WAVESCON 26

Wildlife Outreach

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# Science communication:

## Using your veterinary voice to advocate for wildlife and animal health

# Sharing the conversation about conservation

Science communication - Multimedia production

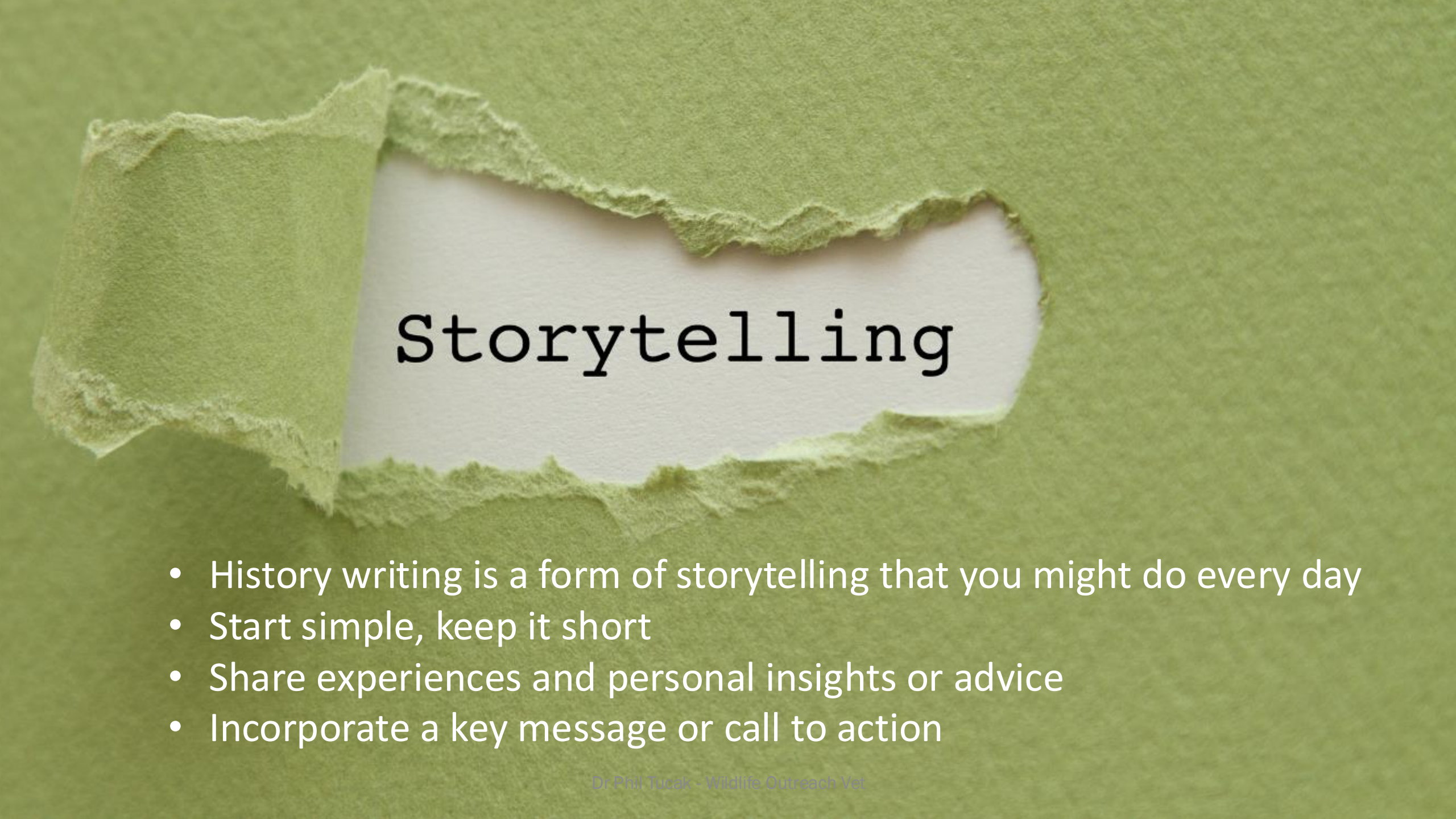
Veterinary expertise

# Science communication. Where to start?

**Veterinarians rank 5th**

in the most trusted occupations in Australia,

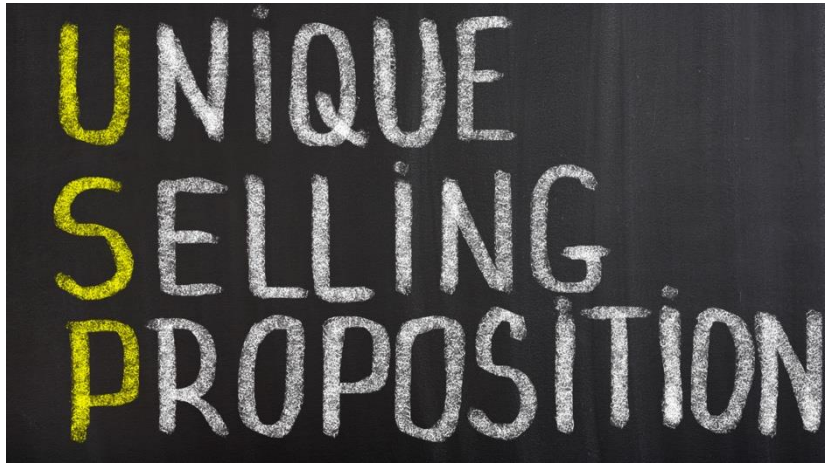
according to the 2025 Governance Institute of Australia Report.




- History writing is a form of storytelling that you might do every day
- Start simple, keep it short
- Share experiences and personal insights or advice
