cat’s Seizures
- UC Davis Launches Neurosurgery Specialty Service
- Specialized Eye Surgery Restores Dog’s Vision
- UC Davis Opens New Dentistry and Oral Surgery Center
- UC Davis Welcomes New Farrier
- Dr. Nicola Pusterla Wins Equine Research Award
- Dr. Joan Dean Rowe Wins Small Ruminant Practitioner Award



> Cases of the Month

January: Tashi's Vision Is Restored with Retinal Reattachment Surgery



Facebook
Views: 21,852
Likes, comments, and shares: 457

Instagram
Views: 15,772
Likes, comments, and shares: 1,254

February: Neurosurgery Removes Tapeworm from Cub's Brain



Facebook
Views: 38,843
Likes, comments, and shares: 739

Instagram
Impressions: 24,809
Likes, comments, and shares: 1,791

March: Ollie's Close Call with Salmon Poisoning Raises Awareness



Facebook
Views: 1,339,135
Likes, comments, and shares: 16,618

Instagram
Impressions: 26,149
Likes, comments, and shares: 2,157

> Top Hospital Social Posts

Top Facebook Posts



Views: 1,339,135
Likes, comments, and shares: 16,618

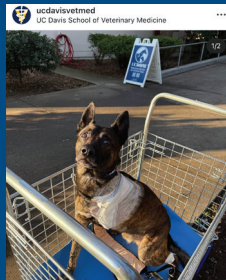


Views: 95,584
Likes, comments, and shares: 817



Views: 58,033
Likes, comments, and shares: 1,422

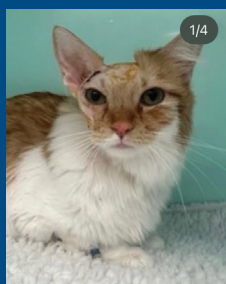
Top Instagram Posts



Views: 47,367
Likes, comments, and shares: 3,894



Views: 26,149
Likes, comments, and shares: 2,157



Views: 24,807
Likes, comments, and shares: 1,791

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

Jan/Feb LAC Roundup newsletter
17,598 recipients (rDVMs and clients)



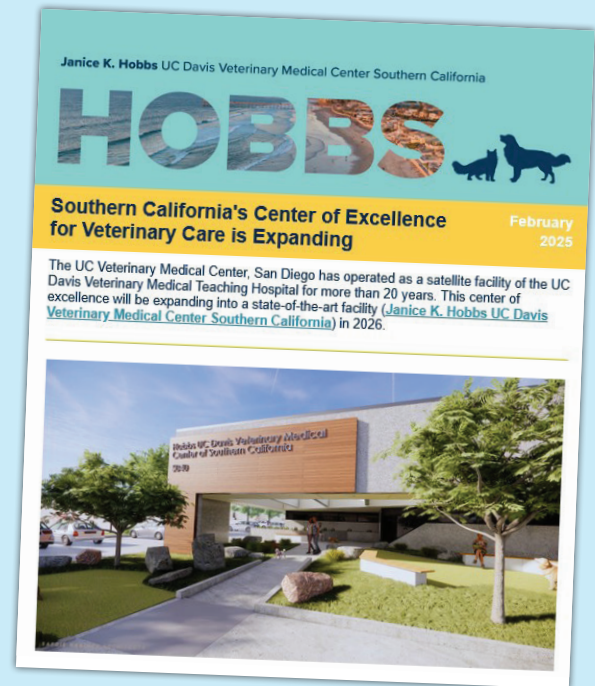
Pet Loss Support Group card
Available at reception (clients)



Drs. Valdez, Judy welcomes
17,597 recipients each (rDVMs, clients, media)

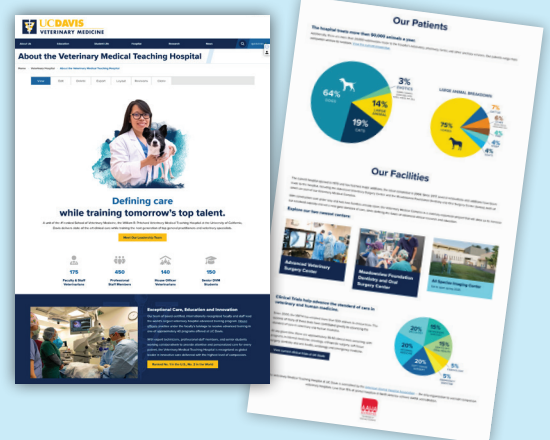
Equine Health Symposium promotion
17,068 recipients (clients)

February Hobbs newsletter
9,401 recipients (donors)

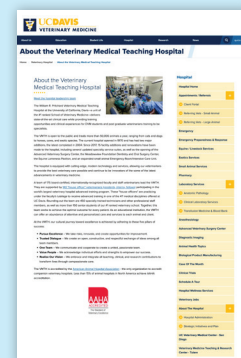


“About VMTH” page update

New design



Old design



Interested in helping the school with media relations? Contact Rob at rjwarren@ucdavis.edu

> In the News

NPR

How to Keep Your Pets Safe from Bird Flu – Jane Sykes

DVM360

UC Davis Treats Pug with Rare Coagulation Disorder – Steven Epstein, Max Randolph



Modern Equine Vet

Obtaining a Good Sample Essential for Diagnosing Strangles – Camilo J. Morales

Huff Post

This Common and Beloved Dog Treat Can Destroy Your Pet's Teeth – Maria Soltero-Rivera

> Internal Communications

VMTH Voice

January, February & March
972 recipients (VMTH faculty/staff)
Open rate average: 64%



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

> Philanthropy Communications

Philanthropy Impact newsletter

February 2025
2,237 recipients (donors)



Connected newsletter

February 2025
53,826 recipients (donors, clients)

