



# Social Media Toolkit

JUNE 2024



Everything your  
veterinary  
practice needs to  
plan out your June  
social media  
calendar!

[www.geniusvets.com](http://www.geniusvets.com)



## ABOUT GENIUSVETS

GeniusVets is the premier platform to improve pet health – connecting pet parents with quality veterinarians and proven pet care advice from DVMs. Our mission is to create better pet health by providing a platform that educates and unites pet owners and veterinarians.

Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:







- National Adopt a Cat Month
- National Microchipping Month
- National Pet Preparedness Month
- National Foster a Pet Month
- National Zoo and Aquarium Month
- Professional Wellness Month
- National Camping Month
- National Hug Your Cat Month

- Week-Long Events:
- June 2-8: Pet Appreciation Week
  - June 17-21: Take Your Pet to Work Week
  - June 17-23: Animal Rights Awareness Week



# June

## 2024 CONTENT CALENDAR

							1
2 National Cancer Survivor's Day	 3 Hug Your Cat Day International Corgi Day	4	5	6	7	 8 Best Friends Day World Oceans Day	
9	10	 11 World Pet Memorial Day National Call Your Doctor Day	12	13	14 Flag Day	15	
16 Father's Day	 17 Take Your Cat to Work Day	18	19 Juneteenth	20 First Day of Summer	 21 National Dog Party Day National Selfie Day Take Your Dog to Work Day	22	
23	 24 Cat World Domination Day	25	26	27	28	29	
30							



JUNE  
**National  
Camping  
Month**

## VIDEO

- **Video Idea 1:** Create a video with suggestions to make the camping experience comfortable, like packing a familiar blanket or plenty of toys.
- **Video Idea 2:** Ask pet owners to schedule a pre-camping trip appointment, where they can update their pet's ID information and prepare with tick and flea preventatives.

## PHOTO

- Share a carousel of cute sleeping pet photos from campsites, whether they're snoozing in a hammock or cozy in the tent.
- Post a photo of a first aid kit with all its materials laid out. Point out what you would include in this kit when packing to camp with an animal to help your clients know exactly how to prepare.

## INFOGRAPHICS

- List the items that every pet owner should pack for a camping trip. Include a first aid kit, food, water, and treats, leash, harness, toys, and a comfortable place to sleep.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Camping dog, Hiking dog.
- Post a photo of a hiking dog waiting on a high point of the trail. Caption it: "C'mon slowpoke, I'm leading the way!"

**GeniusTip:**  
Posting high-quality content 2-5 times a week on Instagram is ideal.

## INTERACTIVE

- Poll your followers—how many of them want to take a camping trip with their dog this June?
- Survey your followers—have they ever camped with a pet before?

## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#NationalCampingMonth #OptOutside  
#CampingMonth #CampDogs**



## GeniusTip:

TikToks shot vertically have an average 25% higher 6-second watch-through rate.

## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[National Camping Month: A Guide to Camping Safely With Pets](#)**



## GeniusTip:

Evaluate what your audience responds to: if one of your Instagram posts performs well, copy what you did previously!

# Graphics to Share

Share our ready-to-post graphics. Creating graphics that are sized correctly for each social platform is a great way to make a lasting visual impact on your followers.

1 x 1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



JUNE IS  
NATIONAL CAMPING MONTH

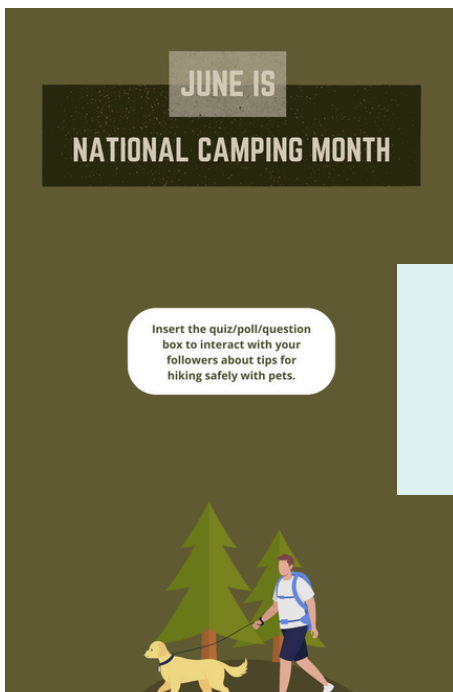
Insert the quiz/poll/question box to interact with your followers about tips for hiking safely with pets.