- Incorporate a key message or call to action

# Your veterinary voice, *what* do you want to say?

- Think about the objectives or key messages to educate or engage on
- What is your unique selling proposition (USP) – difference, uniqueness, special
- Find a niche, consider your personal strengths and expertise, interests
- Personalise, use *your* voice
- Understand the power of building your brand



# Establish *why* and *how* you are communicating

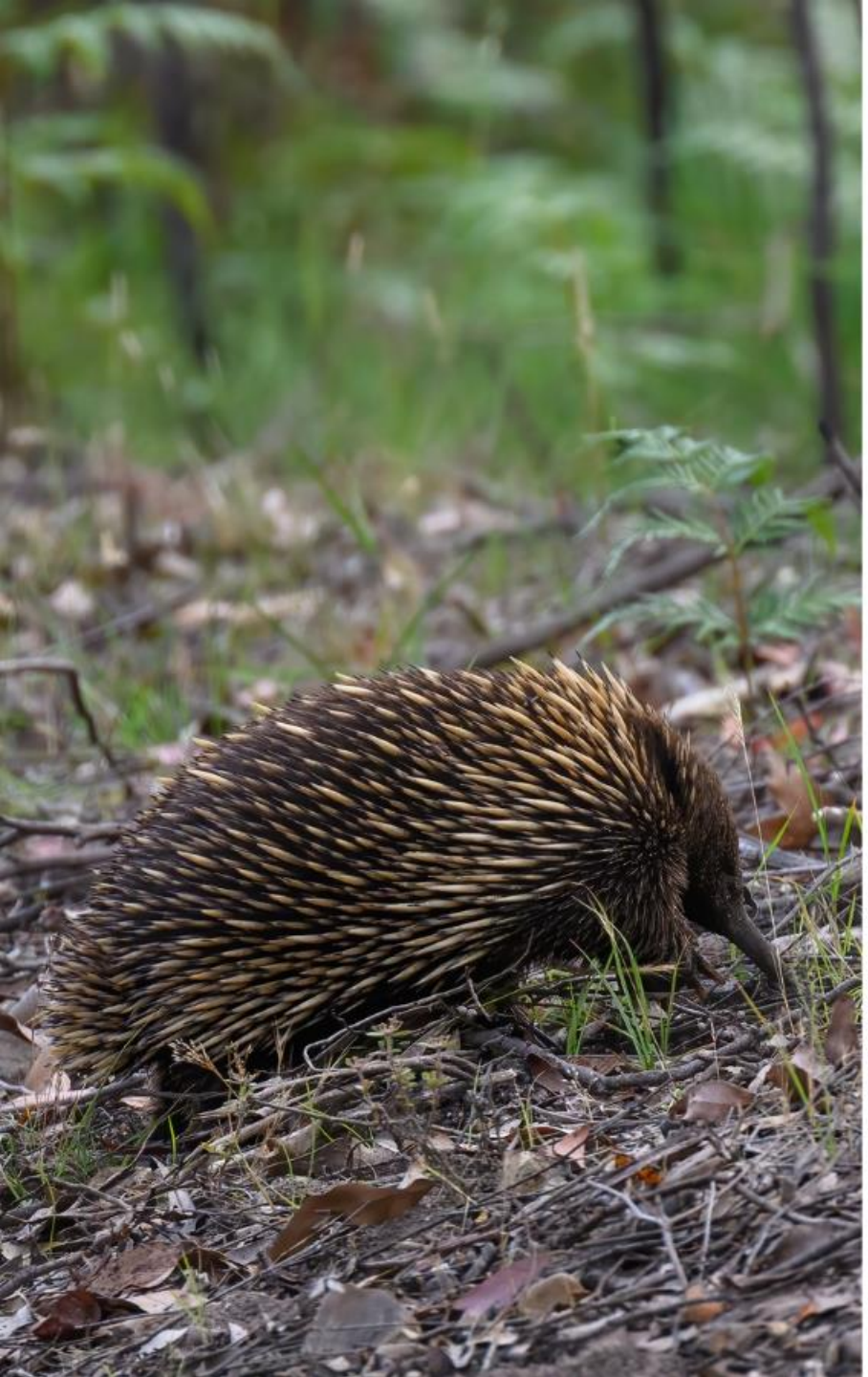
- Define what you are wanting to do, by way of a mission/vision or values
- Consider your brand or visual identity
- Whether it's your main gig or side hustle
- Who is your target audience

