

Social media and text messaging popular among US veterinarians

//06 Jan 2010

More than half of small animal veterinarians and almost three-quarters of large animal veterinarians in the US have sent or received text messages for business reasons during the past year, according to the newly released “Veterinarian New Media Usage Study” conducted by Nicholson Kovac, Inc.

The study provides comprehensive insight on the use of new and social media among veterinarians—including Internet usage, social networking, and mobile phone activities for business and social purposes.

“This research shows that veterinarians are using a number of new tools to communicate with their customers and staff. Many of them send text messages to practice or clinic staff and other veterinarians,” said Sheree Johnson, Nicholson Kovac’s senior vice president and director of media services. “We also found it interesting that text messaging may serve as a customer service tool—a growing number of veterinarians, especially those who work with large animals, are also sending texts to their customers, possibly about the status of their animals.”

The 83-page study also explores in detail the Internet usage of both groups of veterinarians as well as their activity level in social networking sites:

- 91% of small animal veterinarians and 92% of large animal veterinarians check animal health websites
- Both groups also have websites established related to their practices (70% of small animal veterinarians vs. 43% of large animal veterinarians)
- 20% of both groups have accounts on Twitter

Findings were based on the insights of 425 small and large animal veterinarians who completed a proprietary online survey in September and October 2009. Detailed study findings, including demographics of participants and other highlights, are now available and can be purchased for \$850 by visiting www.nicholsonkovac.com or www.vetnewmediastudy.com.