9 x 16

Formatted for Instagram and Facebook Stories  
*Encourage engagement by quizzing your followers or sharing fun facts.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16 x 9

Formatted for Twitter, Facebook and LinkedIn

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# The Best Post Timing

The overall best day and time to post on social media is **9:00 AM PST (12:00 PM EST) on Mondays**.  
But every network has its own sweet spot., and the worst day to post is Sunday.

**GENIUS TIP:** Avoid posting on the hour or on the half hour - instead, share content a few minutes before or after. Ex: Post at 9:12 am.



INSTAGRAM

**Best Time:** Monday slightly before or after 9:00 AM PST (12:00 PM EST).

**GENIUS TIP:** Sunday sees the least amount of engagement.



FACEBOOK

**Best Time:** Monday slightly before or after 10:00 AM PST (1:00 PM EST).

**GENIUS TIP:** Saturday sees the least amount of engagement.



TWITTER

**Best Time:** Friday slightly before or after 9:00 AM PST (12:00 PM EST).

**GENIUS TIP:** Sunday sees the least amount of engagement.



TIKTOK

**Best Time:** Sunday slightly before or after 1:00 PM PST (4:00 PM EST).

**GENIUS TIP:** Saturday sees the least amount of engagement.




LINKEDIN

**Best Time:** Monday slightly before or after 1:00 PM PST (4:00 PM EST).

**GENIUS TIP:** The weekend sees the least amount of engagement.

Post tips for Threads are coming soon. [Check out our blog to get your account started!](#)



JUNE 2  
**National Cancer  
Survivor's Day**

## VIDEO

- **Video Idea 1:** Feature a patient or a staff pet! Interview the owner about the diagnosis and treatment process, as well as what life is like now that their pet is in remission.
- **Video Idea 2:** Have a doctor explain what treatment options may be available at your practice, emphasizing that surviving with a good quality of life is the goal.

## PHOTO

- Feature cancer survivor patients and staff pets. Share their stories in the caption!
- Post photos of your treatment area, as appropriate. Share some behind the scenes notes about how you care for a pet with cancer.

**GeniusTip:**  
Make the most of the Instagram collab feature to promote content to an expanded audience.

## INFOGRAPHICS

- Use an infographic to explain some pet cancer FAQs. These common answers will help your clients feel prepared about how to understand their pet's diagnosis.

## MEMES

- Be cute and inspirational with photos of patients who are in remission. Caption them with statements about how it feels to be a strong fighter and survivor.
- Create inspirational images with messages of hope. You may want to use sepia, black and white, or other filters on your photos to create that sense of hope and inspiration.

## INTERACTIVE

- Quiz - can your social followers define things like tumor, remission, sarcoma, etc.?





## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#NationalCancerSurvivorsDay**

**#CancerSurvivor #PetCancer**

**#CancerSucks**

## GeniusTip:

A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[How to Spot Early Cancer Signs in Your Dog](#)**
- **[Help! My pet was diagnosed with Canine lymphoma, now what?](#)**

## GeniusTip:

Use LinkedIn to promote other organizations that align with your practice's philosophies and tag them.