# Key messages you want to share?

- List them!
- Pet advice and education
- Pets as cherished family members
- Wildlife conservation
- Veterinary professional issues
- Seasonal issues
- Services, Team, Expertise
- Events, Community interests

# Have a plan!

Helps you identify your key communication messages, and how you are going to communicate them.



## Your story/topic you want to share, and the audience you want to reach

1. Objectives – why?
2. Key messages – what?
3. Who – target audience
4. How – methods
5. Evaluation

# Multitude of storytelling platforms available

What platforms do you want to utilise:

Social media, Instagram, Tik Tok, LinkedIn, Facebook
Traditional media, local paper, radio, TV
Community presentations
Publications, book
Podcasts, video
Client interactions and clinic opportunities

## Community presentations.

Presenting a seminar to your local community group or school can be a powerful way of educating and communicating to build awareness.

Develop your professional contact network to help you share your message

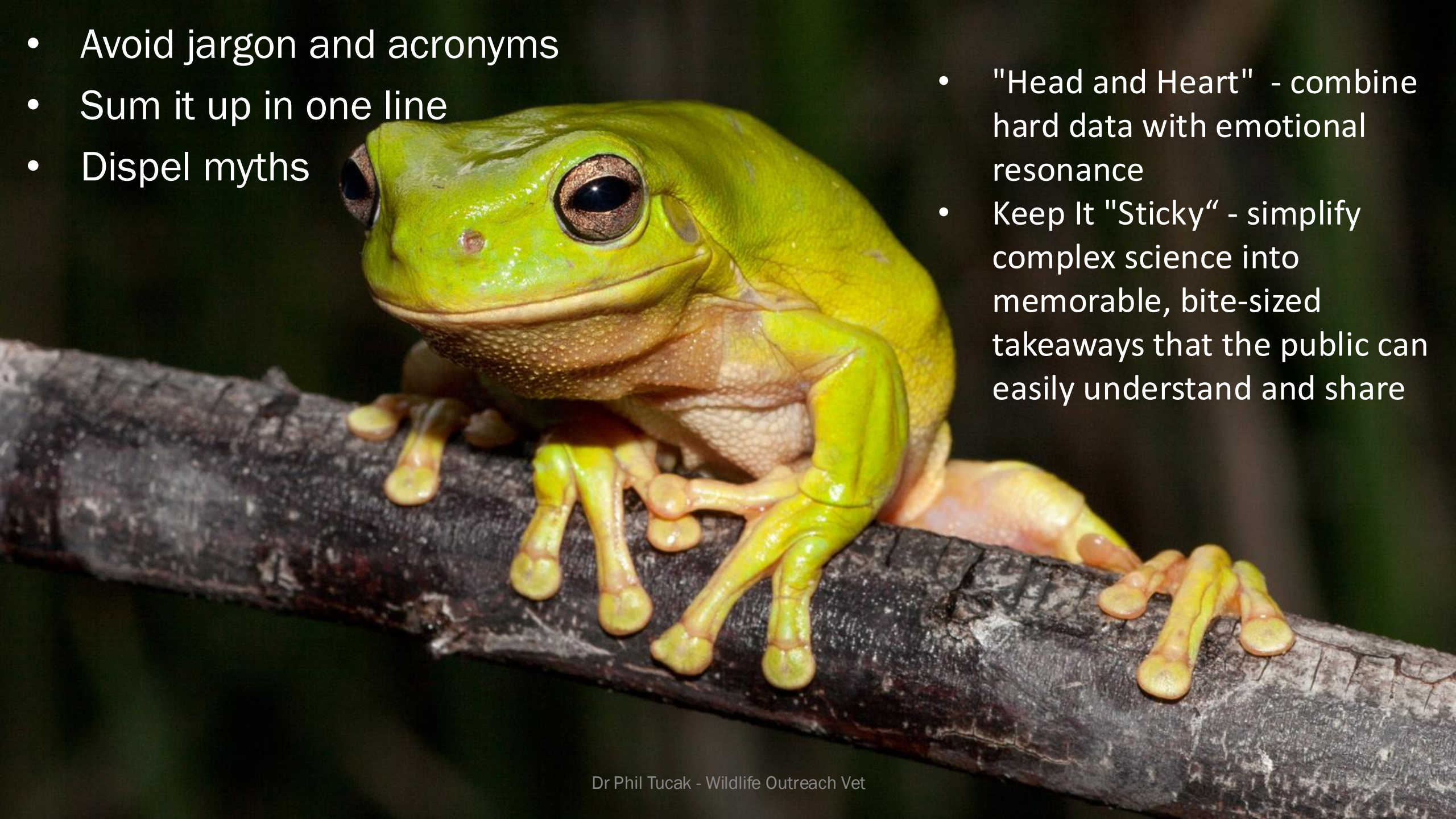
Eg Social media, local journalists, multimedia, key influencers etc

