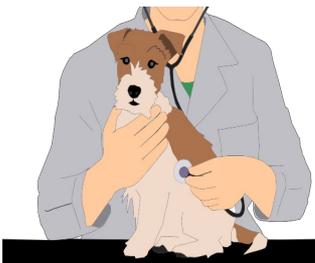


Dogtors On Social Media

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INTRODUCTION

Modern **veterinarians** occupy a variety of careers ranging from typical clinical work on domestic or exotic animals to research and academic scholarship. But do you ever find yourself wondering how this career is being portrayed via social media? Instagram is one of the largest social media platforms in the world, with over 1 billion active monthly users (Pew Research, 2019). Out of that 1 billion, 1.2 million accumulated hashtags are written under **'veterinarian.'** This research project will dig deep into the instagram world, to see if the realities of this career is being portrayed for all to see. The platform will serve as a career search resource (Downing & Brennan, 2019).



RESEARCH QUESTION

In reaction to the popularity of #veterinarian on Instagram, I presented the following question:

How are the realities of a veterinarian career portrayed on Instagram?

METHODS

I looked over a Q & A interview that hosted a real-time veterinarian. In this interview, Dr Jennifer Jones talks about her career path and what she does on the job. I took notes as she answered questions pertaining to the daily life of this career and the realities of it.

Afterwards, using search term #veterinarian, I sampled the top 200 posts and from those posts I selected 2 doctors at random. I would then skim through their profiles and thoroughly examine their posts and captions to see if they demonstrated the true realities of this field.

I chose veterinarians:
[@dr.mamabearfit](#) and [@dearmissdogtor](#)

RESULTS

Preliminary analysis reveals that:

- Veterinarian online influencers are honest and optimistic.
- These doctors avoided glorifying their field, and showed explicit photographs and videos on the daily life of a veterinarian.
- They are honest in being able to tell you that it is a long road of education.
- They love what they do. All the pictures of them smiling to beat their job, their captions, and motivating quotes help support that.

SAMPLE POSTS



CONCLUSION

The overall outlook of veterinarians on social media are honest and optimistic. These doctors avoided glorifying their field, and showed explicit photographs and videos on the daily life of a veterinarian. They are honest in being able to tell you--much like the doctor interviewed--that it is a long road of education. However, if you are passionate and driven, you can make it. Veterinarians seem to love their field, despite how heavy it may be emotionally. In the end, the feeling they get after doing their work is absolutely rewarding. That can be told by all the pictures of them smiling to be at their job, and their constant drive to keep pushing forward.

References

Downing, S. & Brennan, J. (2019). *On Course Strategies for Creating Success in College, Career, and Life* (9th ed.) Cengage Publishing.

Pew Research Center. (2019, June 12). *Social Media Fact Sheet*. www.pewresearch.org