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NATIONAL  
CANCER  
SURVIVORS  
DAY JUNE 2ND

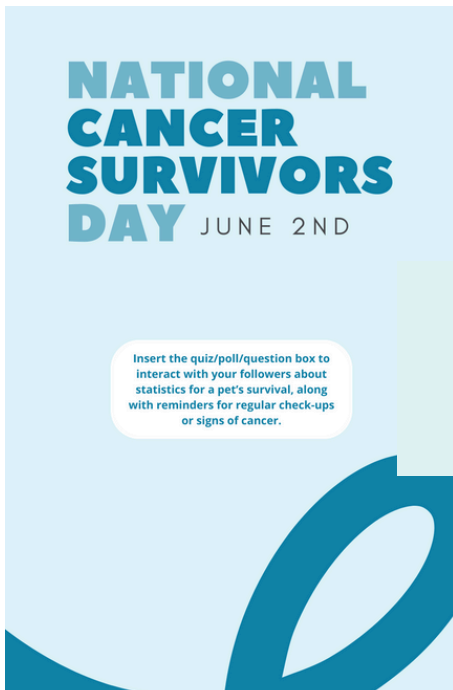
Insert the quiz/poll/question box to interact with your followers about statistics for a pet's survival, along with reminders for regular check-ups or signs of cancer.

9 x 16

Formatted for Instagram and Facebook Stories  
*Encourage engagement by quizzing your followers or sharing fun facts.*

[DOWNLOAD](#)

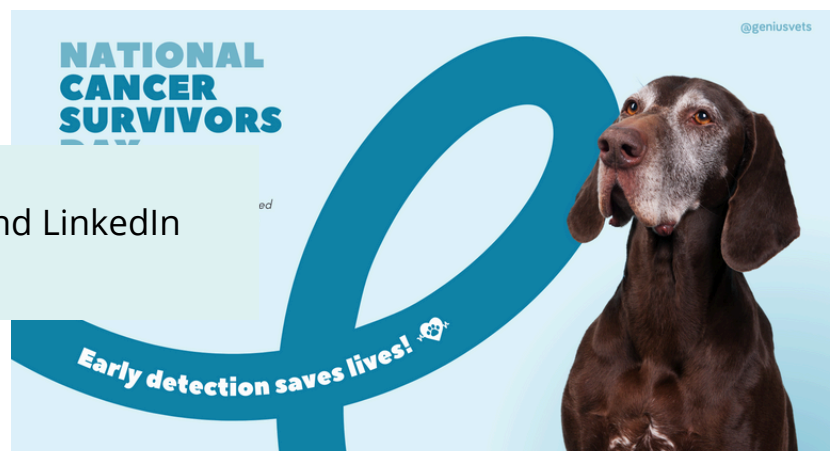
[HOW TO GUIDE](#)



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# Best Hashtag Practices

Hashtags can help boost your content to your niche audience when used sparingly and thoughtfully. If you want to create a community that is easy to find across social platforms, use hashtags specific to your practice according to these recommended tips.



**Instagram:** Include **3 - 5 hashtags** after your creative caption or in the comments when interacting with your audience.



**Facebook:** Include **1 - 2 hashtags** in your post or in the comments when interacting with your audience.



**Twitter:** Include **1 - 2 hashtags** in your Tweets, in a comment when you Retweet, in your replies, or your Twitter bio.



**TikTok:** Include **3 - 5 hashtags** in your TikToks after writing a creative caption. Include trending and personalized hashtags!



**LinkedIn:** Include **1 - 3 hashtags** in your posts, and keep the focus professional for LinkedIn's platform.

Source: Sprout Social

## GeniusTip:

Use hashtags with your practice name, your practice name + city name (if the combination is not too long), your city + pets/dogs/cats, or your practice name + pets/dogs/cats. You can also use the practice short name as well.

*Examples would be #vetvillagelomira, #thedrakecenter, #lomiradogs, #encinitascats, etc...*

JUNE 2-8

# Pet Appreciation Week



## VIDEO

- **Video Idea 1:** Feature veterinarians and technicians sharing valuable pet care tips and advice. Topics could include dental care, nutrition, parasite prevention, grooming techniques, and general wellness tips.
- **Video Idea 2:** Take viewers on a tour of the practice, showcasing the various areas where pets are examined, treated, and cared for.