- Tell a story – hook, journey, impact.
- keep it simple - highlight particular aspects of an issue
- keep it short - try not to pack in too much information

- purpose of the story, ensure it is active – about doing something.
- incorporate a strong character, you or another person, or an animal.

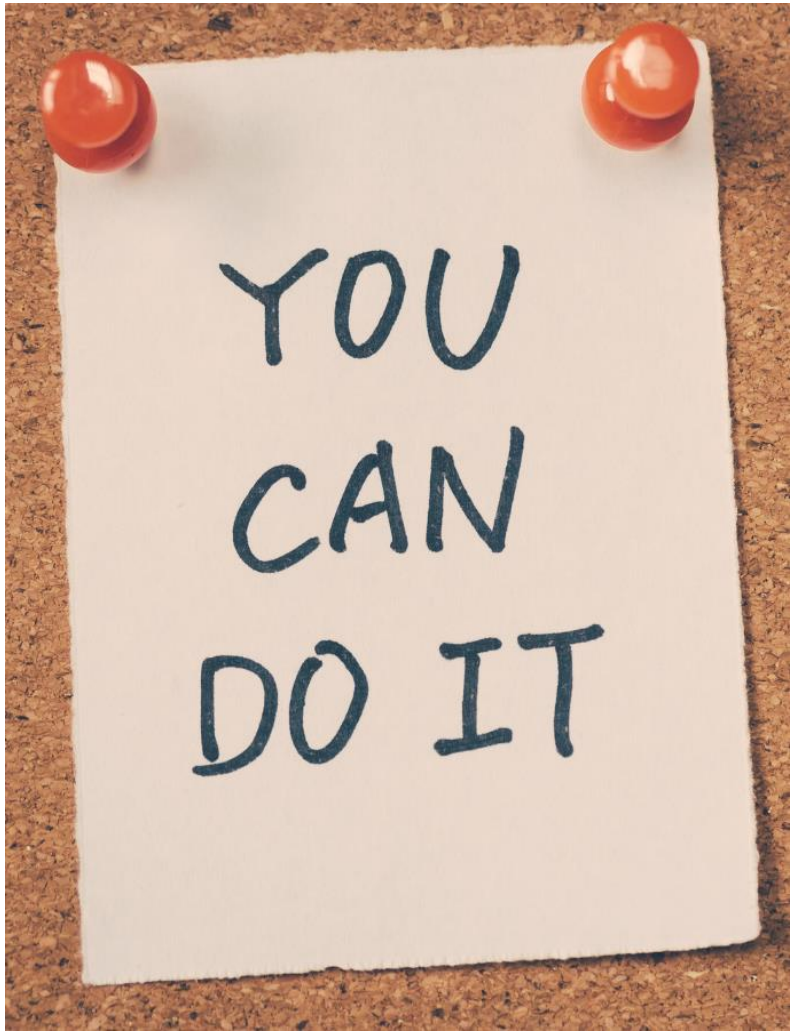
- consider the tone – serious, sense of humour
- use a call to action – audience to do something, awareness, donate.
- relate your story to the community – why important locally
- frame issues in ways that appeal to community values, focusing on shared goals like environmental health and animal wellbeing

- Imagery helps tell a story and drive engagement
- use images, videos, graphics and animations to explain complex scientific issues simply.



- Avoid jargon and acronyms
- Sum it up in one line
- Dispel myths

- "Head and Heart" - combine hard data with emotional resonance
- Keep It "Sticky“ - simplify complex science into memorable, bite-sized takeaways that the public can easily understand and share




- Storytelling, using real life experiences, share behind the scenes
- Explaining complex concepts
- Balance professional expertise with relatable human elements
- Be mindful of ethical, safety, privacy, accuracy – and broader professional messaging

• Set achievable goals
• Have a plan
• Try new and different ideas
• Break it up into small projects
• Enjoy the process