## PHOTO

- Show pets receiving grooming treatments such as baths, nail trims, and brushings.
- Include images of a pet being weighed, examined by the veterinarian, receiving vaccinations, and interacting with the veterinary team.

### GeniusTip:

Asks questions in your Instagram captions to encourage your followers to share their answers in the comments.

## INFOGRAPHICS

- Highlight the numerous benefits of owning a pet, including improved mental and physical health, reduced stress levels, increased physical activity, and companionship.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Pet appreciation, pet love, dog lover, cat lover
- Create a meme featuring an image of a pet eagerly waiting for treats, with the caption: "When You Realize Your Pet's Love Language is Treats"

## INTERACTIVE

- Create a fun quiz that helps pet owners discover their pet's personality type based on their behavior, preferences,

## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#PetAppreciationWeek**

**#PetAppreciation #PetWeek**



## GeniusTip:

The most successful TikToks use trending audios - start saving your favorites to use ASAP!

## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[Dollars and Cents - The Real Cost Of Pet Ownership](#)**



## GeniusTip:

Posts that include images get 35% more engagement from Twitter users.

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**1x1**

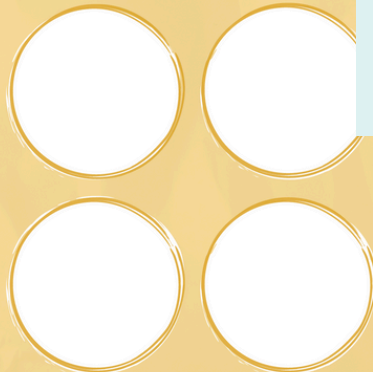
Formatted for Instagram and Facebook

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HAPPY PET  
APPRECIATION WEEK!

How do you show your pet  
that you appreciate them?  
Tell us with GIFs!



**9x16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by filling out the template and posting a blank one for followers to screenshot and share!*

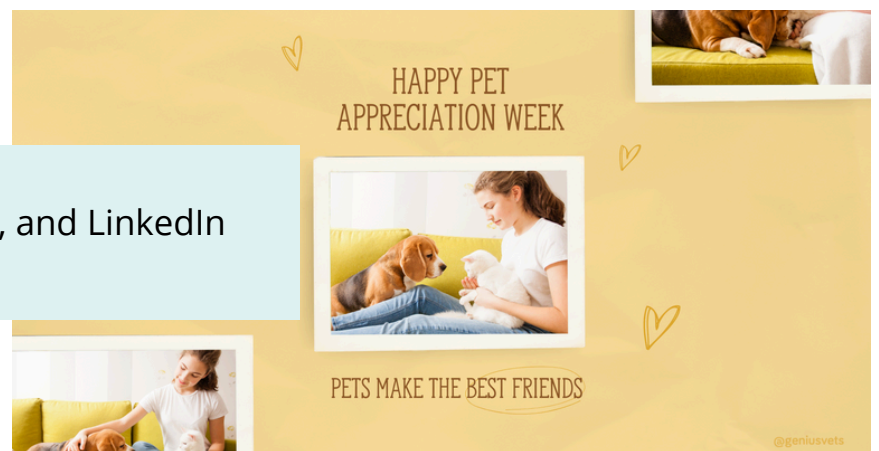
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## JUNE 16

# Father's Day

### VIDEO

- **Video Idea:** Create a video of any dads that work in your practice. Have them share about their families, including pet kids!

### PHOTO

- Showcase dads enjoying outdoor activities and adventures with their pets, such as hiking, camping, or playing in the backyard.
- Post images of dads and spending quality time with their pets.

### INFOGRAPHIC

- Create an infographic of fun ways that dog dad's can celebrate Father's Day with their pets, such as: taking photos in matching outfits, spending a day in the park, or going on an adventurous hike or trip to the beach.

### GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog dad, Father's Day, pet dad, pet family.
- Think of "dad problems" or "dog dad problems," and add relatable captions to photos.

### INTERACTIVE

- Survey or poll your followers—what's the best thing about being a dog dad?



# At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

We achieve these results because we have invested the time, talent, and resources to develop programs based on the actual needs and behaviors of veterinary doctors, their staff, and clients.

GeniusVets is the highest-performing company of its kind in the veterinary industry. Our proven programs provide the strategies and support you need to take back control of your veterinary practice, get your team aligned, attract all of the doctors and staff you want, and improve the quality and value of your client relationships.

*“Since starting to work with GeniusVets, our organic traffic on our website is up 466%, and our total website visits are up 396%. **The social tools, review platform, and client success team are second to none.**”*

- Dr. Stephanie Beardsley,  
DVM, DACVS. CEO



[SCHEDULE A DEMO](#)



JUNE 21

# National Dog Party Day



## VIDEO

- **Video Idea 1:** Create a video featuring quick tips for organizing a dog party, including choosing a pet-friendly venue, setting up dog-safe decorations, and providing plenty of water and shade.
- **Video Idea 2:** Capture dogs eating party treats, such as dog-friendly cupcakes, cookies, and frozen treats.

## PHOTO

- Post a collage of candid shots capturing dogs socializing, playing with toys, and enjoying treats at a National Dog Party Day event.
- Post a collection of photos featuring dogs dressed up in colorful party hats, bandanas, and bow ties. Encourage pet owners to join in the celebration by dressing up their pups.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Pet party, pet fun, dog party, dog celebration, dog birthday
- Post a photo of a group of dogs celebrating with the caption: "Dog Party Checklist: Toys, Treats, and Tails Wagging!"

## INFOGRAPHICS

- Outline the essential items that pet owners should bring or consider when planning a dog party. Include items such as water bowls, leashes, waste disposal bags, first aid kits, and dog-friendly snacks.

### GeniusTip:

39% of customers only trust brands if they have interacted with them on social platforms.

## INTERACTIVE

- Create a survey asking dog owners about their preferences for dog party themes, activities, and locations.



## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

**#DogParty**

**#NationalDogPartyDay**

**#DogPartyDay #PartyAnimal**

## GeniusTip:

Focus on bite-sized Facebook post types such as: quick questions or polls, quotes from a blog that require a click for more context, or educational statements paired with a picture.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[The Power of Sniffing, Searching, and Games: Why Your Dog Deserves a Sniffari Adventure!](#)**
- **[Escape Summertime Boredom with These 5 Activities for Kids and Dogs](#)**

## GeniusTip:

Include a question in your Facebook posts to encourage comments and engagement.

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FILL IN THE BLANK

Every good  
dog party has  
\_\_\_\_\_ and  
\_\_\_\_\_!

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# Claim Your Profile

(It's already live!)



Our mission is to help independent veterinary practices thrive. We deliver on that mission by offering the most powerful, valuable, and easy-to-use marketing platform available to veterinarians today.

By claiming your free profile at GeniusVets.com, you are getting a glimpse into our commitment to doing everything we possibly can to help your veterinary practice succeed.

[CLAIM PROFILE](#)

Once you've claimed your profile, our team will get to work, enhancing your profile to deliver a truly beautiful and engaging asset that will bolster your business for years to come. As soon as that work is done, we will contact you to show you how to log in and easily make any updates you see fit in the future.

# Market like a Genius with GeniusVets

**Our core philosophy is that the DVM must be at the center of the pet care conversation, working closely with the pet owner.** We've seen DVMs become increasingly sidelined in the online discussion as people turn to disreputable sources to get answers about pet care. To keep your pets safe, DVMs must have an online voice, which is what GeniusVets is working diligently to ensure.

Our unrivaled engagement platform has sought to return DVMs to their rightful place as the foremost authorities, but **we also provide a comprehensive set of marketing programs and solutions proven to deliver the highest performance in our industry.** The GeniusVets marketing approach has enabled our clients to consistently outperform national brands and corporate chains as well as their local competitors, all while growing their patient acquisition and retention.

Get in touch with us!

